



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 65

NEW YORK, N. Y., FRIDAY, OCTOBER 1, 1937

FIVE CENTS

## World Series Free on 3 Webs

### McNINCH GOES TO FCC WITH AN "OPEN MIND"

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent  
Washington—When Frank Ramsey McNinch officially takes over his new duties as chairman of the FCC today, the oath being scheduled for noon,



Frank McNinch

he will carry with him the same policies insofar as they are applicable, that he so ably exercised at the Federal Power Commission. Although having had no experience with the radio industry before, McNinch will immediately go to work in an effort to reorganize and assist

(Continued on Page 3)

### 12 Co-Op Sponsors Set For Jessel Program

Under the co-operative sponsorship of 12 companies, "30 Minutes in Hollywood" will make its debut over a coast-to-coast Mutual network of 29 stations Oct. 10 at 6-6:30 p.m. Program, emanating from KHJ, will feature

(Continued on Page 3)

### WCBS, Springfield, Ill. Affiliates With Paper

Springfield, Ill. — Coincident with boost in power to 250 watts, unlimited, WCBS this week became affiliated with the Illinois State Journal. Sunday's issue of the Journal devoted a special section to the station,

(Continued on Page 3)

### Pre-Havana Parley

Washington Bureau, RADIO DAILY  
Washington—Philip F. Siling, acting secretary of the Havana Preparatory Group, announces that matters relating to broadcasting in connection with the coming Havana radio conference will be discussed Oct. 8 in a meeting at Room 7355, New Post Office Bldg., at 10 a.m. Broadcast phases of the International Radio Conference will be considered. James A. Baldwin, NAB managing director, will attend.

### NATIONWIDE ORGANIZING BEING DEFERRED BY CIO

Washington Bureau, RADIO DAILY  
Washington—CIO organizers are giving their immediate attention to radio marine and radio telegrapher organizing, with no national scale broadcast organization activity planned for the near future, spokesman for the union stated yesterday.

First station to be 100 per cent organized under American Communications Ass'n, CIO unit, is WJW, Akron. Inquiries from other stations are said to have come in.

CIO expressed concern over status of WJW before the FCC. The 100-

(Continued on Page 3)

### Justice Black Will Talk Over 3 Networks Tonight

Supreme Court Justice Hugo Black yesterday completed plans with NBC, CBS and Mutual to use their entire facilities tonight at 9:30-10 to answer the Ku Klux Klan charges that have recently cropped up all over the country. Setting of the speech caused confusion throughout the networks late yesterday afternoon. CBS can-

(Continued on Page 2)

### Baseball Classic on Sustaining Basis Over Trio of Networks—Ford Said to be Out \$100,000

### RKO TO GIVE PREVIEWS FOR RADIO SPONSORS

West Coast Bureau, RADIO DAILY  
Los Angeles—With the inauguration of its radio relations department, RKO will preview its important pictures for sponsors and producers of radio shows interested in using screen talent on the air. Initial preview will be the "Music For Madame" today.

### WRDW, Augusta, Ga. Joins CBS on Oct. 31

WRDW, Augusta, Ga., will join the CBS network as a supplementary station on Oct. 31. Station is a full time clear channel outlet operating on 1,500 kcs with 250 watts daytime, 100 watts at night.

Augusta Broadcasting Co. is the owner of WRDW. J. E. Reynolds is manager. Network rate will be \$125 per hour. This makes the third CBS station in Georgia. WMAZ, Macon, and WGST, Atlanta, are the other two.

### Resume AFM Parleys

Key station negotiations were resumed yesterday by the AFM, which conferred early in the day with WOR mostly while Fred Weber, general manager of Mutual Broadcasting System sat in as a "conveyor" for Mutual. WOR was represented by A. J. McCosker and Ted Streibert. Later in the day NBC and CBS ex-

(Continued on Page 2)

Combined NBC, CBS and Mutual networks are going ahead with plans to broadcast the World Series baseball games on a sustaining basis. Plans were completed on the recent visit here of Judge Kenesaw M. Landis, but it was requested that announcement be withheld in hope that a last minute deal would sell the series to a sponsor.

Arrangements made with the baseball "czar" are said to be satisfactory to the webs as to monetary an-

(Continued on Page 3)

### KATE SMITH PREMIERE TAKES B'WAY SPOTLIGHT

Broadway's first radio show premiere to be staged as a gala "first night", with a studio audience of Who's Who, klieg lights, silk hats, ermine and even a lobby broadcast conducted by an independent station having no connection with the show aired in the playhouse, took place last night with the start of Kate Smith's new CBS series for General Foods. The pre-broadcast airing of arriving celebrities at CBS Radio

(Continued on Page 2)

### Sieberling Rubber Co. Placing Spot Campaign

Cleveland—Sieberling Rubber Co. has disked 16 dramatized spot announcements to be placed on 200 stations in a fall and winter advertising campaign. Spots were written and produced by Guild Productions, local radio producing firm.

## Seven Applications Granted By FCC for Radio Facsimile

### Lawyers Advocate Ban On Broadcasting Trials

Kansas City—A ban on broadcasting of court trials was advocated at yesterday's session of the American Bar Ass'n convention here. Barring of photographers also was suggested.

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent  
Washington—Interest in radio facsimile as the next major step in broadcasting is becoming keener, it is revealed by the FCC, which has already granted seven applications, two of them within the past month.

(Continued on Page 3)

### Connery to Carry On

Boston—Congressman Lawrence Connery, who swept to victory in the special election in the seventh Massachusetts district, announced after his election that he would carry out the program of his late brother, William P. Connery, Jr. One of the issues in this program was a bill for a sweeping investigation of the radio industry.

### Local Newsreel Tieup

Minneapolis—WTCN and the World theaters of Minneapolis and St. Paul are issuing a newsreel devoted to Twin Cities news. Reels will be plugged over the station and shown in the World theaters, which supply cameraman and equipment, while Stephen Wells of WTCN edits the film and Charles Irving is commentator.



NEW PROGRAMS—IDEAS

COMING and GOING

Vol. 2, No. 65 Fri., Oct. 1, 1937 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Contrasting Flood Scene

Reconstruction in Charleston and Southeast Missouri since the Ohio River flood, providing a vivid contrast to the flood broadcasts of last winter, was the subject of a special airing recently by KMOX, St. Louis Show was handled by Public Affairs Director Jerry Hoekstra, Gordon Sherman, engineer, Harry W. Flannery, commentator, and Marvin E. Mueller, who visited towns in that section, describing reconstruction ac-

tivities. Airing was tied together for single half-hour listen by means of instantaneous recordings at various spots.

What They Think

WJR, Detroit, will give listeners a chance to speak their minds on anything from Europe to poetic inspiration in a new Saturday night half-hour airing, 10:45-11:15. Duncan Moore is in charge of the broadcasts, titled "Radio Soap Box."

Kate Smith Premiere Takes B'way Spotlight

Theater No. 2 in West 45th St. was conducted by WNEW.

At the conclusion of the show, Miss Smith was showered with flowers and congratulations.

