



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

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FIVE CENTS

CBS-Canadian Hookup

DAVID SARNOFF REPORTS ON TELEVISION PROGRESS

By DAVID SARNOFF

DURING my five weeks abroad, I studied the latest developments of television in Europe. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

Nevertheless, the experience to date with television in England, has only served to emphasize the formidable nature of the problems which must be solved before a satisfactory service of television to the public can be rendered, and a new industry soundly established.

The question is often asked: "Is England ahead of the United States in television?" I shall try to answer this question by stating the facts as I have now observed them on both sides of the Atlantic.

British Broadcasting Corp. has been operating its television transmitter, located at Alexandria Palace in London, for about a year. The range of this transmitter is more than 25 miles and covers all of London and its im-

(Continued on Page 3)

CBS, NBC Key Stations Near AFM Agreement

Negotiations with the key stations of NBC and CBS will probably be concluded today, according to Joseph N. Weber, president of the AFM, who intimated that but one item remained to be ironed out between the AFM and NBC. While the AFM does not want to commit itself unless both NBC and CBS network key stations are signed, it is understood that CBS has virtually closed a pact

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Sun Spots

Buenos Aires—Sun spot activity, including echoes, fadings and other interferences, stopped all radio communication here for an hour Thursday noon. Local stations could neither send nor receive messages. Interchange with near-by Argentine stations, as well as with stations in other parts of the world, was impossible.

Stuck

Toledo — Connie Desmond of WSPD believes a new low in parade broadcasting was reached during the Centennial Celebration here. Connie was doing a smooth job of describing the various floats and features, when a jam occurred, bringing the parade to a dead stop with a long line of the city's garbage trucks right in front of his mike. "And what can you describe about a garbage truck?" asks Connie.

NO OCCASION FOR PROBE SEEN BY FRANK McNINCH

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—There is nothing within the FCC that will not stand the light of publicity, said Frank R. McNinch on Saturday in his first press

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See-America-First Group Concentrating on Radio

The See America First Committee, an organization founded to exploit domestic travel, will concentrate on radio for the first time effective im-

(Continued on Page 8)

Woolley Rejoins NBC

Easton C. Woolley, former manager of WWJ, Detroit, has re-joined the NBC station relations department. Woolley resigned from NBC a couple of years ago to join WWJ from which post he left early this year.

★ THE WEEK IN RADIO ★

... World Series on the Cuff

By M. H. SHAPIRO

THERE being only one Henry Ford, the World Series will not be heard as a commercial on the major networks and such stations as desire not to displace their commercials will probably not go to the trouble of airing the classic ... as a showmanship and matter of prestige proposition, many outlets will seek to "get with" ... NBC, CBS and Mutual have made their arrangements to offer the series as a sustaining to all available affiliates. ...

U. S. Chamber of Commerce went on record as being opposed to man-

American and Canadian Networks Join in Commercial Broadcast for International Silver

By Howard J. London

CBS and the Canadian Broadcasting Corp. joined hands yesterday in carrying the first commercial program to be aired over the combined facilities of both networks. Sponsor is International Silver Co., which premiered the "Silver Theater" show from Hollywood at 5-5:30 p.m. CBC-CBS program will continue through the fall and winter.

Combined networks have 79 stations in the hook up; 31 CBC stations

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CBS SEPTEMBER SALES ESTABLISH NEW HIGH

CBS time sales for September totaled \$2,045,825, an increase of 11.1 per cent over the same month last year, previously the highest September in the network's history. Cumulative billings for the first nine months of this year are \$20,792,782, up 33.7 per cent over the same period in 1936.

Roi Tan Cigar Campaign On CBS Coast Stations

American Tobacco Co. (Roi Tan cigar) has taken a 26-week contract on six CBS Pacific coast stations for a sports program which begins today, 11:15-11:30 p.m. Herschel Deutsch, radio director of Lawrence C. Gumbinner Agency and now on

(Continued on Page 3)

KTSA in New Studios

San Antonio — KTSA, local CBS outlet, moved into its new studios in the Gunter Hotel yesterday and started broadcasting an enlarged schedule of locally produced programs. CBS and Hearst Radio engineers collaborated in mapping out the modern new equipment.

WLW LINE ORGANIZES MID-WESTERN GROUP

The WLW Line Saturday took on added significance as a threat to become a fourth major network when it was learned that a mid-western group has been organized. Composed of WIND, WJJD, WLW, WSAI, WXYZ, KWK and WHB, new group brings total stations carrying commercials on the wire to 34. Com-

(Continued on Page 3)

CBS Washington Staff Starts on 40-Hour Week

First confirmation that CBS is intending to adopt the 40-hour week for the entire staff of its stations, including office personnel, comes from WJSV, the CBS-owned Washington outlet. A. D. (Jess) Willard Jr., manager of the station, an-

(Continued on Page 6)

Look Still Looking

Chicago—Look Magazine, which has "Streamlined Revue" on almost a score of stations locally and wants a suitable idea for a network show, has the Schwimmer & Scott agency here still looking for the right kind of a show. A number of ideas have been submitted, but none has been accepted yet.

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FINANCIAL (Saturday, Oct. 2)

Table with columns: Am. Tel. & Tel., High, Low, Close, Net Chg. Rows include CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B, Stewart Warner, Zenith Radio.

AGRAP Meets

American Guild of Radio Announcers & Producers held its first annual convention at the Hotel Taft on Friday. More than 200 members representing 25 chapters attended.

Meeting agreed to continue its labor activities under the same policy. A committee of seven was appointed to keep in touch with other labor organizations and report anything of vital importance.

Roger Bower, WOR producer, was elected secretary and treasurer of the Guild, succeeding Carl Schullinger who has resigned from CBS to join Lord & Thomas as a producer. Next AGRAP session will be called within the next three months.

Dramatized Comments

Short dramatic vignettes will illustrate the highlights of "Behind the News," with Paul Sullivan of WLW as commentator, being sponsored by Liberty Magazine over WLW, WHN and WXYZ starting tomorrow at 9:30 p.m.

NAT BRUSILOFF MUSICAL DIRECTOR New York's Own Station WMCA "AT THE TOP OF THE DIAL" 1697 BROADWAY CI 6-2200

THE WEEK IN RADIO ... World Series on the Cuff (Continued from Page 1)

Thomas tieup. . . Columbia Artists, Inc., the CBS artists bureau, expands to include management of various types of producers and writers in order to bolster a new policy of program building, and eventually television perhaps. . . The AFRA opens its Chicago chapter, and later in the week an agreement was worked out whereby members of the AFRA may exchange their cards with the affiliated organizations at a cut-rate, with such affiliates as Screen Actors Guild, American Association of Musical Artists, and of course, Actors Equity.

