



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 68

NEW YORK, N. Y., WEDNESDAY, OCTOBER 6, 1937

FIVE CENTS

## September Billings Off

### KOAM, PITTSBURG, KAN. JOINS NBC ON OCT. 11

KOAM, Pittsburg, Kan., will join the NBC network on Oct. 11 as a member of the southwest group. Station is owned by the Pittsburg Broadcasting Corp. and operates on 790 kcs with 1,000 watts. Network rate will be \$120.

### Fizdale Taking Over Taplinger Business

Tom Fizdale, Chicago publicity man, returns here tomorrow from the Middle West to gradually take over the business of Robert S. Taplinger, who has completed plans to go with Warner Bros. as national press representative for film, radio and other interests. Taplinger will make his headquarters in Hollywood, arriving there by Nov. 1. Fizdale will give his own name to the Taplinger organization, effective Oct. 18, the

*(Continued on Page 2)*

### WCOA Is Sponsoring Pensacola Auto Show

Pensacola, Fla.—WCOA will sponsor Pensacola's annual auto show this year, Nov. 5-7, marking what is believed to be the first time a radio station has acted as outright sponsor for such a show. Elaborate preparations are being made to top all previous events, according to R. R. Powell, advertising manager of WCOA. Show will be held at the San Carlos Hotel.

### Hrank Joins WORL

Boston—Rudy Hrank, former salesman at WELI, New Haven, has been appointed sales manager of WORL here.

### Little Choice

Radio listeners in the New York area starting today will have to choose between baseball and more baseball for the duration of the World Series. Seven stations yesterday had made arrangements to devote their afternoons to the series play-by-play, while the other stations will interpolate bulletins.

### 1,000th Airing

Chicago—"Romance of Helen Trent" (Edna Wallace Hopper) celebrates its 1,000th broadcast on Friday over CBS with special hoopla. Both Virginia Clark, who plays title role, and Blair Walliser, who handles production, have been with the show since it began.

### TRANSAMERICAN PLACING CLAIROL INC. CAMPAIGN

Clairol, Inc. (hair shampoo), through Transamerican, will begin a new series of broadcasts over the California Radio System on Oct. 8, 8:30-9 p.m. Series, titled "Let's Go Hollywood," is set for 52 weeks, with William Rankin Agency placing the business through Transamerican. Show will originate from KFWB and will be heard over KEHE, KMJ,

*(Continued on Page 2)*

### BBC Will Short Wave 2 Hours Daily to CBC

Montreal—Arrangements have been completed whereby, starting this week, British Broadcasting Corp. will send via short wave two hours of programs daily, 2-4 p.m. EST, to Canadian Broadcasting Corp. At least an hour of the programs will

*(Continued on Page 3)*

### RCA Reduces Hours

RCA executive offices are operating with a skeleton staff on Saturdays and will remain on this schedule for an indefinite period. Plan was approved by General Harbord, chairman of the board. The RCA-Camden plant is on a five-day week.

## Western Broadcasters Back Departmentalizing of NAB

### KOL-Mutual Affiliation Delayed Until January

Reports that KOL, Seattle, was to move up its CBS departure date to Oct. 10 with KIRO becoming the CBS affiliate immediately, were denied yesterday by Herbert V. Aker-

*(Continued on Page 3)*

## CBS Shows Gain But NBC and Mutual Are Under Same Month Last Year— Cumulative Total is Ahead

### ICE SHOW RETURNING ON 28 NBC STATIONS

National Ice Advertising, Chicago, will return its "Homemaker's Exchange" program to the air Nov. 30 over 28 NBC-Red network stations, Tuesdays and Thursdays, 11:30-11:45 a.m. with repeat at 12:45 p.m. Donahue & Coe is the agency.

### Robert C. Wilson Named Maxon Radio Director

Robert C. Wilson Jr., formerly CBS sales representative in New York and Philadelphia territory, has been appointed radio director of Maxon Inc. He has taken up his new duties with headquarters at the New York offices.

### Utica Mills Starting 10-Week Spot Campaign

Utica Mills, through John Thomas Miller, this week is starting a 10-week series of spot announcements on 19 stations in the east and mid-

*(Continued on Page 2)*

### Penna. CBS One-Shot

Governor Earle of Pennsylvania will talk over 28 CBS stations under sponsorship of Penna. Publicity Commission on Sunday at 10-10:15 p.m. Walker & Downing, Pittsburgh, placed the business.

NBC and Mutual billings last month fell off 1.2 per cent and 12.5 per cent, respectively, as compared with September, 1936. CBS was the only network to report an increase for the month.

NBC combined receipts were \$2,-850,581, with the Red billing \$2,057,513 and the Blue \$793,068. The Blue revenue fell off \$100,000 as compared with the same month a year ago.

Mutual bookings for September

*(Continued on Page 3)*

## AFM AND KEY STATIONS CONTINUE NEGOTIATIONS

Talks between the AFM and the key stations relative to an adjustment and new contract to coincide with the forthcoming agreement with the Independent Radio Network Affiliates are still being continued. It was expected that negotiations would be concluded yesterday afternoon, but at a late hour last night, nothing definite had been set as a

*(Continued on Page 2)*

## CIO Still Interested In Campaign Via Radio

Despite repeated setbacks suffered by the CIO insofar as radio activities are concerned, the organization is still definitely interested in a national campaign via radio, it was learned yesterday. Attempts to go network

*(Continued on Page 3)*

### WHAS in New Plant

Louisville—WHAS is now ensconced in its new studios costing about \$500,000. Barry Bingham, associate publisher of the Courier-Journal, which owns the station, and Credo Harris, manager since its inception 15 years ago, spoke at the dedication ceremonies. Station is now a 50,000-watter, with application in for 500,000 watts.

*(Continued on Page 2)*



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**DON CARLE GILLETTE** : : : Editor

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**FINANCIAL**

(Tuesday, Oct. 5)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 <sup>3</sup> / <sub>4</sub>	157 <sup>1</sup> / <sub>2</sub>	158 <sup>1</sup> / <sub>4</sub>	— 3 <sup>5</sup> / <sub>8</sub>
CBS A	24 <sup>3</sup> / <sub>4</sub>	24	24	— 1
CBS B	24	24	24	— 1 <sup>1</sup> / <sub>4</sub>
Crosley Radio	13	12 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>2</sub>	— 1
Gen. Electric	43	40 <sup>3</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>4</sub>	— 3 <sup>1</sup> / <sub>8</sub>
North American	20 <sup>3</sup> / <sub>8</sub>	19 <sup>1</sup> / <sub>8</sub>	19 <sup>3</sup> / <sub>8</sub>	— 1 <sup>5</sup> / <sub>8</sub>
RCA Common	9 <sup>1</sup> / <sub>4</sub>	8 <sup>7</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>8</sub>	— 3 <sup>5</sup> / <sub>8</sub>
RCA First Pfd.				
RCA \$5 Pfd. B				
Stewart Warner	14	12 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	— 1 <sup>5</sup> / <sub>8</sub>
Zenith Radio	32 <sup>1</sup> / <sub>2</sub>	31 <sup>1</sup> / <sub>4</sub>	31 <sup>1</sup> / <sub>4</sub>	— 2 <sup>1</sup> / <sub>4</sub>

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	15	15	15	— 3 <sup>8</sup> / <sub>8</sub>
Majestic	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>4</sub>	— 2 <sup>1</sup> / <sub>4</sub>
Nat. Union Radio	1 <sup>1</sup> / <sub>4</sub>	1 <sup>1</sup> / <sub>4</sub>	1 <sup>1</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>4</sub>

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	10 <sup>3</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>8</sub>

**AFM and Key Stations Continue Negotiations**

(Continued from Page 1)

whole. Also, it was undecided whether President Jos. N. Weber of the AFM would leave for Denver or remain in town.