From the society register were Donald F. Haggerty, Marjory Stoddard, Nancy and Marshall Sewall, Jane Hall, Ann Curie, Mrs. and Miss Cobina Wright, Col. and Mrs. Monroe Neville Hopkins, Lt. and Mrs. Cameron Winslow, Mr. and Mrs. Richard May, Mr. and Mrs. Frank Bacon, Huntington Watts, Rita Horton, William H. Hutton, Mr. and Mrs. Edward Kohl, Electra Waggoner Bowman, Mr. and Mrs. Frank E. Byrne, Summer W. Taylor, Fairfax Burgher, Lady Suzanne Wilkins and Fay Devereaux Keith.

From radio Mr. and Mrs. Hugh K. Boice, D'Artega, Cynthia Drew, Mr. and Mrs. W. B. Lewis, Mr. and Mrs. Jack Robbins, Jack Alicoate, Don Mersereau, Dan Walker, Allyn Marsh, Edwin K. Cohan.

Ralph Starr Butler, Charles Mortimer, and Morton Campbell were present for General Foods. Clarence Eldridge, L. M. Brockway, George Pryson, and Bill Stuhler of Young & Rubicam were also in the house.

A review of the program will be found on page 5.

Mittendorf Marries

Chicago — Manager E. S. Mittendorf of WIND, Gary, and Virginia Benoit, a performer on the same station, surprised associates by announcing that they were married and leaving for a honeymoon in Florida. They will be gone about three weeks.

WREC to Originate Golf Meet

Memphis — WREC will originate play-by-play description of women's amateur golf championship tournament, starting Oct. 5 and running through Oct. 9. Programs will be fed to CBS.

Adele Purcell Moves

"My Private Secretary," Adele Purcell's Secretarial Service for Radio Artists, has moved to new quarters at 8 West 49th Street.

Mutual's Third Birthday

Mutual Broadcasting System celebrates its third birthday tomorrow.

Justice Black Will Talk Over 3 Networks Tonight

celeated the last half-hour of the Campbell Soup Co. program scheduled to be heard at that time, while NBC-Red network canceled "True Story Hour". NBC-Blue and Mutual both had sustainings listed. Fred Shawn, Washington NBC announcer, will introduce Black.

WMCA will feed a transcribed version of the speech to the Inter-City network at midnight.

WPEN-WRAX Cancel Discharges

Philadelphia—WPEN and WRAX, after a conference before the National Labor Relations Board, agreed to revoke all discharges of their ten veteran announcers, all members of the American Guild of Radio Announcers & Producers. Guild had complained to NLRB that the announcers were locked out by the stations because of union membership. Reason for the discharge was given by the stations as incompetency and was to be effective today. John Iraci, new head of the station said the Guild had no foundation for claiming they were discharged for union membership.

Weekly Availability Sheets

KDYL, Salt Lake City, is putting out a handsomely printed weekly issue of complete availability data. Sheet lists entire program schedule Mondays through Sundays and goes to all agencies, station representatives, and all national buyers of radio time.

"AP at the Front"

NBC special events will stage an "Associated Press at the Front" program over the NBC-Blue web tonight. 7-7:30 p.m. Program will go around-the-world. Pick ups will come from Geneva, Madrid, Shanghai, Tokyo, San Francisco and New York. AP correspondents will report the days news in their particular areas.

FINANCIAL

(Thursday, Sept. 30)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio. Columns include High, Low, Close, and Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltime Corp., Stromberg Carlson. Columns include Bid and Asked prices.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Columns include Bid and Asked prices.

Resume AFM Parleys

(Continued from Page 1)

ecutives again talked to the AFM committee. Understood that CBS is all set to sign an agreement, but that NBC is holding out. Both sides expect an early pact will be negotiated.

WHK Morning Live Show

Cleveland—Cleveland gets a new talent show, the first early morning program of its kind. To get away from the use of transcriptions and present a new idea, Standard Drug Co. has conceived "Standard Drug Varieties", to be heard on WHK each week-day morning. A half-hour show, it will use a number of regular features, as well as guest artists, selected amateurs and semi-professionals. Annabelle Jackson, pianist, will appear on the program daily, and there will also be a hymn sing lasting four minutes.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

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

AL DONAHUE

and his orchestra

Opening at the Rainbow Room Oct. 6th

For Fall and Winter Season Fourth Return Engagement

Notre Dame on WLW Line

WLW line will broadcast the entire Notre Dame football scheduled as a sustaining feature over WLW, WHN, WBAL, WFIL and KQV. Same stations will carry the Kellogg Co. Football Jamboree one-half hour before play-by-play descriptions begin. Red Barber and James Leonard will do the nine games.



JESSICA DRAGONETTE

Palmolive

BEAUTY BOX THEATRE of the air

Every Wednesday Night, Nine-Thirty E.S.T.

W A B C — COLUMBIA NETWORK

WEDNESDAY • OCT. 6th

ALL REQUEST PROGRAM

## McNINCH GOES TO FCC WITH AN "OPEN MIND"

(Continued from Page 1)  
in the formation of new policies for the Commission.

He states that he definitely is not going to his post with a personnel ax to grind, but that he will maintain an open mind and will to the best of his ability reorganize and straighten out any difficulties which may exist within the commission at the present time. Considered a liberal in the political light, McNinch, when he took over the position as head of the Power Commission, devoted three months to study of his post and it is his intention to apply the same methods with the FCC.

A native of Chester, S. C., Frank McNinch began his career as a lawyer. He studied law at the University of North Carolina, later became mayor of Charlotte and after serving his term was reelected again in 1917. His political record has been essentially clean not only in his state but with the federal government as well.

The new FCC chairman looks upon radio as a utility, to be maintained in the interest of the public. The FCC has been charged from time to time, both on Capitol Hill and in official Washington, with playing into the hands of monopolies. McNinch, when confronted with this question, declared that he had no knowledge of such practices, but if they did exist he would soon see that it was stopped.

One of his first tasks will be the probing of charges concerning "dummy" broadcast corporations, on which a hearing involving two attorneys is set for Oct. 5.

In order to cause no talk about the propriety of holding two government posts at one time, McNinch has resigned his Power Commission chairmanship to devote himself to the FCC. He says he is now in possession of sufficient data concerning all FCC branches to take over the new post intelligently.

McNinch stated that while his efforts for the most part in the beginning would center chiefly upon the broadcast division, he would nevertheless study closely functions of both telephone and telegraph divisions.

Prior to 1917 when he first entered public life McNinch was steadily building up his private law practice. He had at that time no political ambitions. Today although still a good Democrat, he has filled with a clean record every government post to which he has been appointed. He has been chairman of the Federal Power Commission since his appointment by President Hoover in 1930. The first time a position was offered

### Things Are Humming at KAWN

Gallup, N. M.—Every five miles for 75 miles east and west of here, KAWN has set up signs reading "Tune in 1500", and the Santa Fe Super Chief which goes through here turns on the radio when 75 miles away, with the station broadcasting to the train and telling the passengers about the country they are passing through. It gets many waves from the car windows... The elaborate El Rancho hotel, nearing completion, installs remote line to PBX board, and KAWN broadcasts from any of the 100 telephones in all rooms and apartments by simply putting the speaker or program on the phone... All roads paved now, Denver to Los Angeles, which means plenty tourists... KAWN has just taken RNA news, NBC Thesaurus, and landed 26 new local accounts in a week... First Saturday each month has been established as "dollar day", urging clients to tie in newspaper and windows, with accounts not on air also getting benefit... A series of all-night shows is being run for DXrs... Also running from midnight tonight until 7 a.m. tomorrow without interruption to tell the world about this country. D. E. Bennett is manager of the station.