WGAR joined the CBS network . . . over two-thirds of the membership of the IRNA hastened to fill out and mail back the questionnaires to Ernst & Ernst, accountants handling the job . . . this fast action is highly gratifying to the IRNA special advisory committee which has worked hard to iron out the AFM situation . . . throughout the week the network key stations and Mutual representative met with the AFM, on different

occasions, and a deadlock resulted at the start . . . later on they got together again and it appears that a settlement is in the bag. . .

Record in the way of a long term commitment for time was made when General Foods for Jello, signed for 144 additional weeks for the Jack Benny show on NBC-Red. . . Chevrolet spot campaign bursts out anew with 200 stations to be used for two weeks on special announcement on 1938 models. . . AFA holds district meet in Providence, Oct. 3-5. . . NBC to give a five-day week for the rest of its New York organization. . . CBS-ACA labor case is referred to Washington after a hearing at the NLRB. . . Supreme Court Justice Black gives radio the nod as the best bet for answering his attackers. . . Real Hollywood opening in connection with Kate Smith Hour for General Foods, with the Kleig lights, society and other celebrities arriving in soup and fish. . .

NAB Names Members Of Three Committees

Washington Bureau, RADIO DAILY Washington — Personnel of two committees which will act in behalf of the NAB in future, and the 1937-38 engineering committee, are as follows:

Committee of district chairmen created according to Managing Director James W. Baldwin after months of consideration by the board of directors and appointed by President John Elmer:

Clair McCollough, WGAL, representing Pennsylvania, Ohio, Maryland, Delaware; Edwin W. Craig, WSM, representing Virginia, West Virginia, Kentucky, Tennessee; Fred W. Borton, WQAM, representing North Carolina, South Carolina, Georgia, Florida; Glenn Snyder, WLS, representing Wisconsin, Michigan, Indiana, Illinois; W. C. Bridges, WEBC, representing North Dakota, South Dakota, Minnesota, Wyoming; Lester Cox, KGBX, representing Nebraska, Iowa, Missouri, Kansas; Eugene P. O'Fallon, KFEL, representing Colorado, New Mexico, Oklahoma, Texas; Earl J. Glade, KSL, representing California, Nevada, Utah, Arizona.

State committee: Arkansas, John A. England, KFPW; California, Harrison Holliday, KFI; Colorado, Eugene P. O'Fallon, KFEL; Connecticut, Franklin M. Doolittle, WDRC; District of Columbia, William B. Dolph, WOL; Florida, F. W. Borton, WQAM; Georgia, Maurice C. Coleman, WATL; Idaho, C. G. Phillips, KIDO; Illinois, Glenn Snyder, WLS; Indiana, Clarence Leich, WGBF; Iowa, Luther L. Hill, KRNT; Kansas, Don Searle, WIBW; Louisiana, John C. McCormack, KWKH; Maine, Thompson L. Guernsey, WLBZ; Maryland, Edwin M. Spence, WBAL; Michigan, John E. Fetzer, WKZO; Minnesota, W. C. Bridges, WEBC; Mississippi, W. P. Harris, WJDX; Missouri, Lester E. Cox, KGBX; Montana, Ed Craney, KGIR; Nebraska, John J. Gillin Jr., WOW; New Jersey, Alfred J. McCosker, WOR; New York, Harold E. Smith, WOKO; North Carolina, Richard H. Mason, WPTF; North Dakota, Philip J. Meyer, KFYZ; Oklahoma, William C. Gillespie, KTUL; Pennsylvania, Clair McCollough, WGAL; Rhode Island, John J. Boyle, WGAR; South Carolina, C. Richard Shafto, WIS; South Dakota, Joseph Henkin, KSOO; Tennessee, Edwin W. Craig, WSM; Texas, O. L. Taylor, KGNC; Utah, Earle J.

Announcers Are Picked For World Series Airing

Announcers picked to air the play-by-play description of the World Series which begin Wednesday at Yankee Stadium are Tom Manning, "Red" Barber, Warren Brown and George Hicks for NBC; France Laux, Bill Dyer, Paul Douglas for CBS; Dave Driscoll, Bob Elson, Johnny O'Hara for Mutual.

NBC will air the games over both the Red and Blue webs. Broadcasts will begin at 1:15 p.m. on weekdays, 1:45 on Sundays. First two games will be aired from the Stadium, next three from the Polo Grounds, then, if necessary back to the Stadium for the final games.

Jackie Heller Taking Rest

Chicago — On advice of doctors, Jackie Heller has given up his College Inn job and departed for Pittsburgh to visit his mother before going to Bermuda for a fortnight's rest before opening Nov. 4 at Loew's State, N. Y.

Glade, KSL; Virginia, C. T. Cucey, WRVA; Washington, Louis Wasmer, KHQ; West Virginia, O. J. Kelchner, WMMN, Wyoming, R. E. Carroll, KWYO. Engineering committee: Paul Loyet, WHO, chairman; L. A. Benson, WIL; L. S. Bookwalter, KOIN; E. K. Cohan, CBS; Gerald W. Cooke, WBAL; J. H. DeWitt Jr., WSM; John E. Fetzer, WKZO; E. L. Gove, WHK; C. W. Horn, NBC; Porter Houston, WCBM; Carl Meyers, WGN; John M. Sherman, WTCN.

MRS. MARTIN JOHNSON EXCLUSIVE MANAGEMENT CLARK H. GETTS, INC. WALDORF-ASTORIA

COMING and GOING

FRANK SCHREIBER, WGN director of publicity, left town last Friday for home.

HARRY CUMMINGS, manager of the Jacksonville office of Craig & Hollingbery, Inc., is in town.

LUCIO VILLEGAS, president of Pan-American Radio Productions, left the coast for New York on Friday to set deals for various programs for the group of South American stations he represents.

LUTHER REID of the CBS press department left for Washington over the week-end.

HARRY MAIZLISH, general manager of KFNB, Los Angeles, flew East over the week-end in connection with Mutual's show for Clarior.

IRENE RICH left the coast following her Sunday show to appear in St. Louis and Philadelphia in the interests of her sponsor, Welch's Grape Juice. She comes to New York for her next three shows and will do the fourth from Chicago, returning to the coast Nov. 7.

GEORGE BURNS and GRACIE ALLEN leave the coast for New York following their show tonight. They are taking a four-week vacation.

JAMES W. BALDWIN, managing director of the National Association of Broadcasters, has gone to Detroit for today's meeting of Michigan broadcasters in the Book-Cadillac Hotel with a view to forming a state organization.