Station WOR status is also unsettled, due to the fact that Chicago and Los Angeles key outlets affiliated with Mutual must agree upon a contract accordingly.

**Roesler Joins McGillvra**

Chicago—George Roesler, formerly head of Roesler-Howard, station reps, has joined the local office of Joseph Hershey McGillvra, succeeding Harlan Oakes, who went to San Francisco.

George Besse, head of the Chicago office, was taken to the hospital for observation as a result of a motor accident.

**NOW YOU CAN BUY A COMPLETE PRESTO SOUND RECORDER FOR ONLY . . . \$149<sup>00</sup>**  
**PRESTO RECORDING CORP.**  
 135 W. 19th St. New York · N. Y.

**Western Station Men Back New NAB Setup**

(Continued from Page 1)

in Portland under the guidance of Tom Symons Jr., while another meeting scheduled for this city had to be passed up due to the inability of many Western radio men to arrive here yesterday in time from Portland. It was thought by Gene O'Fallon of KFEL, and an NAB member of the board of directors, that the broadcasters by meeting here could also talk to Pres. Jos. N. Weber of the AFM who was expected here to attend the American Federation of Labor convention. However, Weber was held in New York due to conferences with network key station men. Ed Craney of KGIR was also in favor of a preliminary meeting by the regional broadcasters.

In a letter sent to all broadcasters, O'Fallon pointed out that every radio station should be represented at the NAB meeting since no amount of proxies could help or be entrusted to anyone in the face of so serious a situation as a potential strike or stoppage of electrical transcriptions, phonograph records, network programs or other possible AFM avenue of threat. O'Fallon in his letter also pointed out that Managing Director James W. Baldwin stated at the outset, when he first took office, that the NAB should be departmentalized as a means of strengthening the industry.

Inasmuch as the AFM will not deal with the broadcasters individually, O'Fallon stated in his letter that they must accept the fact of dealing with the AFM as a group. In closing, the O'Fallon letter said: "If you expect to have anything to say about how many musicians will be put on your payroll, you can't sit home while the negotiations are on . . ."

**Television Cyclopedia**

A new book called Television Cyclopedia, designed to clarify technical terms, authored by Alfred T. Witts, has been published by D. Van Nostrand Co. It gives the "inside" on words like telecine, iconoscope, raster, multipactor, etc., in 150 pages of concise definitions.

**New Announcers at WJDX**

Jackson, Miss.—Dick Altman, formerly with KBTM, Jonesboro, Ark., has joined the WJDX announcing staff to handle sports and outside events.

Jack Simpson, formerly of NBC in Chicago, also was recently added by WJDX.

**Extend Football Period**

WNEW has extended its Saturday night football results roundup, originally a 15-minute program, to a full hour, 8-9. Richard Brooks, Mel Wright and Douglas Arthur will handle the mike, with Merle Pitt's orchestra in the background.

**World Series on WNEW**

WNEW will carry the World Series games starting today at 1:15 p.m., on a feed from CBS.

**Transamerican Placing Clairol Inc. Campaign**

(Continued from Page 1)

KFBK, KERN, KYA and KWG. Talent includes Leon Leonardi and his orchestra, Owen Crump, commentator, and Paul Keast, tenor. Network is expected to be expanded coast-to-coast within another six weeks.

A beauty and personality contest will be run in conjunction with the radio series, the winner to be picked after thirteen weeks and given a picture test and contract by Warner Bros.

**Fizdale Taking Over Taplinger Business**

(Continued from Page 1)

latter name to be the exclusive property of Warners.

Taplinger office, considered one of the most successful of its kind in the country, has such accounts as Guy Lombardo, Kate Smith, Eddie Cantor, Phil Spitalny, Benny Goodman, Bing Crosby, Andre Kostelanetz, Burns and Allen and many others. He started his organization in 1935 after being with CBS press department since its inception.

Price involved in the deal is said to be \$22,000.

**Stirton Joining Saphier**

James Stirton has been appointed general manager of the New York offices of James L. Saphier, effective Oct. 15, on which date Stirton resigns from the NBC Artists Service. He has been associated with NBC for the past eight years.

Saphier stated that he is enlarging his organization's scope and is opening a Hollywood office coincidental with the expansion of the New York office. He will take up permanent residence in Hollywood at the end of this month. Among the artists represented by the Saphier offices are: Loretta Lee, Barry McKinley, Buddy Clark, George Fischer, Harry Salter and others.

**Art Gentry Signed**

Columbia Artists has signed Art Gentry as staff soloist of CBS. Gentry, member of the Eton Boys quartet, will continue to be heard with that group.

Angelo Patri, also under contract to Columbia Artists, has been set by Mack Davis for three magazine articles in Women's Day.

**Herb Morrison to WOR**

Chicago — Herb Morrison, who scored the scoop on the Hindenburg disaster, getting the only recording of it, has left WLS to join WOR in the east.

**First in local accounts in Chicago**  
**WGES**  
 (In the heart of Chicago)

**COMING and GOING**

TASTYEAST JESTERS go to Bridgeport for personal appearance Oct. 7, set by NBC Artists Service.

VET BOSWELL is in New York from Toronto. JOHN J. ANTHONY, conductor of WMCA's Good Will Hour, will be guest speaker at Passaic Masonic Club on Oct. 14.

BERT SALTER returns from European tour during which he set dates for Lee Elliott's orchestra.

JAMES R. ANGELL, former president of Yale, now NBC educational director, sails today for Europe on the Queen Mary with MRS. ANGELL.

GEORGE BURNS and GRACIE ALLEN expected in New York next Monday on vacation from Hollywood.

TOM FIZDALE arrives in New York tomorrow from Chicago to take over the publicity interests of Robert S. Taplinger Inc.

MACK GORDON and HARRY REVEL, song-writing aces, have left the west coast for New York on a vacation of about two weeks.

HARRY MAIZLISH of KFVB, Los Angeles, who is now visiting in New York, returns to the west coast tomorrow night.

FRED BIRNBACH, secretary of the AFM, left yesterday on a business trip to Minneapolis.

CHARLES E. GREEN, president of Consolidated Radio Artists, leaves today for the Coast.

DAVIDSON TAYLOR, newly-appointed director of the CBS music division, is back in New York after a month's visit abroad.

**Utica Mills Starting 10-Week Spot Campaign**

(Continued from Page 1)

west. Utica knit underwear is the plug. Stations are WEBC, WGBI, WBNS, WCSH, WWL, WBAL, WCCO, WEEI, KYW, WTAM, KFH, WMAQ, WHAS, WJR, WGY, WFBL, WHAM, KDKA and WLBZ.

**Drug Trades 1-Hour Show**

Chicago—Consolidated Drug Trade Products has bought an hour, six days weekly, for "Lone Trail Opry" on WGN, starting Oct. 11. Col. Tex Thompson will emcee. Benson & Dahl is the agency.