### WCBS, Springfield, Ill. Affiliates With Paper

(Continued from Page 1)  
its personalities, equipment and future plans, with more than two pages of pictures.

Staff of WCBS includes Harold L. Dewing, president; Leslie Pefferle, vice-president; John J. Corrigan, program director; Carl Jefry, commercial manager; Don Burricher, chief engineer; Herbert Reynolds, technician; Dick Ashenfelter, assistant engineer. Also on studio and business roster are Owen Balch, "Spizz" Singer, David Meyer, Gerry Stokes, Bertha Proska, Gladys Parker, Bill and Dorothy Nelms, Louise Langley, George Henry, Mary L. Dilley and others.

### Nationwide Organizing Being Deferred by CIO

(Continued from Page 1)  
watt Akron station has been given extension of time to file exceptions to granting of application to Summit Radio Corp. for a new 1,000-watt Akron station.

### 12 Co-Op Sponsors Set For Jessel Program

(Continued from Page 1)  
ture George Jessel, Norma Talmadge, Tommy Tucker's orchestra, Amy Arnell, vocalist and guest stars. Redfield-Johnstone is the agency. Crawford Clothes will sponsor in New York.

to him on the Commission it was declined.

McNinch is a soft-spoken man and lives quietly at home where he spends most of his leisure time tending his garden. On work days he is in his office promptly at 8:30 every morning and works until usually after 5. He is a member of the Presbyterian Church, the Knights of Pythias, and a Mason as well as belonging to the Junior Order of United American Mechanics.

He was married in 1905 to Mary Groome of Greensboro, N. C. They had three children. Shortly before his election as Mayor of Charlotte, Mrs. McNinch died. A few years later he married again, this time to Huldah Groome, the sister of his first wife, and they have two children.

### 7 Applications Granted For Radio Facsimile

(Continued from Page 1)  
Newspapers are particularly concerned about the development, which they consider a threat to their industry.

WHO, Des Moines, and WGH, Newport News, are the most recent stations to obtain facsimile permits. Under a new rule, the broadcasts are permitted after midnight on an experimental basis. Other stations with licenses are W9XAF and W9XAG, Milwaukee Journal; W7XBD, Portland, Ore., Journal; W2XR, Radio Pictures Inc., Long Island City, N. Y., and W1XMX, Yankee Network, Quincy, Mass.

### Two New WMCA Series

A new weekly variety show, featuring artists from the Jewish stage and a weekly news dramatization of Jewish events, produced and narrated in English, starts over WMCA on Monday, 7:30-8 p.m.

A series in cooperation with the New York City school system, designed to interest teachers and students of civics and modern history, starts same day.

### Football on KQV

Pittsburgh—Plenty of football will be aired by KQV starting Saturday, under sponsorship. Schedule includes a pre-game 45-minute jamboree featuring Bob Newhall as emcee, the Quadrangle Quartet, Red Barber and the Collegians Orchestra. Red Barber and Jimmy Leonard will announce the games, which will be followed by a resume of the day's scores.

## WORLD SERIES TO AIR ON SUSTAINING BASIS

(Continued from Page 1)  
gle, and play-by-play and between-inning commentators are being set by the networks, with probable official announcement being made today of the respective lineups as to broadcasting details.

Unconfirmed report is that the series still costs Henry Ford \$100,000, which sum was forfeited when he suddenly asked to be released from his option. This amount is the same that Landis sought from potential sponsors. Ford sponsored the series for three consecutive years. First game is scheduled for Oct. 6, the contestants being two New York teams, Giants and Yankees.

### Edward McHugh to New York

Edward McHugh, the Gospel Singer, will resume his broadcast from New York within the next ten days. Program, sponsored by Procter & Gamble, has been emanating from Chicago.

### Ruth Danner Parties

Alfred H. Morton, NBC manager of owned and operated stations, threw a party in the Rockefeller Center Luncheon Club yesterday for Ruth Danner, his secretary, and her colleagues. Miss Danner is resigning to join the Carnegie Corp.

## AL GOODMAN

Dear Friends:

You are cordially invited to "attend" my return to Your

### LUCKY STRIKE HIT PARADE

for my seventh series, over CBS Saturday, October 2nd, at 7 P. M. P.S.T.

Sincerely,

Al Goodman

### STAR RADIO PROGRAMS INC.

— PRESENTS —

"Good Morning Neighbor!"

"AMERICA'S IDEAL WOMAN'S PROGRAM"

250 PARK AVENUE NEW YORK CITY

### BARRY McKINLEY

IN

ROMANTIC RHYTHM

SUNDAY 6:30-7 P.M. EST

WABC-CBS Network



GRIFFIN

"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST

WEAF-NBC Network

## ORCHESTRAS MUSIC

**L**YN MURRAY's debut as orchestra leader on CBS is set for Wednesday at 10:30 p.m.

*Lou Martin's Music Makers will again be in the new fall revue opening Oct. 11 at Leon & Eddie's.*

Jack Betzner's orchestra at Starlight Terrace, Essex House, Newark, will soon have a WOR wire. Chic Briner has been signed as vocalist and will form a quartet with Jack Schwartz, Chic Forsyth and Jack Volker.

*A one-hour Sunday Swing Show, 11:30-12:30 noon, using live talent, will be introduced by WNEW on Sunday.*

Paul Whiteman, who concluded a run in Fort Worth this week, has added Marian Manners, singer, and the Three Bad Habits (Mickey Germano, Willy Rafford and Johnny Huebner) for his tour.

*The Original Dixieland Jazzband, minus J. Russel Robinson, pianist, and Harry Barth, bass fiddle player, has returned to New York to fill engagements, after 13 weeks at the Fort Worth Frontier Fiesta.*

Henry Busse and Harry Kogen have collaborated on a ditty, "Farewell, My Love," which Busse will introduce over NBC on Sunday night from Chez Paree, Chicago.

*Richard Humber will be heard in a CBS sustaining series starting Oct. 15 from the Essex House.*

Erno Rapee, conductor of the Radio City Music Hall symphony orchestra, on Oct. 10 starts his series of seven symphony broadcasts devoted to the works of Sibelius. They will be presented during the "Music Hall of the Air" concerts heard on Sundays at 12:30 p.m. over NBC-Blue.

## SAN ANTONIO

"Speedblenders" Ted and Bill are back on KMAC nightly except Sundays and Thursdays.

Chief Announcer Tony Bessan, also program director of KMAC, was in the Medical Arts Hospital recently. Reason—tonsilectomy.

KONO Notes: Announcer George Downs is now doing the script for "You Bet Your Life." . . . Ernest Tubb and his partner, Merwyn Buffington, have gone out West to Phoenix, Ariz., for radio work.

Welmor Simpson is the new word-slinger over KTSA.

Frank Torrance is now the new radio columnist-editor for the San Antonio Sunday Express.

Ted Eckman is a new spieler at KTSA.