RUBINOFF goes to Milwaukee for a personal appearance Oct. 18 to 23.

JOE HILLER, CRA's Pittsburgh representative, was in New York last week to confer with Stan Zucker, general manager of CRA.

CLEM McCARTHY, NBC sports commentator, goes to Pittsburgh to air the Rolling Rock activities.

SYLVIA PRESS of WINS returns today from a cruise to South America.

DR. FREDER WEISSMANN, conductor and composer, arrives today aboard the Santa Barbara from South America with his bride.

ROSWELL COCHRAN, vice-president of McCann-Erickson, arrives from California tomorrow aboard the Santa Rosa with MRS. COCHRAN.

MRS. PAUL WHITEMAN arrives tomorrow from Fort Worth, where she spent the summer with her husband.

JOSEPH N. WEBER, president of the AFM, plans to leave late today or early tomorrow for Denver where he will attend the AFL convention.

JACK GILLETTE, who arrived from Cleveland to join CRA on Friday, left today on field trip selling CRA bands.

"We, the People" Opening Bill

"We, the People," which returns to the air Oct. 7 for Sanka coffee on CBS with Mark Warnow's Orchestra and Gabriel Heatter, will have on its first program, besides Helen Hayes as guest star, Lowell R. Hollingshead of the "lost battalion"; David F. Masters, on snores; Omero C. Catan, first at public functions; Robert Longfield, librarian, and H. A. Robertson, whose Idaho farm is gradually disappearing.

LISTEN TO COLONEL JACK MAJOR TODAY! 3-3:30 E.S.T. WABC-COLUMBIA NETWORK

DAVID SARNOFF REPORTS ON TELEVISION PROGRESS

(Continued from Page 1)

mediate vicinity. The system employed is known abroad as the Marconi E.M.I. Television System which is fundamentally based on the RCA Television System first developed in the RCA Laboratories in the United States. Under an exchange of patent licenses, this British company may use RCA patents in England and in turn, RCA and its American licensees may use British Patents in the United States.

Each side is therefore in a position to benefit from developments and improvements made by the other.

For nearly one year BBC has been broadcasting television programs to the public on a regular daily schedule of one hour in the afternoon and one hour in the evening.

Some fifteen British Radio Manufacturers have been offering television receiving sets to the public at prices ranging between \$200 and \$500 each. At the Olympia Radio show which I visited while in London, all the manufacturers exhibited their latest television sets and the BBC arranged special programs so that the public could view the actual operations of television while visiting the radio show. From a technical standpoint the results were highly satisfactory. The public filled the television booths and showed great interest. But while hundreds of thousands of ordinary broadcast receivers were sold during the show the public bought less than 100 television receivers in total.

During one year's operation of a public television service in England, less than 2,000 receivers in all have been sold to the trade and less than 1,000 are actually in the hands of the public. There is but one television transmitter in London, and I was informed that it will probably be two years more before a second transmitter is erected in any other part of England.

The foregoing represents the present status of television in England despite the fact that geographically its problem is simple compared with the vast area to be served by a television service in the United States. Also it is to be noted that in England the costs of erecting a television station, the establishment of a special organization, and the furnishing of television programs, have been paid by the Government out of license fees paid by the public annually for the privilege of listening or seeing by radio.

The range of the RCA television

One for Crazy Stunt Sponsors

KIDW, Lamar, Colo., managed by Sherrill Ellsworth, tried a novel stunt during a recent half-hour program that met with huge success. An announcement was made at the beginning of the program to the effect that ten pounds of sugar would be awarded to the person who killed the most flies during the course of the program. During the half-hour, methods of trapping flies were described and the listeners were asked to phone in their results. It is estimated that over 1,400 flies met their fate during the 30 minutes and many other kinds of insects were doomed. The winner of the contest gave her toll as twenty-seven flies, two crickets, one moth and one grasshopper.

Roi Tan Cigar Campaign On CBS Coast Stations

(Continued from Page 1)

the coast, placed the account. Supplementary spot programs will also be bought by Deutsch while he is in the west.

transmitter atop the Empire State Building now operated by the NBC from its television studios in the RCA Building in New York City, is approximately the same as that of the BBC station in London. The television receivers installed in the homes of our experts, who have been carrying on field tests during the past year, are likewise of the same order of performance as those in use in England.

The major problem of television, in both countries, is to provide a program for the home that will meet public requirements and maintain public interest.

To place television on a commercial basis in the United States, it is necessary to establish a sufficient number of sending stations, that must be interconnected and able to furnish a regular service at least to the population residing within the principal market areas of our country. The erection of such stations, the provision of necessary interconnecting facilities, and the establishment of a regular program service that would meet public requirements and hold public interest, call for vast financial expenditures before any returns can be reasonably expected.

I firmly believe in the American System of private enterprise, rather than Government subsidy; of free radio to the home, rather than license fees paid to the Government by owners of receiving sets; and I have no doubt, that in due time, we shall find practical answers to the practical problems that now beset the difficult road of the pioneer in television. The road calls for faith and perseverance as well as ingenuity and enterprise but it is a road that holds great promise for the public, for artists and performers, and for the radio industry.

William S. Paley, CBS president, who returned from abroad last week, voiced opinions similar to those of David Sarnoff on the television situation.

Ray Block in New Series

Ray Block, musical director, starts a new CBS series Thursday at 10:30 a.m. called "The Instrumentalists" and designed to focus attention on potential talent.

No Occasion for Probe Seen by Frank McNinch

(Continued from Page 1)

conference since taking oath as FCC chairman. McNinch declared he was not on the commission to investigate anybody or anything, and would make only such investigations as appear necessary.

The new chairman said he would do everything in his power to stop trafficking in licenses. He stated that he favored regulation rather than strangulation of radio. Regarding the newspaper-radio issue, Crosley matter and other items that have been in headlines, he said he would give them careful thought and expects to be familiar with the problems by the time Congress convenes again.

McNinch would not comment on the proposed government station, but said he believed in forbidding monopoly when not in the public interest. No changes in personnel are planned at present, he stated.

WLW LINE ORGANIZES MID-WESTERN GROUP

(Continued from Page 1)

mercial programs are also sent to New York State Broadcasting System, Yankee Network and Colonial network.

It is known that the network is dickering for new outlets in the west in an effort to go coast-to-coast on or about Jan. 1, 1938. Stations in St. Paul, Denver and on the west coast are known to have been approached, but network is withholding announcements for the present. However the fact that commercial commitments on the newly created web have exceeded all expectations indicates that network will waste no time in establishing a nation-wide chain.