**Majestic Does Own Production**

Washington Bureau, RADIO DAILY

Washington—Majestic Radio & Television Corp. has been handling its own production and laboratory operation since last December, it was revealed yesterday in the corporation's annual report to the SEC. The work includes research activities previously done by Case Electric Corp., Chicago. Majestic reported no subsidiaries, listing Davega Stores Corp. of N. Y. as parent company.

**LEE GRANT AND HIS ORCHESTRA**

". . . The real highlight of the afternoon."

BEN GROSS

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

## SEPTEMBER BILLINGS ARE UNDER LAST YEAR

(Continued from Page 1)

were \$119,210, a dollar loss of \$17,000 against a year ago.

Despite last month's losses, cumulative billings for the nine months are well above last year. NBC is up 18.9 per cent with \$28,291,115. Mutual revenue is \$1,299,147, an increase of 5.7 per cent over the same period in '36.

## CIO Still Interested In Campaign Via Radio

(Continued from Page 1)

in New York, Washington and Boston have all met with failure, mainly because of NBC and CBS policies stating that the networks will not permit sponsored series which in any way concern controversial subjects. Also included in the rules is a regulation which states that time will not be sold to any but a recognized political party. Rules are flexible, however; the organization could legally attempt to break them in Washington. It is also generally known that anti-labor propaganda has been allowed on commercial programs now on the networks, therefore giving labor bodies an additional weapon with which to force the issue should that become a necessity.

On Oct. 11 leaders of the various divisions of the CIO are scheduled to meet with John L. Lewis and submit reports on activities to date. Included in the reports will be a summary of all radio activities of the organization during the past season. Radio as a medium of reaching the people is still expected to become a reality with the CIO. However any action to be taken to force national networks to accept CIO money will not happen immediately, but will be discussed after the sessions next week.

## Enlarging Studios

Fototone Studios, now known as International Production Studios, is enlarging its quarters at 33 West 60th St., installing complete facilities for any type of theatrical and commercial work. International Production Studios will specialize in recording and transcriptions.

## Star Program Renewals

WRR, Dallas, has renewed Star Radio's "Morning Bulletin Board." Station has been airing the show since June, 1936.

CJCA has renewed "Good Morning Neighbor."

## ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

## NEW PROGRAMS—IDEAS

### Early Morning Quiz

A daily program over KFRO, Longview, Tex., that has aroused much interest in East Texas is the regular "Top o' the Morning Program." This program is presented daily at 7-7:30 a.m. except Sunday. At approximately 7:15 each morning the interesting "Question for the Day" is answered. Typical questions used for a week are: Monday—"What is the most valuable patent ever issued?"; Tuesday—"Just how strong is the Rock of Gibraltar?"; Wednesday—"What famous author produced his stories in much the same manner in which Henry Ford produces automobiles?"; Thursday—"Why can't a person fall off a dock?"; Friday—"If a German paid the equivalent of one cent in our money, what color would the stamp be?"; and Saturday—"If there are 17,000 policemen in New York City, how many Canadian Mounted Police are there in all Canada?"

### WOAI "Solve-It" Series

WOAI, San Antonio, is airing a new series of Sunday afternoon mystery stories, for which listeners are asked to provide solutions, with 3 weekly prizes. Stories are written and produced by Production Manager Lew Valentine, with Milam Finance Corp. sponsoring.

Another new series with the station, sponsored by Seven-Up San Antonio Co., features football scoring contest, with listeners invited to guess final scores of games 3 days before they are played. Football commentating by Pat Flaherty, station sports man, makes up portion of this broadcast.

### Prizes for Early Risers

"Early to Rise" can win a prize in a sleep-chaser broadcast in Miami over WQAM. Scores of nationally advertised products will go as prizes to 6 a.m. risers who correctly name titles of musical numbers played in this full-hour program and tell what they like best about the show. First choice of prizes goes for best list and statement submitted at end of week, and so on down the line.

## KOL-Mutual Affiliation Delayed Until January

(Continued from Page 1)

berg, CBS vice-president in charge of station relations.

Akerberg said, "CBS has a contract with KOL that does not expire until Dec. 31, 1937. We have made no plans for an earlier switchover date."

KIRO is signed to be the CBS Seattle affiliate on Jan. 1. Until the expiration date of the CBS contract, KOL cannot become affiliated with MBS because CBS contracts forbid association with any other webs.

### Mildred Missic in Hospital

Mildred Missic, secretary to Robert Taplinger, is in the hospital for a minor operation.

### Partying the Audience

They must come early for tickets to the "Household Institute," participating woman's program over WLAK, Lakeland, Fla. Long waiting list for this Wednesday half-hour program may be traced to a studio party, wherein sponsors provide appropriate gifts for the audience—such as flowers from a florist, fashion hints from a dept. store, ice cream from a dairy, groceries from a grocer. Announcer and pianist on program are the hosts, and comments of the guests are aired.

### Air Listener Calls

KFOX, Long Beach, Cal., resumes its popular "Phone In Folks" feature, in which listeners, phoning in request numbers, can hear their own voices coming back through the radio. Hal Nichols is at receiving end of telephone, and special amplifying equipment puts complete, two-way conversation on the air.

### Real Estate Sales by Radio

Rush of participating sponsors is reported by WCOP, Boston, for its "Real Estate Clinic of the Air." Show gives New England real estate operators chance to air homes and lots for sale or rental. Letters prove broadcasts as property sales medium.

### "Pocket Size" Program

Pocket size publications find a counterpart on the airwaves in WMCA's "The Voice of the Editor", a five-minute daily talk on current topics. Program is sponsored by "Your Life", a pocket mag, with editor Douglas Lurton featured in broadcasts.

### Banking Service Feature

What real banking service can mean to everyday folk is the subject of a new 15-minute program going over WGL, Fort Wayne, under sponsorship of the Lincoln National Bank & Trust Co. Title is "Money Talks."

## BBC Will Short Wave 2 Hours Daily to CBC

(Continued from Page 1)

be rebroadcast by CBC over its nationwide hookup. The service is being provided by BBC without charge to CBC.

### Air Japanese Boycott Talk

World Peaceways Forum will discuss "An Economic Boycott of Japan" over WQXR on Saturday at 9:30-10 p.m. Speakers will be Norman Thomas, John Nevin Sayre and Dr. J. Max Weis.

### Inventors' Parley

Paris—Seventh International Congress of Radio Inventors will be held June 10-15 at the Sorbonne.

# This Week at WMCA



2 ducats to the Rose Bowl... and all expenses paid... is top prize in big football contest being sponsored by Sobol Bros. 15 weekly awards for best prognostications on nation's grid scores. For details, stop off at any Sobol Bros. Gas Station... or tune in the Sobol Sports Review at 6:30.

Saturday... Yale Bulldog greets Penn Quakers! Sponsor Socony, Agent Getchell and Station WMCA invite you to tune in. Incidentally, all of the Yale games are being broadcast over WMCA exclusively in New York.



Noteworthy among this week's premieres is the SEVEN O'CLOCK REVIEW presented by Madison Personal Loan. Talent includes Brusiloff's 14-piece orch., Jane Clifton, Bob Parker, Jack Eigen and Guest Stars. Sponsor made radio debut last Feb. with spot announcements. Upped time to 5, then 15 minute periods as adv. began clicking.