● ● ● Jack ("Little Napoleon" of the Music industry) Robbins' decision to sell out his interests in all his firms will be followed by a year's world cruise—after which he'll join Walter Wanger in flicker producing. He goes west in a few days to complete the deal. . . . D'Artega was signed yesterday to conduct the Tim and Irene MBS show for Admiracion, using his Jell-O crew and starting Oct. 17. He flies west next week for the Ruth Etting-Lionel Stander audition. . . . Bert Block succeeds Eddy Rogers into the Rainbow Grill in three weeks. . . . Margaret McCrae rushes to the Coast to wed Harry Simone, CBS conductor there. . . . Columbia flickers are talking to Lanny Ross to be "love-interest" in "Freshman Follies". . . . James Melton is being talked about for the lead in Grace Moore's next picture. . . . Robert Emmet Dolan goes to MGM as a conductor. . . . Alan Roberts severs his affiliation with WOR Nov. 1. . . . Frank Fay replaces Lum and Abner on the Al Jolson show Tuesday. . . . Val Ernie leaves the Riviera to open at the Versailles next week. . . . Mickey Alpert is set for a commercial on closing at Ben Marden's place in four weeks.

● ● ● Mayor William F. Wright of Rensselaer is having his phone number changed so that he can get some sleep. . . . His number, it appears, is often confused with that of an Albany station—and music fans call the mayor in the wee hours of the morning to "please play Willie Farmer's recording of 'Alligator Crawl' or Cab Calloway's scatin'". . . . Herbert Lateau, announcing his first special event for KARK, Little Rock, opened his mouth to begin the show—when a light bug bent on exploring uncharted passages and places flew in where eloquence flowed out. Herb kept going until the first comma, which he converted into a "period" but to no use—the bug kept right on going down with Lateau suffering until the close of the show. . . . FLASH! Herbert Lateau has applied for a patent on a mouth screen.

● ● ● Henry Ford is said to be working out a deal for 13 half-hour presentations of the late George Gershwin's "Porgy and Bess" operetta. . . . Frances Langford, recently signed for two more years on "H. H.", is reported getting 2 G's weekly for her warbling. . . . Kay and Buddy Arnold do their 1000th song today on WMCA's Wheatie show. . . . "Varsity Show" has switched its time on the air from 8 to 9 beginning Oct. 8 via NBC-Blue. . . . David Bratton, former radio editor of the Brooklyn Times-Union, is with George Lottman now while Dave's successor, Tim Marks is with Earle Ferris. . . . "Radio Newsreel" won't have a studio audience but the press will be admitted. . . . "Silver Theater" debuting Sunday has invited 500 Los Angeles couples to be their guests at the show—who have filed intentions to wed in the past week. . . . "Where the Golden Apples Grow" presented by Phillips Holmes and Jean Muir on the Vallee show last night was originally set for Mary Pickford and Buddy Rogers but the deal fell through. . . . Benny Davis is sending out a unit minus himself with Johnny Woods starring. . . . Wini Shaw's agent gave her a charm the other day for her bracelet. It was a gold "10 per cent".

● ● ● Clair Shadwell, the old Shepherd, director of the WBT, Charlotte, Musical Clock, might well be called the Good Shepherd in light of recent benefactions bestowed through the medium of his show. . . . Last week a blind Gastonia, N. C., youth wrote Shad asking him to buy him a radio to brighten up what apparently was a pretty drab existence. . . . Shad read the plea and stated that he regretted that he was unable to buy one. Within five minutes a call came through from a man in Charlotte offering a set. A few mornings previous, a young married woman called asking for a home for her younger brother. Again Shad read the plea and again, it was answered. A man said he'd take the boy out to his mother's home in the country.

## AGENCIES

FRANK P. DENNY and ROBERT B. SHIREY, account executives, have been added to the Seattle office of J. Walter Thompson Co. The branch office has taken additional space.

R. C. McKEE, head of Homer McKee, Chicago ad agency head, has been appointed assistant manager of the advertising department of Standard Oil of Indiana, succeeding N. H. Reed, who retires Jan. 1 but will assist meanwhile in the reorganization of the department. Wesley I. Nunn is advertising manager. W. E. Blodgett becomes assistant to the manager in connection with the shifts.

## PHILADELPHIA

Edna Phillips, in private life Mrs. Samuel R. Rosenbaum, wife of WFIL's president, is back again with the Philadelphia Orchestra as harpist.

James Allen, WIP program director, adds his own efforts to the station's program schedule as the Top Hat, interviewing stars of the legitimate attractions in their dressing rooms. WIP also plans to air portions of plays from the Forrest and Chestnut Theaters.

Honey Stewart, formerly a member of the Stewart Sisters, just returned from European engagements, is the newest singer on the WIP talent staff.

Doris Havens, WCAU staff organist, walked to the altar Saturday.

Happy Valley Boys start a new schedule of broadcasts on WCAU for Drug Products.

John S. K. Hammann, sales manager of KYW, has been appointed to the banquet committee of the Poor Richard Club.

Jack Barry, airing the Temple football games on WIP in the interests of the Atlantic Refining Co., also grabs off the sponsor's sport shots on WFIL and the entire Quaker State network.

## LOS ANGELES

"Reunion of the States" returns to KNX next Sunday at 2:30-3 in a salute to I-o-way, which state has contributed heavily to the California population. Broadcast from the Hollywood Women's Club, and Arthur Shank returns as master of ceremonies.

Jimmy Vandiveers' KHJ-Don Lee "Meet Some People" has switched to a new groove on Wednesday nights at 8:15. Hal Styles, conductor of "Help Thy Neighbor," was Jimmy's first interviewee on the new schedule.

Dick Lane, who appeared with Joe Penner in RKO's "New Faces," has been set for a similar role with Penner on the initialer for Coco Malt Sunday.

# ★ Program Reviews and Comments ★

## KATE SMITH HOUR

General Foods Corp.  
WABC-CBS Network,  
Thursdays, 8-9 p.m.  
Young & Rubicam Inc.

### CLASS VARIETY PRODUCTION BOUND TO CLICK AT A PACE LIKE THIS.

Kate Smith returns to the CBS air lanes after an absence of three months, bringing with her a typical Ted Collins production that holds the interest throughout via the medium of its top-notch entertainment. Permanent company comprises Kate Smith, Ted Collins, Jack Miller and orchestra, Henny Youngman and Ted Straeter and his mixed chorus. Guest stars on the opening program were Tallulah Bankhead and Henry Fonda, in a radio version of "Camille," excellently presented with the help of a narrator and a fine supporting cast. Selection of the romantic French play and the two leads seemed like a good bet, considering the fact that to a great extent the program is aimed at the womenfolk, and yet there was ample fare for all members of the household.

Surprise array of sports talent was marshalled in by Joe Williams, Scripps-Howard sports editor, the Parade of the Champions holding Barney Ross, Lou Ambers, Fred Aposteli, Harry Jeffra, Glenn Cunningham, Sam Romani, Lou Gehrig, Charlie Kurtzinger, Ralph Guldahl and Francis Low, running the gamut of boxing, track, golf, horse racing, game fishing, etc.

Not the least was the return to the ether of Miss Smith's voice. She offered several songs, including "My Cabin of Dreams", "That Old Feeling" and "It Was So Beautiful", selling them strongly in her usual inimitable style. Credits for Swansdown cake flour were worked in by Miss Smith early in the program and later Andre Baruch took the reins. Calumet baking powder commercials were heard toward the close and in both cases the selling was handled with silk gloves, rather than laying it on with a heavy hand. Band turned in a nice job, both on its own as well in handling the incidental music for the sketch and subsequent backgrounds. Youngman coming on in the final quarter was in good form and garnered many laughs with gag material that was above the average.

