



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 69

NEW YORK, N. Y., THURSDAY, OCTOBER 7, 1937

FIVE CENTS

320 Stations Air Series

Looking On ... AND LISTENING IN

COSTLY TALENT Radio is paying a big price in more ways than cash for the privilege of using film "names" as guest stars or as steady program attractions.

In addition to the regular commercials on these shows, it now seems to have become necessary to drag in a certain amount of plugging for the star's pictures—past, present or future, and sometimes all three.

Not only that, but the men who make the movies have become radio publicity conscious, so the artists they have under contract must go in for a certain amount of b-s-s-plugging as well, even though the names of these men often mean nothing to a radio audience.

It is a bad practice, cheapening all around, and should not be allowed to go too far.

OUT OF CHARACTER One reason why there is so much boiler-plate similarity among the orchestras on the air these days is because 80 per cent of the band leaders are too busy trying to be comedians to pay enough attention to music.

Let's hope Leo Reisman, Al Roth, Eddie Duchin, Andre Kostelanetz, Erno Rapee and at least a few others are able to hold out against the yen to stooge.

OPPORTUNITY Why doesn't some enterprising individual organize a business of supplying small independent stations with different weekly units of talent, travelling around on a circuit basis in much the same fashion as theaters used to get vaudeville in the good old days?

It looks like a big field from here.
— D. C. G.

Flexible

When Eddie Cantor first went on the air, his theme song was "I love to spend this hour with you." On changing to a half-hour program, he revised the line to "I love to spend each Sunday with you." Now it's "I love to spend each Wednesday with you." So long as he never switches to the one three-syllable night, Saturday, his theme melody is safe.

48 CITIES SPONSORING GEORGE JESSEL SERIES

"Thirty Minutes in Hollywood", the George Jessel and Norma Talmadge series which starts Sunday for a period of 26 weeks over 72 Mutual stations, has lined up commercial sponsorship in 48 cities to date, according to Redfield-Johnstone Inc., agency handling the show. The program will originate on the coast, with Tommy Tucker's orchestra and Amy Arnell included in the talent.

Arrangers Plan Guild; Seek Hookup With AFRA

A new group, tentatively called the Arrangers' Guild, is now being organized with 14 charter members already enrolled under the leadership of Joe Glover, musical arranger for numerous radio and film con-

(Continued on Page 3)

"March of Time" Shifts To Earlier Spot on NBC

"March of Time," which switches to NBC-Blue from CBS next Monday, has obtained an earlier period, 8:30-9 p.m., instead of the 9-9:30 p.m. originally set.

10 Stations for Rit

Chicago—Rit Products (dyes) has started one-minute transcriptions on 10 stations through Earle Ludgin Inc. agency. RCA made the transcriptions. Stations are WSB, WSM, WFAA-WBAP, WOAI, KPRC, WBT, WAPI, WMC, WWL and KWKH.

Urges Launching Television Without Awaiting Perfection

Kellogg Football Lineup Increased to 80 Games

Number of intercollegiate football games to be sponsored by Kellogg Co. in the east, midwest, Rocky Mountain region and south will exceed 80, against 65 previously announced. A "Saturday Afternoon Football Jamboree," which will im-

(Continued on Page 3)

Record Audience Hears Opening Game in Annual Baseball Classic—Many Commercial Shows Edged Out

Oh, Ripley!

Howard Zile, WCBD engineer, went to sleep at the top of station's 400-foot vertical radiator recently after long hours of testing. A safety belt kept him out of orbit columns.

ROSENTHAL WILL HEAD CBS ARTISTS BUREAU

Lawrence W. Lowman, vice-president of CBS, yesterday announced the appointment of Herbert I. Rosenthal as general manager of Columbia Artists Inc. Rosenthal, associated with the program department of CBS for the past seven years and assistant director of program opera-

(Continued on Page 2)

Using 22 Stations In Royal Toy Series

At least 22 stations, all CBS and NBC affiliates with the exception of WOR, will be used in the Royal Toy Co. campaign which starts Oct. 18, coincident with extensive newspaper and magazine coverage, making it one of the biggest campaigns ever

(Continued on Page 2)

What is believed to have been one of the largest daytime audiences of the year tuned in on the World Series, heard on combined NBC Red and Blue networks, CBS and Mutual, as well as every available unaffiliated station that could arrange a pick-up. Between the three coast-to-coast webs, it is estimated that approximately 320 stations discarded more than three hours of commercial pro-

(Continued on Page 3)

NBC AGAIN TO AIR OPERA DIRECT FROM MET STAGE

NBC will air direct broadcasts from the stage of the Metropolitan Opera House every Saturday for the seventh consecutive year this season, it was learned yesterday by RADIO DAILY. Although a sponsor has not yet been lined up, it is known that NBC is already approaching prospective clients, with RCA standing by to assume costs should the network

(Continued on Page 3)

WNEW Rate Increase Scheduled Next Month

WBO Broadcasting Corp., owners of WNEW, will increase station's rates effective Nov. 15. New rate card is not as yet available, but hike is expected to be fairly large as station is at present approximately 80 per cent commercial, operating on a 24-hour-a-day basis.