Agency copy-writers and radio-scrip-tors have been spotted among contestants in BARNEY'S new quiz-bee, titled "YOU DON'T SAY!"



Come up to our studios at 9 some night and test your skill pronouncing such words as ennu, assignor, fracas, inveigle. There's a Benrus wrist watch in it for you... if you win.

Frankie Basch and Martin Starr, WMCA Street Interview Team, are stirring up plenty of lather asking passers-by THE question of the day!

LEFTY GOMEZ will give his "slants" on above question (?) over our mike next Monday nite as guest of Dick Fishell.

# WMCA New York's Own Station



**D**ON AMECHE, after a three-week vacation, returns next Sunday as emcee of the Chase & Sanborn Hour over NBC-Red.

Harold J. Sax, formerly sound effects supervisor at Radio City, becomes head of NBC sound effects department here. Post newly created by Don Gilman.

Volney James is waxing at Associated Cinema for the Rulo account.

Joe Thompson and Myron Dutton, NBC producers, have rented a cozy little bungalow of 14 rooms on Grace Avenue.

Johnny Marvin, vocal guitarist, and Milton Slosser, electric organist, who recently teamed for a new KFI 15-minute program, have been signed as permanent KFI-KECA staff artists.

Elaine Dahl, discovery of Bing and Larry Crosby, now being featured on a new KFVB program. Musical accompaniment by Don Holland "Tune-smiths" trio.

First change in personnel at KEHE since Murray Grabhorn became general manager of the station is the announced appointment of Howard Essary, formerly on the production staff of KHJ, as production manager, succeeding Lewis TeeGarden, who only recently had been upped to that berth but now leaves the station. Essary had been connected with the Allied Advertising Agency.

Ted Turner, wax impresario, has taken on a sideline in the management of young Ken Sexton, Oklahoma heavyweight.

Grace Gibson, head of the transcription department of 2GB, Sydney, Australia, and manager for Australia of American Radio Transcription Agencies, sails for vacation home on the next trip of the Monterey.

Radio Programs Division of Walter Biddick Co. reports the sale of 39 episodes of "Blair of the Mounties" to United Broadcasting Sales Ltd., Calgary, Alberta.

Emil Baffa, conductor of the Exposition Park Concerts on KEHE Sundays, has been made a staff organist at that station.

David Elton, producer of NBC's "Woman's Magazine of the Air" from San Francisco, has been transferred to NBC here in a general production capacity.

The transcribed "Modern Miracles," 5-minute disks for Chicago Engineering Corp., on air conditioning, have been doing such a good job on KNX that the program has been stretched to 15 minutes, Sundays.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY



### A REPORTER WITH A CONSCIENCE!

● ● ● Now that the big shows have made their debuts for the fall semester, many changes are taking place in the affiliates of the industry. . . . Foremost is the elevation of Jack Bregman, former right-hand in the Robbins Empire, to the general managership of Leo Feist Music Co., with that firm set to publish MGM music exclusively and separate from Robbins & Miller. . . . Robbins will continue with 20th Century-Fox publications (which is a 20-year deal) and other picture companies. . . . This lift for Bregman makes him one of the foremost music men in the world today. . . . Then, closely on the heels of the report here that Margaret McCrae leaves for the Coast to wed, comes word that Doris Fisher will be given all of the intended bride's spots and shows on CBS. . . . Another bride-to-be this Saturday at the Park Central, is Sonia Meroff, Benny's sister, who'll wed William Rose of the Meroff crew. . . . Big news of the week is Irving Mills' decision to disband his colored band-booking unit and concentrate on the flicker business. Understood that the Calloways and Ellingtons, among others, will shift to another large office. . . . Bob Goldstein, just returned from abroad, states "that the depression has hit India so badly that snakes there haven't a pit to hiss in now."

● ● ● What is said to be the first—and perhaps the last—broadcast of the marriage of negro slaves was carried by WBT, Charlotte, Sunday via remote. . . . Announcer Chas. Crutchfield got Engineer Ralph Painter and 2,000 feet of wire and headed for the wedding site where they plugged in on a four-party telephone line. From a bush, Charlie described the wedding and let the listeners hear the solemn words. . . . In honor of Major Bowes' show coming to western Montana through the CBS wire to KGVO, Missoula, Arthur J. Mosby, station manager, has arranged a big parade in which Chrysler dealers will participate via a parade of floats, etc.

● ● ● Though the season is in full swing now, agencies are still in the throes of auditioning new shows. . . . Blackett-Sample-Hummert have two in the works now—script shows and looking for a name act. . . . Tomorrow B. Charles-Dean of British American Productions auditions a musical variety show for an important sponsor. . . . Harry Hershfield leaves his Hollywood chores next month to return here for air work. . . . And so on down the line. . . . Refreshing is the news that the Criterion Theater on the Main Street will revert to a policy of vaudeville with Buddy Rogers and band set for the opening show, followed by Leon Belasco. . . . Ted Powell will wed Ruth Greely in five weeks. At present Ruth is starring in the Chi company of "The Show 'Is On" . . . Abe Lyman will undoubtedly continue hollering about his band on this coming Jack Benny program. . . . Ed Fox, owner of the Grand Terrace in Chi, now visiting N. Y., was victimized by the robbery of \$10,000 worth of jewelry from his home. . . . How come Bailey Axton is good enough to get more sustaining time—yet hasn't a commercial? He was to get his big break via "Show Boat", for which he was optioned—but then the entire program is to fold. . . . Al Roth's time on NBC being switched from Mon. nites to Wed. . . . Mistake on the Joe Penner review yesterday—agency is Ruthrauff & Ryan—not Young & Rubicam.

● ● ● Wonder why there's so much fuss and publicity about Simone Simon singing in her next flicker, "Love and Hisses". . . . Isn't it known that before coming to U. S., her records were the second biggest sellers in France? . . . Another sign-off tomorrow is Bess Johnson, actress, who was "Lady Esther" on the Wayne King show. She comes here for featured work. . . . WSFA, Montgomery, Ala., found itself in a spot last Sat. when it was scheduled to air the Auburn-Tulane game but couldn't because of a gulf storm. . . . Knowing that WBRC, Birmingham, was airing the Ala.-Sewanee battle, a deal was made to carry the event to WSFA via AT&T lines.



**I**T'S a girl at Ed Voynow's. Ed is vice-president in charge of the local Edward Petry office. It's his first born. Mother and daughter are at Wesley hospital.

Glenn Plummer, secretary to Commander E. F. McDonald Jr., president of Zenith Radio, is back at her desk after six weeks in hospital due to operation. She is wife of Evans Plummer, west coast rep of Radio Guide.

Jackie Jackman of KWK, St. Louis, visiting at WLS studios.

Bill Thall of the Novelodeons quartet and Mrs. have a new daughter. Robert Lunn of WSM staff, Nashville, around town visiting local studios.

WLS has obtained exclusive rights to broadcasting the Food and Better Housekeeping show from Coliseum, Oct. 9-17.

Reinhold Schmidt, basso of the Continental quartet, had his new car completely wrecked in a crash with a jalopy driven by school boy. Escaped without serious injury. Continentals are starting out on a tour of theaters Oct. 19. They are heard regularly on Carnation Contented hour.