## Noel Coward

Noel Coward, who guested on the NBC-Red "Hit Parade" with Mark Warnow on Wednesday night, sounded as though he could be a very interesting radio personality, although he was badly misguided in the choice of interview material for this one-shot. And the cigaret endorsement that he had to deliver didn't help him any either.

## EDDIE CANTOR

Texas Corp.  
WABC-CBS, Wednesdays,  
8:30-9 p.m.  
Buchanan Co.

### TEXACO PROGRAM GETS BIG LIFT WITH RETURN OF CANTOR TO LINEUP.

After sliding along for the summer months, the Texaco program came back into its own in a big way Wednesday night with the return of Eddie Cantor and the shifting of period from Sunday to Wednesday. The shift, incidentally, was wisely made. There was no sense in trying to buck the Chase & Sanborn Hour, which has a lot of fans who also want to hear Cantor. In the new spot, he will command a much bigger listening total—and Chase & Sanborn will be helped likewise.

First show of the new fall series got off to a fast start, with plenty of pep, excellent comedy, good music and holiday spirit in the general proceedings. Cantor was in top form, and so were Jimmy Wallington, Jacques Renard, Deanna Durbin, Pinky Tomlin and Saymore Saymore (Helen Troy). The repartee between Cantor and Wallington had snap and comedy click to it. Miss Durbin displayed her unusual voice and technique in an aria of generous length. Tomlin and Saymore came in for amusing comic love interest, and Renard had his musicians on their toes.

The commercials were hardly noticed.

## CHESTERFIELD PROGRAM

with Andre Kostelanetz Orchestra,  
John Charles Thomas, Deems Taylor  
Liggett & Myers (Chesterfields)  
WABC-CBS, Wednesdays,  
9-9:30 p.m.  
Newell Emmett Co.

### SMART MUSIC, GOOD SINGING AND REFINED COMMENTATING MAKE NICE COMBINATION.

Chesterfield's new series, with Andre Kostelanetz conducting, Deems Taylor as commentator and John Charles Thomas as the initial guest star, delivered an excellent show Wednesday night. Kostelanetz is a trained hand when it comes to symphonic musicianship with pop appeal, and he provided a smart and colorful background for this initial program. His Tchaikovsky overture to "Romeo and Juliet," adapted along the lines of the "digest" magazines that are in current vogue, was particularly interesting.

John Charles Thomas started his vocal group with the much mauled "Largo al Factotum," which he put over in much finer style than most others who attempt the Figaro piece. Some musical comedy stuff, "Little Girl. Goodbye," and "Home on the Range" with a suitable string accompaniment were his other numbers, both well done.

Deems Taylor has just the right amount of class into his commentating, and the commercials were suitably subdued.

## "MUSIC OF ROMANCE"

with Eddy Duchin Orchestra  
Elizabeth Arden  
WJZ-NBC-Blue, Wednesdays,  
8-8:30 p.m.  
Cecil, Warwick & Legler

### OPPONENT OF SWING ATTEMPTS REFCRM WITHOUT DECIDED INNOVATION PLUS WORDS FROM SPONSOR.

Some time back, Eddy Duchin stated that swing was passe but he failed to mention what would replace it. This new show for Elizabeth Arden cosmetics with Duchin's music, plus the two unannounced vocals by Stanley Worth, was just another routine musical show sandwiching a few commercials.

Duchin announced his own selections, starting with "The Loveliness of You", which was distinguished by Duchin's piano-pounding and reed instrumentation. A waltz from the "Vagabond King" was followed by a medley of pop tunes after which Miss Arden was introduced to the audience. She spoke well of Duchin's music and added that she, too, had something to offer the public in the way of youthfulness—and cosmetics. She faltered once or twice in her little recitation. Duchin's ivory-tickling of "My Blue Heaven" deserves mention. After a rumba, a femme took the spotlight and told about a free book to those purchasing E. A.'s product at your local store. In its entirety, the show went along smoothly in standard fashion.

## "Cavalade of America"

Du Pont resumed its CBS dramatizations of "little known episodes in American history" last Wednesday, 8-8:30 p.m. The life of Edwin Booth, the actor, was the first subject. Program traced Booth's life from childhood to a mature adult, and closed with Booth receiving the "medal of Hamlet" and being declared the greatest Hamlet of all time. Production and script were excellent. This is one program to which broadcasters can point with pride. It is purely educational. Plugs are also along the same lines. Commercial time on this broadcast told of a new cellophane plant being built at Clinton, Ia.

## Briefly

Alan Roberts, WOR tenor, has a mighty pleasing voice and a nice style in putting over songs.

Lisa Sergio, femme announcer for the H. Leopold Spitalny musical program over NBC-Blue, is a pleasant contrast to the stream of male announcers. She does a slick job, too.

George Griffin, baritone, caught again Thursday noon on NBC-Blue, warbled "My Cabin of Dreams" and "The Loveliness of You" in a way that was very pleasing to the ear. There ought to be more and better spots for such satisfying singers.

## NEW SHOWS AHEAD

### TODAY

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

### SATURDAY, OCT. 2

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

### SUNDAY, OCT. 3

"On Broadway," General Foods (Diamond Crystal Shaker Salt), NBC-Blue, 3-3:30 p.m.

"Silver Theater," International Silver, CBS, 5-5:30 p.m.

Bakers' Broadcast, with Ozzie Nelson, Harriet Hilliard and Feg Murray, NBC-Blue, 7:30-8 p.m.

General Motors Concerts, Erno Rapee, John B. Kennedy, NBC-Blue, 8-9 p.m.

Tyrone Power, dramatic series, John H. Woodbury Inc., NBC-Blue, 9-9:30 p.m.

"Time of Your Life," with Sheila Barrett and Joe Rines orchestra, Gruen Watch, NBC-Red, 5:30-6 p.m.

Jack Benny, Gen. Foods (Jell-O), NBC-Red, 7-7:30 p.m.

Metropolitan Opera Auditions, Sherwin-Williams, NBC-Blue, 5-5:30 p.m.

Phil Baker and Oscar Bradley orchestra, Gulf Oil, CBS, 7:30-8 p.m.

Joe Penner and Jimmy Grier orchestra, Cocomalt, CBS, 6:30-7 p.m.

Kellogg Co., "Singing Lady," Mutual 5-5:30 p.m.

### MONDAY, OCT. 4

Dr. Allan Roy Dafoe, Lehn & Fink (Lysol), CBS, 4:45-5 p.m.

Baume Bengue newscast, Thomas Leeming & Co., WABC, 7:55-8 a.m.

"We, the People," with Mark Warnow orchestra and Gabriel Heatter, General Foods (Sanka coffee), CBS, 7:30-8 p.m.

Commentator, Gen. Foods (Minute Tapioca), 12-12:15 p.m., Mon., Wed., Fri.

"Follow the Moon," returns for Pebeco, Mon. through Fri., 5-5:15 p.m.

"Life of Mary Sothorn," Lehn & Fink (Hinds), CBS, 5:15-5:30 p.m.; also WLW Line, disks.

Carson Robison Buckaroos, Musterole, NBC-Blue, Mon., Wed., Fri., 4:45-5 p.m. Also Mutual and WLW Line.

General Foods (Minute Tapioca), Mary Margaret McBride, CBS, Mon., Wed., Fri., 12-12:15 noon.