Network began functioning early last April with WLW, WHN, KQV and WFIL comprising the wire with WBAL added last week. WHN was placed in an unexpectedly strong position by being selected the New York outlet, and possibly the key station of the wire.

Jack Griffith Joins VCA

Chicago—Jack Griffith, formerly president of United States Sound & Recording Corp. and recently with Warner Bros., has joined the sales department of Van Cronkhite Associates Inc. VCA sales force is being increased under the direction of M. H. (Pete) Peterson, executive vice-president.

Premiere Today

CARSON ROBISON

AND

HIS BUCKAROOS

SPONSORED BY
MUSTEROLE AND ZEMO

MUTUAL NETWORK
MONDAY—WEDNESDAY—FRIDAY
AT 1:15 P. M.

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request. Mfd. by W. H. BAGASHAW Co., Lowell, Mass. Distr. by H. W. ACTON CO., Inc. 370 Seventh Avenue, New York City

AGENCIES

YOUNG & RUBICAM has been appointed to handle the advertising of Thomas J. Lipton, Inc. (tea) in the U. S. and territorial possessions starting Jan. 1.

J. O. YOUNG Advertising Agency, Kansas City, has waxed two 30-minute programs of its "Little White House" series, featuring Russell Morrison as the Golden Voice, for use by savings and loan associations. There will be 30 episodes.

J. WALTER THOMPSON, Chicago, is readying a one-hour all-star presentation for Chicago Community Fund, over WBBM, Oct. 16. Buckingham Gunn is handling it for the agency.

SAVINGTON CRAMPTON, producer for William Esty agency of the Jack Oakie program, and Oakie himself threw a party at the Vendome in Hollywood following the initial airing of the new campus capers.

ERWIN, WASEY & CO. and Frank Presbrey & Co. are negotiating a merger. Charlie Presbrey, president of the latter agency, stated that there may be an announcement concerning the deal in a week.

NEW BUSINESS

WDSU, New Orleans: Philco mysteries, disks.

WJSV, Washington, D. C.: Oneida Silver.

WTMJ, Milwaukee: Gamble Stores, station breaks, through BBDO.

WMAQ, Chicago: Utica Knitting, announcements, through John Thomas Miller; Pacquin Laboratories, "Eddie and Albert," ETs, through William Esty.

WGN, Chicago: Oneida Ltd. (Tudor Plate), "Silver Serenade," ETs, through BBDO.

WQXR, Pinoleum, ETs, 2 weeks, through Pedlar & Ryan.

WOAI, San Antonio: Calif. Syrup of Figs, ETs, through Thompson-Koch; Gold Dust, ETs, through BBDO; Sterling Products (Anacin), ETs; Seven-Up San Antonio Co. (5-up), sports program, through Pitluk Advertising Co.; Plymouth, announcements, through Ruthrauff & Ryan; Buick, announcements, through Campbell-Ewald.

WOR: Rap-in-Wax Paper Co., Minneapolis, through W. I. Tracy Inc., N. Y., participations; Refrigeration & Air Conditioning Institute, Chicago, through James R. Lunke Associates, Chicago, ETs; Schoonmaker Laboratories (cold remedy), Caldwell, N. J., through Lucky Bowman & Co., N. Y., ETs.

WPTF Opening Earlier

Raleigh, N. C.—WPTF today moves up its sign-on hour to 6:30 a.m. to take care of increasingly heavy commercial schedule.



PETTY CASH VOUCHER—Week ending Oct. 1st.

● ● ● Saturday...Hear that CBSalesman Bob Wilson will resign to go as director of radio for Maxin agency Oct. 4. Also that Grace Mack, after being with CBS for 6½ years, has resigned...Fred Tracy, known to fans as "FNT" in the early days of radio, is making a comeback via WBIL...From WJAS, Pittsburgh, comes word that the Wilkins Amateur Hour, which debuted a year ago with the presentation of 15 sets of twins competing, repeated the stunt yesterday with Brian McDonald as emcee.

● ● ● Sunday...Instead of attending an opening we go to the final Woodbury show at the "repeat" airing. Here Shep Fields, Ben Grauer and Del Casino go thru their paces with half-hearts. Especially Del, who is celebrating his 25th natal day tonite...James Melton and D'Artega discuss respective closings at NBC.

● ● ● Monday—Talk around town concerns itself with shows that debuted the night previous. A lull seemed to have fallen all over since the Legionnaires vacated...Al Roth and Willie Farmer sit around wondering when they'll be "discovered"...Ted Husing is busy answering the phone about his Saturday pigskin airing. Harry Salter relates that his new show for Hudson Motor, "Hobby Lobby," to debut Oct. 6, attempted to get Prof. Einstein for the first program—and have the Prof talk about his Hobby—fiddling—and possibly play "The Bee."

● ● ● Tuesday...Picture previews and club openings for the fall begin. With Columnist Marcus Griffin to the Yumari—each of us trying to sneak a scoop under the other's beak—but no dice. Later to the "This Way, Please" flicker with Mary Livingstone, Fibber McGee and Molly, Buddy Rogers and Rufe Davis...Bobby Feldman then drags us to the Paradise opening in time to see Mack Davis of CBS, Ted Lewis, Milton Pickman, Barry Wood, Lennie Hayton, Harry Rosenthal, Sam Coslow and Tin Pan Alley because there's a CBS wire there...From there Bobby decides on viewing Cab Calloway at the Cotton Club where only part of the show is caught and then to Dave's for a morning repasse where Russ Morgan, Lee Wiley, Bert Lebharr, Mickey Alpert and so many music boys gab.

● ● ● Wednesday...To top off its summer series of hotel "man-in-the-lobby" at KDAL, Duluth, the process was switched and three bell boys were interviewed, eliciting their frank opinions regarding the city, people, the climate as a hay-fever refuge, etc...Another picture preview, "Life Begins at College," with the Ritz Bros. and Tony Martin.

● ● ● Thursday... "Dress" is essential for the Kate Smith premiere show so we get the "tux" out of hock and attempt to get the odor of "Uncle Ben's" establishment out of the clothes but we can't tie the darn-fangled bow so we take a cab to a dress shoppe for this purpose...At the broadcast, which draws celebrities galore, Mr. and Mrs. Jack Robbins ask us to be their guest at the Versailles, which is followed by supper at Guy Lombardo's opening at the Roosevelt Grill. Here every music publisher is present toting every unoccupied "Major Plug" as their guests. Martin Block, a minor plug, is distinguished by his presence—but he does more to sell records than anyone.