Jack Hurdle will produce the "Aunt Jenny Peabody" dramatic program which F. & F. Cough Drops will present over CBS starting Oct. 18, three times weekly. Blackett-Sample-Hummert is the agency.

### NEW ORLEANS

Jimmie Wilson was selected to narrate and announce for the Red Cross giant meeting at Gulfport, Miss.

Irving J. Vidacovich, whose hair has earned him the name of Pinky, is stepping out in front of the band at Chez Paree to sing and emcee and getting over with both.

H. A. Cummings, WWL auditor, is ill.

Leon Prima reopened his Shim Sham Club last week, with his own orchestra coming back from Baton Rouge for the occasions.

Irene Shirley is on the Melody Lane program here, and the Wilson sisters, after vacationing, are back on the air.

### RADIO ARTISTS!

**Contacts!**  
**Appointments!**  
**Correspondence!**  
**Telephone Messages!**

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

### MY PRIVATE SECRETARY

Secretarial Service for Radio Artists

8 West 49th St., N. Y. C.

**AGENCIES**

MILTON H. SCHWARTZ, for seven years on Lord & Thomas copy staff, Chicago, has been appointed head of Frigidaire account and will make his headquarters in Dayton, O., immediately. H. G. Little, who formerly headed the Frigidaire account, recently moved to Chi as vice-president of the agency.

WARD H. WEBB, formerly with Russel Comer Agency, Kansas City, has joined radio sales department of Ruthrauff & Ryan, Chicago, under Ros Metzger.

MR. and MRS. R. M. DAVIS of Mace Adv. Agency, Peoria, in Chicago for Keystone broadcast on WLS Saturday.

JOHN CLARK SIMS is now associated with the Benjamin Eshleman Co., Philadelphia agency. He will handle financial accounts.

MAC WILKINS & COLE INC., Portland, Ore., is planning a new campaign for the new Montag Comfort Master, air conditioning unit of the Montag Stove Works, Portland.

H. B. LeQUATTE, president of L. H. LeQuatte Inc., is on the editorial advisory board of the new pocket-size magazine, Sales Scrap Book, published by Salesmen's League of America Inc. in the interests of men who sell.

**COLUMBUS**

Bud Sweeney, who formerly broadcast football predictions and results over WHK and WJAY, Cleveland, is now doing the same over WHKC, his program titled, "Finding Football Facts for Fans."

Jerome Reeves has joined the program department of WBNS, and Tommy Cochran has stepped into the publicity department.

John Neblett, WBNS "man on the street", is now being sponsored by Cussins & Fearn in a daily stint.

**RICHMOND**

C. T. Lucy, general manager of WRVA, has created two new executive positions, Public Relations Director and Business Manager, and appointed Walter Bishop and Barron Howard to fill them.

Robert Mitchell, director of public relations at WMBG, has returned from a business trip to Chicago.

**Hal Gordon Signed**

Hal Gordon, selected as the tenor on Tim and Irene's WOR-Mutual program after a competitive audition in which 20 tenors tried out, makes his first appearance on the show Oct. 17. NBC Artist Service set the deal.

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

Greetings from Radio Daily

October 6

Cork O'Keefe  
Charles Pearson

**F. C. C. ACTIVITIES**

**HEARINGS SCHEDULED**

Oct. 25: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

W. A. Barnett, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Floyd A. Parton, San Jose, CP for new station. 1170 kc., 250 watts, daytime.

Oct. 26: Colonial Broadcasters, Inc., Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Oct. 27: City of Seattle, Seattle. CP for coastal harbor station. 2522 kc., 200 watts, unlimited.

Oct. 28: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW. LS., daytime.

KTSM, El Paso. CP for increase in power and hours of operation. 1350 kc., 500 watts, unlimited.

Oct. 29: Valley Publishing Co., Harlin-

gen. Tex. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Tom Olsen, Port Angeles, Wash. CP for new station. 1500 kc., 250 watts, daytime.

**APPLICATIONS RECEIVED**

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492, 6425 kc., 175 watts.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

WJBL, Decatur, Ill. Auth. to transfer control of corp. from Charles R. Cook to Decatur Newspapers, Inc. 127 1/2 shares common stock.

**NEW BUSINESS**

WMCA: Sobol Bros. Service Stations; Kingway Press, Inc.; Socony-Vacuum Oil; Herbert's Jewelry Stores; Kings County Communist Party; Madison Personal Loan; Macfadden Publications, Inc.; Fabian Operating Corp.

WMT-KRNT (Iowa Network): Sterling Products, "Young Widder Jones," through Thompson-Koch agency; KRNT, Lydia Pinkham, "Voice of Experience," through Erwin-Wasey.

WHO, Des Moines: Campbell Cereal (Malt-O-Meal), "Rube Appleberry," through Mitchell-Faust Adv'g Co., Chicago; Brown & Williamson (tobacco), Saturday football.

KPVS, Cape Girardeau, Mo.: Philco, news, through Artophone Corp. of St. Louis; Skelly Oil, through Blackett-Sample-Humert, Chicago; Chevrolet, Campbell-Ewald; National Oats, spots.

WBRC, Birmingham: Lydia E. Pinkham; Dr. Caldwell's Syrup Pepsin; General Mills of Minneapolis; Roi Tan Cigars; Ironized Yeast.

WHB, Kansas City: Stewart Warner, ETs; Chevrolet, "Musical Moments."

**SEATTLE**

Leta Watson, for several years with KOMO-KJR, is now traffic manager at KIRO.

Grant Merrill, recently with KOMO-KJR, has gone to Hollywood.

Vic Hurley is the new head of the continuity department at KOMO-KJR.

**Artist-Sponsor Tieup**

In a new mail piece being sent out by KCKN, artist and sponsor are both pictured in a layout noising the station's excellent results with airing of "Your Neighborhood Reporter." Pix of comely Reporter Virginia Wallace and Sponsor Frank Butler of Butler Music Store lend personal air of authenticity, as copy stresses applause for Virginia, who goes on in "Butler's Brevities."

**Tell Production Story**

A new four-page folder from WOAI, San Antonio, illustrates with six outstanding examples of station production, plus general information on station's business. Issued simultaneously is a piece showing in cartoon form the results of survey conducted by satisfied WOAI client.

**GUEST-ING**

MIRIAM HOPKINS, on Chase & Sanborn Hour, Oct. 10 (NBC-Red, 8 p.m.).

GUY ROBERTSON, on "Broadway Melody Hour," tonight (WHN, 8 p.m.).

MARKA, hand analyst, on Glenna Strickland program, Oct. 9 (WNEW, 11 a.m.).

DALE CARNEGIE, on "Hobby Lobby," Oct. 13 (CBS, 7:15 p.m.).

PAULINE LORD, MICHAEL LORING and ROSE BLANE, on Hammerstein Music Hall", Oct. 8; EARL LARIMORE, on same show, following week (CBS, 8 p.m.).



under the musical direction of  
**MARK WARNOW**

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

OVER THE RED NETWORK OF THE

NATIONAL BROADCASTING COMPANY

MARK WARNOW MANAGED EXCLUSIVELY by COLUMBIA ARTISTS, INC.



EXECUTIVES  
EVERYWHERE  
TELL US . . .  
THEY KEEP . .  
UP WITH . . .  
WHAT'S . . .  
WHAT . . . .  
IN RADIO . . .  
BY READING  
RADIO DAILY  
FIRST THING  
EVERY . . . . .  
MORNING . . .