### TUESDAY, OCT. 5

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

### WEDNESDAY, OCT. 6

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

Emerson Drug Co., Sid Skolsky, NBC-Blue, 8:30-8:45 p.m.

### THURSDAY, OCT. 7

Bing Crosby returns to Kraft Music Hall, NBC-Red, 10 p.m.

### FRIDAY, OCT. 8

Lambert Pharmacal, "Grand Central Station," NBC-Blue, 8-8:30 p.m.

### SATURDAY, OCT. 9

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

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Al Span to Hollywood For "Beetle" Broadcasts

West Coast Bureau, RADIO DAILY

Los Angeles—Sound involvements for the Phil Baker program, inspired chiefly by the voice of "Beetle," Baker's famous off-stage stooge, will bring Al Span, Columbia special engineer, to Hollywood to handle special equipment for the stunt. "Beetle" is set by an off-stage mike, where, through a special loudspeaker, he can hear what is being said in the studio and also cut in to the Baker microphone. Span will devise new apparatus for the series, which bows in on Sunday, Oct. 3, 7:30-8 p.m., over WABC-Columbia network.

## P.A. Systems Gaining

West Coast Bureau, RADIO DAILY

Los Angeles—Use of public address systems, along with short wave sets, sound trucks, etc., is fast gaining ground as one of the leading advertising mediums, according to General Manager T. Regan of Community Broadcasters Studios. Many different kinds of events, festivals, parades, club meetings, etc., are making use of sound equipment now.

## KINY Gets Amplifier

Juneau, Alaska—KINY has received its type 110 A Western Electric program amplifier and installation is expected to be completed next week. Present coverage, which includes consistent reception in Seattle, 1100 miles away, is expected to be greatly increased. About 65 per cent of the population of the territory now receive programs from KINY.

## WATL Dedicates Transmitter

Atlanta—WATL formally dedicated its new Western Electric Transmitter with a one-hour show in which the entire staff participated. Music was by Harry Hearn's Henry Grady Hotel orchestra, with specialties by Ruth Lockhart, Ellis Williams, Evelyn Lee, Ken Keese and Earl Landis.

## Daughter to Don Steele

Don Steele, Colonial net control operator, is the father of an 8-pound daughter.

## CHARLES ROSS, Inc.

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

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,094,073—Tone Control System. Vernon D. Landon, Collingswood, N. J., assignor to RCA.  
2,094,092—Radio Receiving System. George L. Beers, Collingswood, N. J., assignor to RCA.

2,094,101—Electronic Vacuum Tube System. Harold F. Elliott, Palo Alto, Calif., assignor, by mesne assignments, to RCA.

2,094,113—Wave Transmission. Herman A. Affel, Ridgewood, N. J., assignor to American Telephone & Telegraph Co.

2,094,168—Antenna System. Henry C. Forbes, Chicago, Ill., assignor to General Motors Corp.

2,094,189—Image Suppression System. Vladimir J. Polydoroff, Wilmette, Ill., assignor to Johnson Laboratories.

2,094,231—Radio Receiving System. Kenneth A. Chittick, Haddonfield, N. J., assignor to RCA.

2,094,233—Radio Receiver. Frederick H. Drake, Boonton Township, N. J., assignor, by mesne assignments, to RCA.

2,094,245—Multirange Receiver. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,094,333—Radio Beacon System. Sidney B. Smith, Chelmsford, England, assignor to RCA.

2,094,351—Electric Discharge Apparatus. Thomas Draper, Millington, and Richard C.

Hitchcock and Bernard E. Lenehan, Bloomfield, N. J., assignors to Westinghouse Electric & Mfg. Co.

2,094,360—Radio Receiving System. Vernon D. Landon, East Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,094,379—Control for Electric Vacuum Discharge Apparatus. Moritz Schenkel, Berlin-Charlottenburg, Germany, assignor to Westinghouse Electric & Mfg. Co.

2,094,388—Electric Control System. Arthur M. Unger, Forest Hills, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,094,450—Gas Discharge Device. Heinrich Geffcken and Hans Richter, Leipzig CI, Germany, assignors, by mesne assignments to RCA.

2,094,470—Multirange Function Tube. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,094,475—Collapsible Antenna for Vehicles. Paul J. Schwarzhaupt, Scotia, N. Y., assignor to General Electric Co.

2,094,477—Circuit Arrangement for Amplifying and/or Frequency Transformation of Electrical Oscillations. Bernardus D.H. Tellegen, Gerrit de Vries, and Cornelis Jan Bakker, Eindhoven, Netherlands, assignors to N. V. Philips' Gloeilampenfabrieken.

## Tele in London Cinemas

London—Oscar Deutsch, head of the Odeon \$75,000,000 cinema circuit, intends to meet the television ghost half way, and announces the simultaneous showing of 15- to 20-minute televised variety shows in the circuit's 300 theaters before the end of the year. First cinepalace to broach the experiment will be the gigantic Odeon, a black granite landmark now rising on the site of the Alhambra, formerly London's best-known vaudeville stage.

## New Equipment for WAPI

Birmingham—A new control board, new mikes, transmitters and an amplifier increasing volume by 50 per cent are among the \$10,000 worth of equipment items recently added by WAPI.

## WBAP Mobile Unit

Ft. Worth—WBAP has put into service a half-ton truck to house the station's mobile transmitter KNED so station may broadcast events in surrounding territory where no telephone or power lines are available. Truck also contains WBAP's portable station, W5XG. Technical staff on this consists of R. C. Stinson, technical supervisor, Woody Woodford, J. E. Bridges, Frank Parrish, and Elliott Maersch, technicians.

## New WMAS Transmitter

Springfield, Mass.—Work is about completed on the new WMAS transmitter house, but it will be a few weeks before the new tower can be started, as the steel has not yet arrived. Al Martin, station manager, says there will be no formal opening of the new studio until the tower is finished.

## PUBLIC ADDRESS AND Instantaneous Recording EQUIPMENT

Orchestras and radio artists are quick to recognize the advantages our organization offers!—The most complete stocks, plus rapid service.

Operadio Sound Systems \* Presto Recorders. Write or call for booklet D.

TERMINAL RADIO CORPORATION  
80 CORTLANDT ST., N. Y. C.



samples  
upon  
request

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

## PLAYBACK NEEDLES STEEL CUTTING NEEDLES

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

## Lightweight Remote Rigs Build by Maurice Crain

Muncie, Ind.—Maurice Crain, WLBC chief engineer, is a hero to announcers. The mikemen claim he has saved their lives with the three remote rigs he has built and put into operation. New remote rigs weigh only 16¼ pounds and are built in a small suitcase. Old rigs weighed 35 pounds.

## KGVO Enlarges Area

Missoula, Mont.—Broadcasting range of KGVO, 1,000-watt, has been greatly increased by its new program amplifier, a recent survey shows.

## MICROPHONE

Repairs  
Dynamic, Velocity, Etc.  
Also New

Dynamics for Studio and Remotes

Write for Catalogue  
AMERICAN MICROPHONE CO., INC.  
Los Angeles, Calif.

## TWO WAY COMMUNICATION

List  
Price  
**\$15**  
per  
station



Inter-phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

Microphone Division  
UNIVERSAL MICROPHONE CO. Ltd.  
424 Warren Lane, Inglewood, Calif., U.S.A.

## CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

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

For Specifications and Prices  
Write Today to

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



# Chicago

**JACK FULTON**, Franklyn McCormack of Poetic Melodies, the Singing Morin sisters and Stutterer Charlie Wilson are mapping out a tour of theaters.

Les Tremayne, "First Nighter" leading man, is bursting forth in song tonight. Like Don Ameche, his predecessor, Tremayne has been taking a lot of singing lessons.

Announcer Gene Rouse's trick voiced character "Wilbert," used on Campana's "Vanity Fair" last Monday, may be spotted regularly.

Virginia Le Rae, soprano, who has been in South America doing concerts, will try for a radio comeback via WGN under the name May Le-Rae. Henry Weber will use her with his Concert orchestra.

Dick Barrie and wife Anita Boyer, who sings with his orchestra, are vacationing with home folks here while band takes a rest. They go next to Claridge Hotel, Memphis.

Roy Knapp, drummer in WLS Studio orchestra, and Inez Chesteron are bride and grooming. Mrs. Knapp worked on the air under the name of Betty Fowler.

WJJD has a new juvenile sketch, "Down Story Book Lane," featuring Mary Lou Laing, who not only writes the show and acts as narrator, but turned out the theme song as well.

What with football coming up NBC is dropping its Saturday broadcasts of Club Matinee, which has Ransom Sherman as emcee.

Marion Jordan (Molly of Fibber and Molly) has cancelled all personal appearances until she is well. She did her broadcast last Monday from a wheel chair.

Fort Pearson, Chicago NBC announcer, has been picked to assist Bill Stern in the NBC reports of Notre Dame's football games this season.

McDonald Carey to play male lead in NBC's new serial "Painted Rock" which has Lenore Kingston as headliner. Others in cast are Betty Lou Gerson, Ray Johnson, Sharon Granger and Willard Waterman.

## FORT WORTH

Merle H. Tucker, radio director of Fort Worth Frontier Fiesta, has gone to Amarillo, where he will be station coordinator for KGNC for two months. From there, he goes to KROD, El Paso, as general manager.

Jack Henry, staff engineer for Gulf studios at Fiesta, now in Los Angeles to install equipment for new CBS station.

Raymond Le Pere, organist for Salici puppet show at the Fiesta during past three months, returns to WFAA, Dallas, as staff organist and librarian.

## San Francisco

KSFO Items: John Cattalano, staff musician, father of an 8-pound boy . . . Sam Hayes, newscaster on for Bank of America with "Newstime," broadcast from here Tuesday night, the third program he's done here in as many weeks. Bob Garrard, who spouts the news for KSFO, assisted him again.

Gloria Thompson, who did production at KLS, Oakland, severed connections with the studio. She has moved her juvenile variety show, "King Kiddies' Kourt", to a 2 p.m. Saturday spot on KROW.

After several months of experimenting with "Memory Lane" as a daytime feature, NBC listened to the demands of the serial's followers and gave it a night-time spot, Mondays.

Ernie Smith, sportcaster, miked the Stanford-Santa Clara football game from Palo Alto on Saturday, which went over KSFO to KNX and KOH for Associated Oil.

A new 13-week dramatic series based on Browning's famous poem, "The Ring and the Book," debuted Tuesday, originating here under direction of J. C. Morgan, production head of KSFO, and aired over the entire CBS Pacific net. Lucy Cuddy has adapted the poem into poetic prose for radio. Jane McGreevy, Helen Sawyer, Jack Moyes, Tom Holland, Ivan Green, John Cuthbertson and Bob Anderson were in the initial frame.

"Morning Merrymakers," KFRC's variety-musical program starring Bob Bence and Bill Davison, now being heard 10:45-11:15 a.m. Monday through Friday. The twelve new Mutual-Don Lee northwest have affiliates "taken on" the show.

NBChatter: Ned Tolinger sporting a new mustache . . . Sarah Kreindler, NBC violinist, moving to Hollywood with her husband and daughter in October . . . Besides being made a newly-appointed director in the S. F. Press Club, Lloyd Yoder, new mgr. of NBC headquarters here, was recently elected president of the S. F. Intercollegiate Alumni Association.

Don Allen, long-time I. Magnin's "Hollywood Reporter," shifts to Howe & Co. to sell hand lotion over KPO. Magnin has taken on Ira Blue, sportcaster, in a "Names and Faces" show.

After Helen Civelli switched from doing radio work to regular reporting on the "S. F. News," her story on the history of radio entitled "Out of Thin Air," was published in the paper in six parts.

KLS, Oakland, has started a "Hobby Club" program, produced and directed by Wellington Morse.

## Kirkman Soap Signing Off

The CBS-Kirkman soap program on CBS, Mondays through Fridays, 2:15-2:30 p.m., signs off Oct. 29.

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

## WJJD

Chicago, Ill.

" . . . I hear nothing but favorable comments about RADIO DAILY from Chicago radio people . . . I feel that RADIO DAILY is rapidly becoming a potent influence in the profession."

*Al Hollender.*

## ARTISTS CLIPPING SERVICE

New York City

" . . . I consider RADIO DAILY well gotten up, the printing and paper excellent and the reading matter interesting to readers in the radio business."

*Robert Roth.*

## KGVO

Missoula, Montana

" . . . Here is our subscription order for RADIO DAILY which I have been holding awaiting an inspiration to tell you how much we like your paper.

"The bright thought has not yet arrived, so we are sending our order together with check rather than miss any more issues."

*A. J. Mosby,*  
Manager.

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

GUEST-ING

NED WAYBURN, on "Big Brother" Bob Emery's "Rainbow House", Oct. 3 (WOR-Mutual, 9-10 a.m.).

BERT FROHMAN, on "Stardust Revue," Oct. 3 (WOR, 8-8:30 p.m.).

JUDGE JEREMIAH T. MAHONEY, on "Public Service Forum", Oct. 10 (WOV, 4-4:30 p.m.).

BEATRICE LILLIE, on Bing Crosby by Kraft Music Hall, Oct. 7 (NBC-Red, 10 p.m.).

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

BARBARA KENT, added to Lux Theater "Copperhead," Oct. 4 (CBS, 9 p.m.).

JOSE ITURBI, on Andre Kostelanetz program, Oct. 6 (CBS, 9 p.m.).

ABE LYMAN, on Jack Benny program, Oct. 3 (NBC-Red, 7 p.m.).

MAURICE EVANS in "The Harp," by Arch Oboler, on "Sunday Night Party," Oct. 3 (NBC-Red, 10 p.m.).

WILLIAM GASTON, on "FNT" program, today (WBIL, 2:15 p.m.).

CONSTANCE BENNETT, interviewed by George Fischer, Oct. 3 (NBC-Blue, 9:30 p.m.).

DR. WILLIAM LYON PHELPS, on "Heinz Magazine of the Air," Oct. 8 (CBS, 11 a.m.). ALLEN PRESCOTT, same program, Oct. 6.

FRAZIER HUNT, with Dr. Dafoe, Oct. 4 (CBS, 4:45 p.m.).

REAR ADMIRAL RICHARD E. BYRD, on "Hobby Lobby", Oct. 6 (CBS, 7:15 p.m.).

HOMER NORTON, Texas A & M. football coach, on Dick Fishell program, tonight (WMCA, 6:30 p.m.).

Radio Names' Film to Open

"This Way, Please," Paramount film with a batch of radio names including Mary Livingstone, Fibber McGee and Molly (Jim and Marian Jordan), Buddy Rogers, Betty Grable and Rufe Davis, opens Oct. 6 at the Criterion on Broadway for an indefinite run.