● ● ● Friday...Hear that Louis Sobol will succeed Dan Walker on the News...Andy Love, NBCCoast continuity censor, who wears high-buttoned shoes, went out during the other lunch hour to have them re-soled and the sight of the relics so unnerved the shoemaker that the sewing machine broke down.

TOTAL EXPENSE...75c for taxi to have bow-tie knotted.

AUDITOR'S REMARKS...Request denied—it wasn't a good job because it failed to strangle you!

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Oct. 4: KSTP, St. Paul. CP to increase power to 50 KW, 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 1 KW, 5 KW. LS., 1450 kc., unlimited.

WGAR, Cleveland. CP to increase power to 1 KW., 5 KW. LS., 1450 kc., unlimited.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. 850 kc., daytime.

WLVA, Lynchburg, Va. CP to change frequency and increase power to 1390 kc., 500 watts, unlimited.

Oct. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of corp. 1220 kc., 1 KW., 5 KW. LS., shares time.

Lillian E. Kieffer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

WWRL, Woodside, L. I. Mod. of license to 1500 kc., 100 watts, 250 watts LS., specified.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WEED, Rocky Mt., N. C. CP to change frequency, increase power and hours of operation to 1240 kc., 500 watts, unlimited.

Oct. 8: WRVA, Richmond, CP for increase in power to 50 KW. 1110 kc., unlimited.

Oct. 9: WELI, New Haven. Mod. of lic. to 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

GUEST-ING

AMOS 'N' ANDY, repeat appearance on Lanny Ross-Packard program, Oct. 12 (NBC-Red, 9:30 p.m.).

BOB BURNS, first of pinch-hitting guest stars while Burns and Allen vacation, Grape Nuts program, Oct. 11 (NBC-Red, 8 p.m.).

KAY PARSONS, on "20 Years Ago and Today," today (WOR, 8 p.m.).

LOUISE MASSEY and her WESTERNERS, on Al Pearce broadcast, tomorrow (CBS, 9 p.m.).

CLAIRE SHERMAN, on Theatre Matinee, Oct. 12 (CBS, 3 p.m.).

NINO MARTINI on Chesterfield program, Oct. 13 (CBS, 9 p.m.).

JACK HALEY, on "Show Boat" fifth anniversary show, Oct. 7 (NBC-Red, 9 p.m.).

COL. STOOPNAGLE and BUDD, on Schaefer Revue, Oct. 7 (WEAF, 7:30 p.m.).

FOGHORN CLANCY, rodeo producer, on Col. Jack Major program, today (CBS, 3 p.m.).

WHN, KYW Sign With ACA

American Communications Ass'n, formerly the ARTA, last Saturday announced that contracts calling for 40-hour five-day week, time and one-half for overtime and increase in pay for the technicians of stations WHN and KYW have been signed. Contract calls for a review of all projected dismissals and also specified that seven holidays per year would be permitted.

Mervyn Rathbone, president of ACA, said contracts with stations WCAU and WFIL will be signed within the next week.

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29	30		

Greetings from Radio Daily

October 4

F. Chase Taylor
C. E. Pfautz

Program ☆
Reviews ☆

"VARSITY SHOW"

Pontiac Motor Co.
WJZ-NBC-Blue, Fridays, 9-9:30 p.m. (initial program aired 8-8:30 p.m.)
McManus, John & Adams Inc.
FRESH AND BREEZY CAMPUS AIRING PROVIDING GOOD ENTERTAINMENT AND BOOSTING COLLEGE.

Taking up more or less where it left off last season, the Pontiac "Varsity Show" produced by Henry Souvaine returns as a refreshing half-hour that gives plenty of enjoyment and benefits the colleges visited each week. Jumping to a new spot each week should provide ample variety and different flavor to keep the program from getting too standardized, and the new emcee, Paul Dumont, sounds like he is going to make a solid hit in the way he handles the show.

Initial airing came from University of Alabama. Acting as announcer and stooge for Dumont was Bill Huddleston, with a thick Georgia accent that was a treat in itself. Besides the singing by a group of some 200 students, a fair amount of amusing comedy was worked in, and the whole affair had a graceful southern swing that made it easy to take.

"Hollywood Hotel"

Ken Murray and Oswald entered the "Hollywood Hotel" cast on CBS last Friday night, on the occasion of the show's third birthday, and brought along the same brand of comedy they had been dispensing on their own recent Campbell tomato juice program. Fans who liked them on the other show will find them equally entertaining here, although they were merely slid in like a separate act instead of being worked into the program as a whole. Anyway, a steady comedy feature should help the show. Because of the Justice Black radio talk, this "Hotel" program was cut to a half hour, omitting the movie preview until next week, but Frances Langford, Jerry Cooper and Anne Jamison were each able to get in a song or two, and there was a brief interview by Louella Parsons with Warren William.

"Back to Methuselah"

George Bernard Shaw's cycle drama, "Back to Methuselah," presented over NBC-Blue at 8:30-9:45 p.m. Thursday, was a generous banquet for the growing list of higher radio drama listeners. The topnotch cast, which included Peggy Wood, Helen Claire,

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry.

FORD BILLINGS

FORD BILLINGS, director of Hearst Radio on the West Coast and manager of the California Radio System, is one of those rare persons who in early life prepared perfectly for the work he was later to follow. At 19, Billings was managing acts and acting as musical director for the



Prepared early in life for radio career.....

Messrs. Schubert—show business. Following the World War, during which he served with the AEF, he became assistant manager of a Cleveland insurance company and later vice-president of a Pittsburgh insurance concern—business training. At Wittenberg College, Iowa State and Columbia University, he had majored in electrical engineering — technical training. Therefore, when advertising was thrown into show business, via radio, Ford Billings had the background and training to step into a responsible position in the radio industry.

His first radio venture was as manager of WTIC, Hartford, for three years. Made manager of WGR, Buffalo, Billings was working on a plan to consolidate Buffalo radio stations when he was called to Cincinnati as director of broadcasting for WLW. He also took over management and operation of WSAI and W8XAL for the same company. He left WLW to join Radio Advertising Inc. as secretary in charge of station relations and with this company made radio history by purchasing \$4,200,000 worth of radio time on one two-months trip. In 1931 Billings introduced transcriptions and national advertising (General Motors of Canada) over 31 Dominion stations.

When NRA Inc. went into receivership, Hearst Radio's west coast official went to KSTP, St. Paul, as sales manager. From there he was called to Pittsburgh by Hearst Radio to manage WCAE. After a year in Pittsburgh, Billings was dispatched to Los Angeles to build the nucleus for Hearst Radio activities on the coast and to form the Cal. Radio System with the Hearst and McClatchy stations.