## RADIO PERSONALITIES

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

### JOSEPH LOPEZ

**J**OSEPH LOPEZ, station supervisor of WICC, Bridgeport, Conn., entered the radio field in the sales department of WNAC, Boston, after graduation with high honors as a concert baritone from the New England Conservatory of Music. Returning from war service with the YD division, severely ill, he defeated doctor's diagnosis of never using his voice again by successful study and concert appearances in the Boston area. By a proverbial last minute substitution, Lopez became an announcer—connected with WBZA and WNAC in Boston from 1926 to 1931. As chief announcer, his varied routines included the broadcasting of operas, ball games, symphonic programs and network shows, continuing his concert work throughout New England.

In 1931 he was assigned a manager of the southern Connecticut outlet for the Yankee web, WICC effecting in his career a continued successful growth of the station including construction of new studios and transmitter, advancement of service and educational programs, increasing of power and CBS affiliation, to a point where, as a basic member of the NBC-Blue network, WICC holds an enviable position in the radio field.

He is widely known throughout the WICC coverage area as the "Memory Song Man" for the production of a three-year-old series of commercial program featuring old-time melodies and for his varied air and theatrical productions and appearances.

Statistics: Lives in Fairfield, Conn.; married, six feet tall, gray-black hair, brown eyes; likes fishing, swimming, bowling; known to a thousand Connecticut friends as "Joe."



Fooled the doctors on his return from war.

### BOSTON

Kenneth V. Curtis, WEEL control engineer, is engaged to Elizabeth Meader of Lynn.

Edward B. Hall's "The News Behind Tomorrow's Headlines" is now being presented by North American Accident Insurance Co. each Sunday at 6:45, over WBZ-WBZA.

Frank Gallup, former WEEL announcer now with CBS, in town for a few days.

Gordon B. "Babe" Norris of WBZ sales is confined to his home with a bad cold.

The staff at WEEL presented Roy Marks, sales manager, with a beautiful Seth Thomas clock on learning that he had been secretly married a few months ago. Mrs. Marks is the former Mary Ann Nelson.

Mildred Carlson has added a new account, Elizabeth's Lima Beans, to her Home Forum on WBZ-WBZA.

Bill Cunningham will broadcast his regular Friday program over WNAC and Yankee network on Oct. 15 from WBAL, Baltimore, where he will be on the eve of the Harvard-Navy game, which he will cover next day.

Edward B. Hall has a new commercial series on WBZ-WBZA, "What it Takes to Get the News."

Charles Phelan, sales manager at Yankee network, has bought another racehorse.

WBZ's Arthur Feldman off on vacation motor trip to Washington and Chicago and back to Boston. Keyes Perrin will take over the special events assignment.

Don Stanier of the WBZ transmitter staff at Millis has returned from a two-week cruise.

### KANSAS CITY

Zerlina Nash, vocalist on the WHB artist staff, eloped last week with Lloyd Hansuld, singer and guitar player, whose hillbilly unit was featured at WHB some years ago. They are now honeymooning in Chicago.

Paul Sells, KMBC entertainer who has been confined to Research Hospital since undergoing an emergency appendectomy early in September, is back with the Texas Rangers.

Larry Sherwood, KCMO station manager, is back from Washington, after attending the FCC hearing on his station's application for a power increase.

A. L. Frasier, WDAF technician, back from vacation, and Karlton Marquard finally takes his.

George E. Halley, KMBC director of national program sales, returns to Chicago today after a brief visit here.

Ivan Flannery has been signed by KCMO to handle weekly football broadcasts.

Bob Davis, KCKN announcer, has developed a sponsored specialty along the order of Edgar Bergen and Charlie McCarthy. He calls his dummy Little Johnny Walker.

### INDIANAPOLIS

Ben Wilbur, newly acquired staff announcer at WFBM, joins the list of newlyweds Saturday, when he returns to Columbus to be married to Lillian Ziegfeld, cousin of the late Flo Ziegfeld.

Jack Stilwell, WIRE announcer, leaves for Chicago to join WLS.

Morris Hicks, WIRE sport-slants announcer, returned to the air after a month's vacation.

## ORCHESTRAS MUSIC

**R**ICHARD HIMBER and his Essex House Orchestra have been signed by Lou Diamond of Paramount Pictures for a three-reel musical short to be made at the Paramount-Astoria studios during the week of October 17. In addition to his orchestra, Himber will present Stuart Allen, baritone; the Adrian Rollini Trio, novelty instrumentalists, and Himber's newest singing protege, 18 year old Peg Newton, who will make her professional debut as a songstress in this picture.

Fred Robbins, Frances E. Fishman and Robert H. Culvert have resigned from Radio Orchestra Corp., it is announced by Norman E. Campbell, general manager.

When Lou Breese and his French Casino orchestra play at the National Horse Show, Madison Square Garden, Nov. 3-10, military music will be supplanted by modern tempoed rhythms.

Andy Jacobson and his orchestra are being heard three mornings weekly on WICC, Bridgeport. Ditto Bobby Norris, violinist.

The Blue Danube String is now alternating with Jenő Bartal's orchestra in the Georgian Room of the Hotel Piccadilly. It is featured after the regular dance sessions, and plays the latest in Continental music exclusively.

The Biltmore Boys have left the Commodore Perry Hotel, Toledo, where they were heard over the NBC network, on Sept. 30, making way for Lang Thompson's orchestra.

Sammy Kay will play at the Senior Prom, Lehigh University, Bethlehem, Pa., Oct. 22.

## ONE MINUTE INTERVIEW

### HUGH STUDEBAKER

"On the air, drama has been entirely shorn of the obtrusive personality of the actor and what remains is an almost pure dramatic distillate. In radio the play's the thing. The attention of the audience isn't diverted or distracted by the appearance, gestures or mannerisms of the actor, but is wholly absorbed by the play itself, its plot and characters. There is no obviously artificial stage set that, at best, can create only an imperfect illusion of reality. Instead the radio listeners are transported in imagination to the place and time in which the story is laid."

# ☆ Program Reviews and Comments ☆

## "ZION VARIETY SHOW"

Zion National  
WMCA, Mondays, 7:30-8 p.m.  
Advertiser's Broadcasting Co.

### MUSIC AND DRAMATIZATION FOR JEWISH CLIENTELE PROVES ENTERTAINING, EDUCATIONAL.

Zion National, kosher butchers of N. Y., debuted a half-hour musical and dramatized program with the idea in mind to appeal to their prospective customers only—but at the same time delivered a show for the mixed population of the vicinity. Outside of a few solos by Bobby Miller, 14-year old cantor, who was assisted by a choir in Hebrew, and Gertrude Bullman's offering, the show leaned toward the Hebraic situation in the world, and was performed in English.

Parts of the dramatization dealt with a shooting in Palestine last week and Rabbi Stephen Wise's comment regarding the action. Actor impersonating the Rabbi wasn't a bit like the original. However, the one who attempted Justice Hugo Black delivering his radio answer the other night was so good that for a time it was believed that a recording of that address was being used. Then a bit dealing with the kosher butcher's strike in town helped to get the commercial into the picture. Outstanding feature of the show was Bobby Miller's singing of "Let's Sing Again." Another vocalist was Anna Farber, who did something called "When I'm 17." As a whole, the show was good and should sell the product due to its concentrated appeal.