ONE MINUTE INTERVIEW

J. R. POPPELE

"The next big thing in radio, I believe, will be facsimile. This new medium will have radio listeners tuned to their local stations 24 hours a day instead of the six hours as it is today. The front page of the morning newspaper will be available to all who care to receive it. Today 80 per cent of the population within a 25 mile radius of a large metropolitan center do not see a paper until evening. It may even be that facsimile will be here before television. For facsimile one needs only to attach a small device to the present receiver, but for television an entirely new receiver is necessary."

☆ Coast-to-Coast ☆

DARTON HOWELL, news editor of KSL, Salt Lake City, has perfected a world wide "news time chart," coinciding with the 24 meridian lines of a small world atlas, and showing corresponding periods for each hour of a.m. and p.m. in Mountain Time figures. It enables quick translation of the time in any part of the world into local time.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., has arranged to air the 10 football games of Montana State University.

Janet Ross, director of the Style and Shopping programs on KDKA, Pittsburgh, did such a good job pinch-hitting for Lynn Morrow and Ed Schaughency on the sidewalk interviews during vacations that she has been assigned to work regularly with Ed Schaughency on "What-Do-You-Know?"

Tommy Hoxie, in a mailing piece announcing the affiliation of KSLM, Salem, Ore., with Mutual system, headlines his notice an "Announcement of Progress."

Ralph Mashburn as "Horseshoe Bill", bass-baritone and guitarist, is being sponsored for a year's run over KARK, Little Rock, by Whyte Feed Mills.

John Hughes, formerly of KTUL; Walter Beck, formerly at KTSA and KVSQ, and Bob Duran from KFJZ, are recent additions to the announcing staff of KOMA, Oklahoma City.

KDYL, Salt Lake City: Doug Gourley, who was chief announcer at CJOR, Vancouver, and later at KLO, Ogden, is now on the staff of KDYL. . . . Harriet Page, heart-talk editor, is handling "Friends O'Mine" for Albers Bros. Milling Co.

Clair Shadwell, maestro of the "Musical Clock" at WBT, Charlotte, has become song leader for a local YMCA class.

WXYZ, Detroit: Mrs. Lee Allman of "The Green Hornet" cast is the mother of an eight-pound boy. . . . Alvin Schaub, engineer, will wed Mary Zientek, his Traverse City schooldays sweetheart, next month.

Jessica Dragonette will sing a batch of request numbers for her final Palmolive broadcast Wednesday night over CBS.

Carl E. Haymond, president of KMO, Tacoma, Wash., which joined Don Lee network this week, also is president of the new Mutual northwest network of 11 stations in Washington and Oregon, formed to bring the two networks to that region.

Harry Mullen, tenor, and a 14-piece orchestra, along with news and

three-act dramas, will comprise a new sponsored program over KOL, Seattle. Don Isham will direct.

WSIX, Nashville: "The Final Edition," late news program, is now a nightly feature; Bob Shadoin edits the news and Harold Russey gives it over the air. . . . Harry C. Krone, formerly of St. Louis, has been appointed commercial manager. . . . Marguerite Wisheart, formerly of WGBF and WEAQ, Evansville, is now a member of the sales force here. . . . Bill Brundige, announcer and program director, has joined WAVE, Louisville, as announcer. . . . Porter Smith of Bradenton, Fla., former salesman here, spent several days as a visitor in Nashville. . . . Joe Calloway Jr., announcer, out for a month because of health, is back at his post. . . . Joe M. Walters is the new engineer at the transmitter, succeeding George Terhune. . . . Harold Russey succeeds Bill Brundige as program director. . . . "The Vagabonds," well-known trio including Harold Goodman, Dean Upson and Curt Poulton, are back for an indefinite run. . . . Jack Harris, elected a v.p. of Ass'n of Radio News Editors and Writers at the Chicago convention, is carrying his title very ably. . . . Velma Dean, former vocalist here and at WGN, now with the Wagon Wheel night club in an exec capacity.

KSL, Salt Lake City: Bob Edwards winds up his current "Movie-time on the Air" this Saturday. . . . Irma Bitner will produce a series for Paris Co. store, signed through W. E. Featherstone. . . . Gene Halliday, musical director, is collaborating on the most ambitious musical campaign in station's history.

WALA, Mobile: With Station Owner Bill Pape supervising the receiving activities and with Al Treadway at the mike, station consistently scooped the papers with municipal election returns. . . . Hubert "Pinky" Grant returns from vacation—married. . . . Etta Flinn home with tales of the Main Stem. . . . Frank "Butch Smutch" Lesquin, cub miker, assigned to publicity.

WNDC, Durham, N. C.: Al Harding, newlywed, is back on the job. . . . Kay Lee, continuity editor, will conduct a new quarter-hour Wednesday program, giving sidelights on authors and interviews with local literary enthusiasts. . . . Bob Love, pianist, also set for a Monday program.

KINY, Juneau, Alaska: Wilson K. (Bud) Foster, sports announcer, arrived Sunday from Seattle with bride, after a three-week trip in the States. . . . Robert E. Barringer has taken up his duties as program di-

NEW BUSINESS Signed by Stations

KDYL, Salt Lake City: General Mills, ETs, through Wesco Adv. Agency; Plymouth Motor, 26 spots, through J. Stirling Getchell; Chevrolet, ETs, through Campbell-Ewald.

WBIL, New York: Procter & Gamble (Ivory Soap), "Giuseppe Loffredo's Sketch Book".

WDNC, Durham, N. C.: Nehi Bottling Co., Big Five; Coca-Cola Bottling Co., all major sports events, from Durham Armory Auditorium; Philco, Huntley Stockton Hill, sports.

KOMA, Oklahoma City: Lee & Perrin Sauce, announcements; Alka Seltzer, announcements; White King, announcements.

rector, with Bud Foster, C. F. Heister, Walter Rolfe, Bernice Butler and Lola Alexander as his associates.

Patricia Ryan, who opened last night at the Rainbow Grill and also has a Saturday morning program on NBC, is standing by for a call from Hollywood. She was screen-tested by Warners and reports are that the test made a hit.

Robert Maguire, Yankee Network news editor, has arranged for complete scores and highlights of Connecticut's leading school football games to be given over WICC, Bridgeport, starting Saturday, with Kenneth Rapieff at the mike.

WMFJ, Daytona Beach, Fla.: Ed Sims, commercial manager and sports announcer, is now local correspondent for Transradio Press. . . . Ray Clancy, former Daytona Beach Recreation Director, has joined the station as announcer and continuity writer. . . . Webster Ellenwood, chief engineer, is on a combination vacation and tour of duty aboard U.S.S. Dickerson as operator, on trip to Panama. . . . Opposition to sports broadcasting was again overcome by WMFJ in obtaining rights to air all Buccaneer (local high school) games.

Al Knapp, technical man at WGY, Schenectady, recently married Jean Johns.

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

Greetings from Radio Daily

Oct. 1  
Curtis Arnall Jerry Kruger  
Norman Weiser

Oct. 2  
Martha Aitwood  
Rosemarie Brancato  
Roy Shield  
Barton Yarborough

Oct. 3  
Gertrude Berg Lu Carrothers  
Cliff Hall Vincent Sorey