James Meighan, Louis Hector, Irene Tedrow and others, under direction of James Church, handled the many long and some short speeches of Shaw with exceptional facility considering the weightiness of the work and the length of the show.

"Silver Serenade"

New fall weekly series of the Oneida Community Ltd. transcribed "Silver Serenade," which started Friday at 10:15-10:30 a.m. over WOR, had Beatrice Fairfax of "Advice to the Lovelorn" fame as first guest, telling about some of the problems that are submitted to her by readers, and some of her answers. It was interesting, particularly for the femmes. Peggy Tudor, emcee of the program, conducted the interview. Musical portion of the program was of good quality. Edgar Guest, Emily Post and Angelo Patri are among guest artists on future disks. Geyer, Cornell & Newell, Inc., is the agency.

Thorgersen with Thomas

A sports note was injected into the Lowell Thomas news-comment program over NBC-Blue starting last Friday night when Ed Thorgersen, sports commentator for Fox Movie-tone News, joined Thomas for an interpolated spiel embracing both views and predictions of football results. An ex-miker himself, Thorgersen was right at home on the program and did a snappy job, getting in a lot of stuff in the few minutes allotted to him. He will be heard

with Thomas on Mondays and Fridays.

Thomas himself did his usual efficient stint of commentating. Incidentally he quoted an advance Washington dispatch on what Justice Black would say in his radio talk later that night — while practically all other newscasters were still telling radio listeners that no hint was obtainable as to what Black would say.

Program sponsor is Sun Oil Co., with Roche, Williams & Cunyngnam Inc., Philadelphia, as the agency.

Vernon Duke to Television

Denver—Promotion was given Vernon Duke, KOA transmission station engineer, when he was transferred to New York where he will work in the television lab and broadcasting division of NBC.

LEE GRANT AND HIS ORCHESTRA

25th WEEK
SPONSORED BY GENERAL MILLS



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

ORCHESTRAS MUSIC

BENNY GOODMAN and ork, appearing at the Hippodrome, Baltimore, will feature the WBAL "Hippodrome of the Air" today. Program will not permit a studio audience for this time.

Morton Gould, who conducts a couple of programs on WOR-Mutual, has been appointed director of the Educational Music Department of Mills Music Co.

Third series of the Composers' Forum-Laboratory, of which Ashley Pettis is director, will be inaugurated Wednesday evening in the Federal Theater of Music, 254 West 54th St., with an orchestral program by Roy Harris, American composer. Concerts are sponsored by the government to give an opportunity to native composers. Pettis also will be interviewed by Martha Deane over WOR at 3 p.m. Wednesday.

Guy Lombardo introduced Henry Busse's "Fare Thee Well" on his Bond Bread program yesterday over CBS, and predicts it will be a hit.

Branion, Elges Join Rambeau

Clark Branion, former newspaperman and publicist, at one time connected with WXYZ and on the sales staff of WJR, Detroit, has been added to the sales force of William G. Rambeau Co. After spending several weeks visiting the Rambeau stations, he will be assigned to the Detroit office.

Myron A. Elges, formerly with Transamerican, and also an ex-newspaperman and advertising executive, has joined the Rambeau sales staff in New York.

WNBC Increase Nov. 16

New Britain, Conn. — Increase in power by WNBC to 1 kw. day and 520 watts night, on 1380 kc., becomes effective Nov. 16.

There is no Substitute for Coverage

W J S Y R

Send for New 16-County Program Survey
SYRACUSE, NEW YORK

WOPI "The Voice of the Appalachians"
BRISTOL --- TENNESSEE VIRGINIA



LUD GLUSKIN is touting Kathryn Ray, vocalist on his CBS Pacific Coast "On the Air" program, as destined for radio stardom.

The transcribed "David Harum" heard on KFI Mondays through Fridays at 9:30 a.m. has grabbed off an audience in prompt fashion, according to KFI reports.

Night polo at Victor McLaglen's Stadium has folded and George Irwin and Bob LeMond, who handled the KEHE broadcast, are looking for another novelty.

Carroll Borland, leading woman of the KFI serial, "Children of the Snake," was married recently to Verne Barton, Hollywood newspaperman.

Sam Balter, new sports newscaster on KNX, will cover his Tuesday and Saturday assignment under three different headings. News will be classified under "Winners of the Week," "Close Shaves in Sports" and "Epics in Sports."

Low Crosby, KFI announcer, auditioned himself into the spot as announcer for Lum and Abner programs over KFI.

"First Offender" Series On Full Colonial Web

Bridgeport, Conn.—WICC's "First Offender Series," crime series presented Sundays at 3 p.m., has been placed over the entire Colonial network of 13 stations. Cast includes Jeanne Poli, Ray McGrath, Carl Goodman, Arthur Hoyt and Sherman Reilly.

Another Hobby Program

"Hobbies for Everybody," authored by Ruth Lampland and conducted by Syd Hayden, starts Thursday at 5:51:15 p.m. over WNYC.

"Good Deeds Court"

"Court of Good Deeds" is a new series starting Wednesday at 3:45 p.m. over WBNX.

Service and Action

Cincinnati — Lee Goldsmith, WCKY program director, was on his way by auto to Columbus on Saturday to see the Ohio State-Purdue game. An emergency arose at the studio requiring his return. There was no way to locate Goldsmith except by radio. Elmer Baughman and Mary Jane Dunphy, on the WCKY "Household Hour" at 11 a.m., made known that Goldsmith was requested to call the station immediately. Five minutes later he phoned from Morrow, O., 30 miles away. He had been listening to the "Household Hour" on his auto radio. In another hour he was back at the WCKY studios.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WQAM—Miami, Florida

560 Kilocycles—1000 Watts

FRED W. BORTON, President and General Manager
NORMAN MacKAY, Commercial Manager

WQAM, Florida's pioneer broadcasting station, is owned and operated by Miami Broadcasting Co., and first went on the air in 1921. On the air 17 hours daily with a complete schedule of Columbia network and local commercial and sustaining programs.

Originally operating as WFAW with 50 watts power, the station rapidly grew until today it is nationally recognized as one of the outstanding stations of the South, serving a quarter of a million listeners in its primary coverage.

Offices and studios are located in the two uppermost floors of the Postal Building in downtown Miami. Transmitter building, housing twin 1,000 watt transmitters, with an emergency power plant, and the 230-foot vertical radiator, are located on the shore of Biscayne Bay at 14th St. Two mobile short-wave units are employed, each always ready for instant duty.

WQAM subscribes to both United Press and Transradio Press news services, with a news broadcast schedule unequalled in Florida. In its long record of public service, WQAM has many times been responsible for the saving of lives and property during tropical hurricanes. Dozens of CBS network programs have been originated by the station, and the stars of the entertainment world are heard locally over WQAM during the winter season.