### Bernard Gabriel

This talented pianist on Saturday afternoon presented the first of a series of four recitals over WQXR, explaining his numbers as he went along. His first program was devoted to tracing the influence of the dance on music of the past, winding up with a composition of his own. It was interestingly done and very entertaining for lovers of piano stuff.

### "Alice in Wonderland"

Columbia Workshops presentation of "Alice in Wonderland" over CBS at 8-8:30 p.m. Sunday was strictly kid stuff, with the added disadvantage of being tough to put over because in a fantasy of this kind so much depends on visual values instead of just sound. Helen Claire did as well as limitations permitted in the part of Alice.

## Irene Wicker in "KELLOGG SINGING LADY"

Kellogg Co.  
WOR-Mutual, Sundays, 5-5:30 p.m.  
N. W. Ayer & Son

MUSIC PLAYS MAKE DELIGHTFUL ENTERTAINMENT FOR YOUNG AND OLD. Back on the air with her musical plays after a summer recess, Irene Wicker presents a charming half-hour of entertainment that will appeal to the older folks as well as to the youngsters for whom it is primarily intended.

Miss Wicker and her accompanist, Milton Rettenberg, supply the music, when the plays are not based on operas or other standard compositions, and among the works to be incorporated in the new series are "Il Trovatore", "Aida", "Martha" and "Oberon", in addition to original music plays like "Sleeping Beauty", "Alice in Wonderland", "Snow White", etc.

Initial airing dealt with the life of composer Verdi, with dramatizations of the youth's struggles in order to realize his musical career.

Program was very efficiently handled from the acting and production standpoint.

### "Magic Key of RCA"

Sunday's 2-3 p.m. program for the RCA family of affiliates, on the NBC-Blue network has added another stunt in the way of international broadcasts, a series of two-way conversations between American and foreign news commentators. First one last Sunday was held between Linton Wells, local commentator and author, who interviewed Fred T. Birchall, European correspondent for the N. Y. Times. Topic was the possibility of a European war in the near future. RCA Communications pickup was perfect and the talk was highly interesting.

Milton Cross and Howard Clancy handled the mike, the former as emcee and the latter on the credits. Frank Black and symphony orchestra was heard as usual, with the guests including John Charles Thomas, in two groups of songs, Jolly Coburn orchestra and the Tune Twisters, and of course Danielle Darrieux, foreign movie star, who talked and sang a song on her radio debut here.

### John Gassner

A serious student of the theater, John Gassner, critic and lecturer, made a fair start in the first of his series titled "The Week in the Theater" over WQXR at 5:45-6 p.m. Saturday. He discussed the present condition of the Broadway legitimate theater and made some sound observations; then commented upon the recent new plays. The social, economic and artistic as well as entertainment aspects of the drama will come in for his consideration, and his talks should prove engrossing and helpful to stage followers. But his delivery needs a little pep.

## "LIFE OF MARY SOTHERN"

Lehn & Fink (Hinds)  
WABC-CBS, Mondays through Fridays, 5:15-5:30 p.m.; also WHN (WLW Line), 4:15-4:30 p.m.  
William Esty & Co.

### ENTERTAINING SERIAL OF SMALL-TOWN GIRL WHO MAKES GOOD IN HOLLYWOOD.

Produced by Don Becker and for some time a popular feature in the WLW territory, this daytime serial went network this week on CBS as well as the WLW Line and should thereby attract a goodly share of appreciative fans.

Story, not particularly different from the usual run of serials, is about a girl from a small town and her budding success in Hollywood, with the accompanying conflict in deciding between her simple hometown friends and her career.

Cast, which was brought to New York to carry on the episodes, is uniformly good.

### "Music in Many Moods"

There is always a gay and festive half hour to be had on WOV and other stations at 1:30-2 p.m. on Sundays, when "Music in Many Moods" is presented by Julio Occhiboi's 25-piece orchestra, with Amelia Sanandras, soprano; Nicholas Consentino, tenor, and a male chorus, much along the lines of the French-flavored "Manhattan Merry-go-Round" on NBC. Though talent lineup is wholly Italian, program contents always have general appeal for music lovers of all classes.

The show caught last Sunday started with an aria by Miss Sanandras, followed by the orchestra in "Dance of the Little Fauns," then Consentino in a lament titled "One Hidden Tear" from a Donizetti opera, a number by the chorus, a symphonic selection by the orchestra, a duet by the vocal stars and finally a medley of Italian martial airs.

Sponsor is G. Ceribelli & Co. (Brioschi), and other stations getting the program are WRAX, WAAB, WSPR and WELI. The announcements, in English, are very efficiently handled by Charles Perry.

### "Nat Brusiloff Presents—"

Nat Brusiloff on WMCA last Sunday resumed his former WOR series entitled "Nat Brusiloff Presents—" and added a few new features to the guest star policy previously employed. New series is still musical, but also has Jack Eigen and his "Broadway Newsreel" as a permanent feature. Helen Morgan was the featured guest on the initial airing. Program was handled well and was superior to previous attempts. Show is under the sponsorship of Madison Personal Loan and is heard Sundays, 9:30-10 p.m.

## "Your Birthday Party"

Sunday's initial CBS salute to birthday celebrants of preceding week reveals the perfect-dictioned David Ross holding forth with Russian accents in addition to his spot as emcee. Surprising multi-vox serves him well in comedy roles of Russian doctor and squeak-voiced Baby Sonja, plus some lesser entries, but brighter lines would have made him more impressive. Show, filling difficult 8:30-9 p.m. schedule, offers good-feller hilarity background, with some occasional greetings, and good music from Freddie Rich ork and chorus, Four Eton Boys and Ruth Carhart. Phil Cook said hello by way of shaking hands on his birthday, and this type of guesting may be permanent feature.

Good angle was opening of birthday book to read names of the famous sharing birth-dates with born-ones among the listeners. This seemed a natural for some brief biog drama, but names only went into the microphone, including Lord Nelson and Groucho. On the whole, program sounded like a throw-together.

## "Al Barrie's Mellydrammers"

Burlesquing the oldtime melodramas, these presentations by Al Barrie on WNYC, Saturdays at 5:30-5:45 p.m., contain more than a few chuckles. They are different, for one thing. Barrie writes, produces, acts and sings pop songs in the shows. Last Saturday's episode concerned a spat between hero Jack Dalton and his wife Nancy, over the latter's mother, thereby giving villain Percival Worthington a chance to step in, but Jack returns at the crucial moment.

### Briefly

Dr. Allan Roy Dafoc and his news about the Dionne Quintuplets returned to CBS Monday at 4:45 p.m. for a thrice-weekly stint on behalf of Lehn & Fink (Lysol). It is a welcome program, especially for mothers, due not only to the wide interest in the doings of the Quins but also because of the down-to-earth appeal of Dr. Dafoc's remarks.

Another of the popular serials, "Follow the Moon," resumed activity Monday at 5-5:15 over CBS, with Nick Dawson and Elsie Hitz carrying on in the principal roles for Lehn & Fink's Pebeco. General tone of this week's first installment was very much along the lines of the previous episodes.

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.

**AL DONAHUE**

and his orchestra

Opening at the Rainbow Room  
**TONIGHT**

For Fall and Winter Season  
Fourth Return Engagement

## SAN FRANCISCO

Janet Baird, NBC interviewer, still in bed following a tonsil and nasal operation.