A recent survey by "Sales Management" showed WQAM among the leading 25 stations of the U. S. preferred by national advertisers, with a greater number of commercial programs than any other Florida station. It serves the richest retail market in the state and during the winter season broadcasts to what is perhaps the wealthiest audience in the world. Due to the cosmopolitan audience of WQAM, many national advertisers include it in their budgets although not using so-called "Southern" stations.

Fred W. Borton, founder of the station, is president and general manager; W. W. Luce is vice-president and treasurer; Fred Mizer, station manager; Norman MacKay, director of programs and advertising; Hazel McGuire, production supervisor, and Ralph Nulsen, chief engineer.

CBS, NBC Key Stations Near AFM Agreement

(Continued from Page 1)

with the musicians union. Station WOR and other large stations such as WGN on the Mutual web are also expected to be signed shortly, preliminary talks having been held last week.

President Weber of the AFM was scheduled to be in Denver today attending the American Federation of Labor convention, but expects now to leave late tonight or early tomorrow morning. Upon closing of the network key station deal, Weber said that the next move would await the Oct. 14, convening of the AFM Executive Board and the IRNA Special Advisory Committee, which will coincide with the meeting of the NAB membership here at the Waldorf-Astoria.

Whiteman for Coconut Grove

Paul Whiteman will open New Year's Eve at the Coconut Grove, Ambassador Hotel, Los Angeles. Booking was made through Rockwell-O'Keefe through arrangement with CRA, which has Whiteman under contract.

Swift's NBC One-Shot

Swift & Co. took a one time shot last Saturday morning, 8-8:15 with repeat at 10 a.m. over 60 NBC-Red network stations. Program was an institutional directed to its dealers. J. Walter Thompson, Chicago, placed the account.

CBS Washington Staff Starts on 40-Hour Week

(Continued from Page 1)

nounced late last week that effective today the station's entire staff would go on a 40-hour week. Announcement said that this new order was in line with CBS policy of doing everything possible for the welfare of the employees of the network. Other CBS stations expected to be affected are WABC, WEEL, WCCO, WBT, KMOX, KNX, WBBM, WAPI and WKRC. WABC employees did not work last Saturday.

At NBC the skeleton-staff-on-Saturday order is still in effect. Present indications point to a five-day week for all, with time off for those who work on Saturdays.

Dolph to Aid on Census

Washington Bureau, RADIO DAILY
Washington—W. B. Dolph, manager of WOL, has accepted an invitation of John D. Biggers, Administrator of the Census of Partial Employment, Unemployment and Occupations, to serve in a radio advisory capacity during the progress of the unemployed census. Dolph will serve as the point of contact between the unemployment census organization and the radio industry in the arrangement of time for nationally known speakers.

WIBA Adds Sunday Time

Madison, Wis.—WIBA has added an hour to its Sunday schedule, which now starts at 7 a.m. Station is on the air 17 hours daily.



American Federation of Radio Artists local here reports signing 60 additional performers this week bringing membership hereabouts to more than 300.

With the folding of the German program on WCFL, Karl Berg moves to the Deutsche Liderstunde on WCBD and WGES.

Driskill Wolfe is a new tenor at WAAF, weekdays at 1:45 p.m.

WAAF has a new one called "Quickies" featuring music, news, style notes, drama and comedy—an hour-sized show packed into 15 minutes every Sunday at 2 p.m.

Peggy Goertz of WBBM accounting department and R. S. Gardinier of staff of Sales Management to get married Oct. 22.

Hank Winston has left WBBM's Winston and Sutton piano duo for Oriental theater orchestra. A. C. Bliss has taken his place in the combo.

Lynn Brandt, NBC announcer, and Janis Herrington of Rockford were married Tuesday with the groom's father reading the ceremony.

WROK is Establishing Little Theater of the Air

Rockford, Ill.—WROK is starting a Little Theater of the Air movement, with about two dozen would-be producers, script writers, sound effects men and players already auditioned. The organization will soon begin presenting 15- and 30-minute shows under the name of the WROK Players. Talent will be drawn from 20 communities in the WROK listening area.

W. C. Fields Still In

Reports that W. C. Fields would drop radio entirely are denied by J. Walter Thompson agency, representing Standard Brands, on whose Chase & Sanborn Hour the comedian has been appearing. Fields' contract permits him to remain off the air whenever he is busy in pictures, the agency points out.

WELI Feeds 6 to Intercity

New Haven—WELI is now feeding six programs weekly to Intercity network, three featuring Eugene Jelesnick and orchestra from the Hotel Taft, with Dorothy Daniels vocalizing, and three featuring the Worthy Hills band, with Vera Cruse as songstress.

AL DONAHUE

and his orchestra

Opening at the Rainbow Room
Oct. 6th

For Fall and Winter Season
Fourth Return Engagement

The RADIO industry

marches on ★ Every

day there is lots of

important NEWS,

sidelights, changes ★

Keep up with the parade

★ read RADIO DAILY

REGULARLY ★ ★

CBS And CBC Hookup On Commercial Show

(Continued from Page 1)

from Halifax to Vancouver and 48 CBS stations from Boston to Hollywood. CBS is not acting as agents for the CBC in the deal. Entire CBC lineup was arranged by International Silver's Canadian advertising agents, A. J. Drenne & Co. Ltd., Toronto.

The 31 CBC stations cost the sponsor only \$675 for the time. Network rates for the half-hour ranged from \$36 to \$7.20.

Within the past few months American advertising has shown a definite interest in the possibilities of Canadian radio. Standards Brands last months took a 37 CBC network for an hour show Wednesdays, 9-10 p.m. Program is a live show keyed from Montreal and split into two half-hours. Chase & Sanborn coffee and Magic baking powder are plugged. J. Walter Thompson placed the account.

Procter & Gamble the top network advertising in this country is going into the Canadian market heavily. This fall the sponsor added the Montreal and Toronto NBC stations, CFCE and CRCT, to most all of its network shows.

Weed & Co. which recently added a number of Canadian stations to its rep list for the first time, has had excellent results in selling the stations to P. & G. Oxydol with recordings of the NBC live show, "Ma Perkins" is receiving the strongest promotion in Canadian. Chipso with "Houseboat Hannah" disks comes next. Other P. & G. products being advertised are Ivory soap bar, Drene. P. & G. naphtha and Kirk's soap, a Canadian item.

Sterling Products and American Home Products are other American sponsors going into the north country. Lever Bros. are placing spot programs direct from England.