KYA will air the music of Carvel Craig and ork who began an engagement at Sweet's ballroom in Oakland on Thursday.

Olsen and Johnson and their complete cast broadcast for Richfield Oil via KPO from the War Memorial Opera House Wednesday night. Ted Sherdeman, NBC H'wood producer, and Kim Britenstin, of the Hixon-O'Donnell agency, also came along. Show broadcasts from Seattle next week and Portland the following stanza.

Lee Strahorn is now producing the "Bughouse Rhythm" scripts for Maestro Jack Meakin's TC show. Joe Thompson, NBC Hollywood writer, has been doing them and using the mailman, but arrangement has been awkward.

Ralph A. Brunton, g.m. of KJBS-KQW, left Thursday night for Washington to attend hearings on application for increase in power for KQW, then he goes to New York for NAB meet.

Clarence Muse set for the Orpheum week of Oct. 13. Will feature "Sleepy Time Down South" and others of his compositions.

Infant daughter of Jack and Kay Proctor, publicity and marital partners, died the day following birth.

Ruth Schooler, secretary to NBC Studio Manager John Swallow, has announced her engagement to Larry Wright, musician.

Dick Bertrandias, assistant radio editor "Post-Enquirer" in Oakland, goes into the NBC publicity office shortly. Opening came as a result of switch promotions at the NBC offices here.

Gordon Brown, with KJBS for several years as the "Night Owl," has started in KYA's technical department as an operator.

Karl Baron, new KYA announcer, marries Gwendolyn Sasso next Sunday.

KSFO has been named by the Electrical Appliance Society to write and produce a series of ET dramas, part of a \$40,000 campaign to be run this month in the interest of selling new high fidelity radios. All outlets here are contributing time. J. C. Morgan, KSFO prod. mgr., preparing them.

Under direction of Producer Reiland Quinn, KYA has launched a new series of programs called "Curtain 7:45," a sequel to Quinn's successful series of last spring entitled "The Little Show."

Ira Blue, NBC commentator and sportsman, became a father the other night just as he went on the air.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA 2:30-5:30 Daily

## STATIONS OF AMERICA

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

## WSAR—Fall River, Mass.

1,450 Kc.—1,000 Watts

## WILLIAM T. WELCH, Owner and Manager

WSAR, owned by Doughty & Welch Electric Co., Fall River, is the third oldest station in New England and one of the pioneer stations of the entire country. It was founded Sept. 21, 1921, by William T. Welch, who is the present owner and manager.

Its first license was for 50 watts, with studio located in the little back room of the Doughty & Welch Electric Co. headquarters, and Welch looked upon the new venture as little more than a plaything.

Today, the station is a 1,000-watter affiliated with the Mutual, Colonial and Yankee networks.

WSAR studios, located in the Academy of Music Bldg. at 102 South Main St., Fall River, consist of five rooms on the fifth floor and seven rooms on the fourth floor, including a large broadcasting studio, business offices and control room. The transmitter is on the west shore of the Taunton River in the town of South Somerset.

Motto of the station, like the motto of Fall River, is "We'll Try." Among the station's outstanding features is one of the oldest independent news services in the history of radio, conducted by Jack Fitzgibbons. Foreign language programs also play an important part on the WSAR schedule, with French, Italian, Portuguese and other features on the list.

Josephine Y. Welch is program director, Francis J. McLaughlin Jr. handles production and public relations work as well as special events, and Philomena J. Mauretti is the office chief.

## ★ Coast-to-Coast ★

COMMERCIAL staff of WBTM, Danville, Va., rounded up no less than 20 new accounts in the past month, which wasn't a bad showing, according to John M. Croft of Piedmont Broadcasting Corp. Among the big firms were American Chicle, Philco radios, Atlantic Refining, Dr. Pepper and others.

Olaf Soward, news commentator of KCKN, Kansas City, Kan., has resumed his "Crossroads of History" for the second year under same sponsor.

Leo Poulette, announcer at WHAM, Rochester and known to air audiences as Don Harris, shifts to WIND, Gary, Ind., about Oct. 15.

Wilmar Simpson, former announcer at KTSA, San Antonio, is now with Tom Blake's band in the Gunter Hotel there.

"Stump Me," which returned to the air in its sixth year last week over WISN, Milwaukee, under Elmer and Woody, set an all-time record in mail response to the initial show.

WSFA, Montgomery, Ala.: S. G. Persons, president, has accepted the state and district NAB chairmanships tendered him by NAB prexy John Elmer . . . Earl Caton, formerly of WAIM and WOPI, is now doing duty as announcer here.

WRBY, Waterbury: Dave Halpern, manager, has inaugurated a policy of

one studio audience show a night . . . Gordon Wilcox, former WHDH (Boston) man, has joined as announcer . . . Alison Tripp is a continuity staff addition.

Gus Van, formerly of Van and Schenck, and Nino Rinaldo's ork have opened at Chez Paree, Omaha.

A trial "man of the street" broadcast, aired by KLZ in Denver from "Five Points," in the heart of Denver's Harlem, proved such a success that the program has been scheduled as a regular Thursday night feature. The program reunited a team that was a favorite of Denver audiences several seasons ago—Matthew McEniry, announcer, and Larry Robar, emcee.

"Ceiling Zero," the stage and screen hit, will be the next radio adaptation in which Tyrone Power will appear for Woodbury's, next Sunday over NBC-Blue.

Slim Eberhardt, cowboy singer, has been added to the staff of WAAW, Omaha.

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## PHILADELPHIA

Hal Simonds of WFIL is the sports commentator on the new "Friday Night Quarterback" football forecast.

WDAS adds Agnes Tolle from the Adelphia Hotel to its remote wire list. This is the only harp program in the City.

Stoney McLinn, sport director of WIP, inaugurates a new series of weekly "Football Rally Broadcasts."

William Klayss starts a new series of organ programs over WDAS from the Carman Theater by remote.

Stan Lee Broza, WCAU program director, will take active charge of stations new Thursday weekly auditions.

Harry Marble is the newest addition to the WCAU announcing staff.

Alun Williams, former WIP announcer and baritone singer, is now heard over the inter-city network over WIP.

The Happy Valley Boys of WCAU are adding two new faces; Sary Jane and Sunbonnet Sue.

Fred Ford, WCAU sport announcer, returns to the air after a long illness.

Pat Stanton of WDAS has a new series of Irish programs with his Irish Ramblers every Sunday.

Fred Weber of WFIL is preparing a new series of poet-philosopher programs.

## OMAHA

Jettabee Ann Hopkins, who has been writing, directing and acting the role of "Jerry" in the series of skits called the "Jangles" sketches has joined WOW's staff. She will revive the series when tests for the role of "Jack" are completed.

Nino Rinaldo's ork from New York and Gus Van, who has just completed an engagement at the Chicago Theater, Chicago, opened Friday night at the Chez Paree.

John K. Chapel, WOW announcer, and Mrs. Chapel are back from a European tour.

Gaylord James Avery, formerly of KABR at Aberdeen, S. D., has joined WOW as an announcer.

"Easy Song Fest," sponsored by Union Outfitting Co. and Easy Washer Co., started yesterday over WOW, airing from the Omaha Theater, with Eddie Forrester, theater manager, as director. A different musical organization will be presented each week.

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