BOSTON

W. Gordon Swan celebrated 14th anniversary on WBZ-WBZA staff; now traffic manager.

Neil Wallace begins his second year as WEEI newscaster with a new sponsor, H. P. Hood & Sons, milk dealers.

I. J. Fox "Fur Trappers" returned to WEEI Sunday afternoon, with a cast including Eleanor Steber, Frank Sherry, Fur Trappers Chorus, Four Rhythm Boys, Josh Cree, emcee, and ork, all under direction of Rakov. Guest stars also.

ONE MINUTE INTERVIEW

TED COLLINS

"Radio stars need something more than talent to keep their hold on public favor. And that something is variety. After the first year, a program becomes monotonous and the listeners turn to other features, unless the show is revitalized each season with the introduction of some novel feature."

★ Coast-to-Coast ★

JIM AMECHE, brother of the more famous Don Ameche, is winning his radio spurs in "Jack Armstrong," which returned to the air last week, on NBC-Red.

WOAI, San Antonio: Joyce Williams is a recent addition to the publicity staff . . . Pat Flaherty, sports commentator, is kept busy with writing, producing and broadcasting three 15-minute sports programs.

WQXR's first sponsor to sign daily for a full year, Martinson's Coffee, has started its second year on the station, placed through Albert Frank-Guenther Law. Caruso Restaurants and Buckingham Hotel also have signed for announcements.

KGW-KEX, Portland, Ore., has installed two additional INS machines. Virgil Smith is news editor.

KWK, St. Louis, tomorrow and Wednesday will broadcast the local social set's Veiled Prophet "mardi gras" celebration, a brilliant annual affair witnessed by about 300,000. Program will be fed to Mutual.

Roy E. Shudt, sports editor of Troy Evening Record, will be sponsored over **WOKO, Albany,** by **Hosler Trojan Ice Cream Co.**

Designed to appeal to the housewife, a new variety show, "The Morning Home-Makers' Hour," was launched at **KLZ** in Denver last week. The program, aired for 45

Broadcasting Music by Wire

Toledo—Phonoflash Inc. has been chartered to carry on the business of broadcasting musical and other entertainment to restaurants and cafes by wire. Principals are Ralph L. Marsh and Gayle M. Shiffler, with headquarters in the National Building.

Three Funsters Back

The "Three Little Funsters" (Bill Hanson, Vincent Howard and Jim Brennan), back from film work and personal appearances on the coast, resumed on **WMCA** at 2 p.m. yesterday for Sachs Furniture.

"Sunset Corners" Opens

Des Moines—WHO's "Sunset Corners Frolic," known for six years as the "Iowa Barn Dance," opened the new season Saturday in the 4,500-seat Shrine Auditorium. Cast totals more than 100.

Scott and Lapore Shifted

Alfred Scott and Frank Lepore of the NBC press department have been transferred to other positions. Scott is in sound effects, Lepore is a correspondent in audience mail.

minutes, Mondays through Fridays, offers a combination of helpful hints for the home and diversified entertainment under the guidance of Mrs. Carol Laurence. Entertainment is supplied by "The Melody Men", a vocal quartet; Captain Ozie and the Colorado Rangers, and Les Weelans, pianist.

WTCN, Minneapolis: Laurent Dumont, announcer, weds Mary Fredericks, and they'll motor to North Shore on honeymoon. . . Ann Ginn, director of women's activities, on job again after long illness. . . Norman Carlisle, continuity chief, back from vacation.

WBT, Charlotte: Jane Bartlett, vocalist-violinist, is the mother of a nine-pound boy. . . J. Kelly Smith, g.m. of Radio Sales, spent a few days here with Bill Schudt, g.m. of WBT. . . Howard Meighan of New York and Merle Jones of Chicago are the two salesmen who will visit here periodically.

WLW, Cincinnati: John Brill, field engineer, and Walter Lanier, sports announcer, are recent daddies. . . Jimmy James in "Four Stars Tonight" will begin a new series Oct. 4. . . Doc Schneider and His Texans are now on the staff here. . . Charles Dameron, vocalist and emcee, has bought a farm. . . Edgar Arthur Sprague, announcer, and Samuel C. (Uncle Sammy) Fuller have joined the station from **KDKA, Pittsburgh.**

Make-Believe Night Club

Chicago—Drafted along the lines of WNEW's "Make-Believe Ballroom," **WCFL** here has launched a "Make-Believe Night Club" with Eddie Chase in charge.

18 Years with Maj. Bowes

Bessie Mack, assistant to Major Edward Bowes, today celebrates her 18th year of service with Major. She started working for him in 1919 at the Capitol Theater, before Bowes was commissioned a Major.

"Modern Diogenes" on WBNX

"The Modern Diogenes," series of comment pertaining to an analysis of the personalities in social, civic and political life, will start Oct. 8 at 4:15 p.m. over **WBNX.**

Jules Verne Series

Federal Theater radio division will present a Jules Verne series over the **WLL** Line to **WHN** on Sunday nights starting the middle of this month. Ashley Buck will direct.

"Cavalcade's" Third Year

"Cavalcade of America," sponsored by **DuPont**, celebrates its third year on the air Oct. 6. Broadcast will be heard at 8-8:30 p.m.

See-America-First Group Concentrating on Radio

(Continued from Page 1)

mediately. Time will be purchased on all three national networks at intervals and James W. Girard, chairman, will speak. First two airings have already been set, one, tomorrow at 6:45-7 p.m. over the Mutual network, and on Oct. 26 over the NBC-Red network at 6:15-6:30 p.m. Jay Lewis Associates handling the account.

Marconi Estate Small

Estate of the late Senator Marconi, publicized as having been worth as much as 25 million, will not exceed \$150,000, even before taxes, legal fees, etc., it was revealed last week by David Sarnoff, RCA president, in a statement made at the request of Marconi's family.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF "RADIO DAILY," published daily except Saturday, Sunday and Holidays at New York, N. Y. for October 1, 1937.

State of New York }
County of New York }

ss.:
Before me, a notary public, in and for the State and County aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to law, deposes and says that he is the Business Manager of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1924, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, John W. Alicoate, 1501 Broadway, New York, N. Y.; Editor, Don Carle Gillette, 1501 Broadway, New York, N. Y.; Managing Editor, none; Business Manager, Marvin Kirsch, 1501 Broadway, New York, N. Y.

2. That the owner is: RADIO DAILY CORPORATION, 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statement embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 2641.

MARVIN KIRSCH,

Business Manager.

Sworn to and subscribed before me this 30th day of September, 1937.

(Seal) Louis Fishman.

My commission expires March 30, 1938.