Kraft Drops "Dress"

West Coast Bur., RADIO DAILY

Los Angeles—Kraft Music Hall, with Bing Crosby, Bob Burns and Johnny Scott Trotter's orchestra, is discontinuing the traditional "dress" rehearsal as an experiment this season. Neither will guest stars appear in the same order on the air as at rehearsal. Idea is to promote more spontaneity.

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Oct. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 1/2	157 1/4	159 1/4	+ 1
CBS A	24 3/8	24	24 3/8	+ 3/8
CBS B	24	24	24	—
Crosley Radio	12 1/8	11 7/8	12	+ 1/2
Gen. Electric	43 1/4	40 1/4	43 1/4	+ 2 1/2
North American	20 3/4	19 1/4	20 3/4	+ 1 3/8
RCA Common	9 1/2	8 3/4	9 1/2	+ 3/4
Stewart Warner	13 1/8	12 1/2	13	+ 1/4
Zenith Radio	32 5/8	31	32 5/8	+ 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	—
Majestic	2 1/8	2 1/8	2 1/8	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	10 1/8	11 1/8

Radiomarine Net Soars

Net profit of Radiomarine Corp., RCA subsidiary, jumped 154 per cent in August, totaling \$45,333, against \$17,821 in August, 1936. Gross for eight months was \$859,005, against \$672,693 last year.

Frank Baker Upped at WLS

Chicago—Frank Baker has been upped to head the continuity department at WLS, succeeding Bill Meredith, who joined NBC continuity staff recently.

Betty Worth Signed

Betty Worth, radio actress, has signed for a series of transcriptions with Schillin Advert'g Corp.

"Ranger" Mail Record

"The Lone Ranger", serial on WOR, has set a new mail record for the station, drawing 78,000 pieces of mail in five days in response to an offer.

NOW AVAILABLE

"The Man in the Lobby"

Nothing like it on the air

WCOP

BOSTON

Plug Songs Into Hits

Atlanta—A local songwriting triumvirate—Remus Harris, Irving Melsher and Clifford Stodghill—utilizing the facilities of WATL, have developed a smart showmanship system for landing songs in the hit class, provided the numbers have merit. They land publishers by popularizing a song over the air to such an extent that publishers take an interest. Latest of their successful exploits is "Roses in the Rain", recently published by Shapiro, Bernstein & Co., New York.

Any songs which, on being introduced over WATL, do not bring in enough telephone calls, cards and letters to show that they are liked by the public, are quickly discarded by the trio. Newspaper and other tieups are promoted on the songs that attract a following. Harris and Melsher are now concentrating on a new novelty ballad, "The Little Country Store".

H. I. Rosenthal to Head Columbia Artists Bureau

(Continued from Page 1)

tions during the past two years, assumes his new assignment Jan. 1.

Appointment of Rosenthal completes an extensive reorganization of the CBS Artists Bureau, the eastern division now being designated as Columbia Artists Inc. of New York, while the west coast operations have been grouped in the newly organized Columbia Management Inc. of California, with W. Arthur Rush in charge.

The appointment does not affect Mack Davis, who still continues as head of the radio division in the N. Y. Artists Bureau.

Latimer Handling WPA Series

Edward Latimer, veteran stage and radio actor and former program director of WBNF, has been assigned to direct the WPA Federal Theater Radio Division's oldest series, "Pioneers of Science," now in its second year over WHN. His first show, "The Life of Galileo", will be heard today at 6 p.m. Latimer replaced Ashley Buck, who has been assigned to direct the Federal Theater Radio Division's Jules Verne series over the WLW hook-up on Sundays.

WPA's Femme Narrator

One of the few femme narrators to be heard on the radio will appear Saturday night at 6:15-6:45 over WHN in the WPA Federal Theater Radio Division's "History in Action" series. She is Ellen Emery, stage and radio actress, who will narrate in the dramatization devoted to Victoria Woodhull, American suffragette.

Norman Nesbitt to Calif.

Spokane—Norman Nesbitt (Don Norman), announcer, producer and continuity man for several years with KHQ-KGA here, leaves about Oct. 15 to enter radio work in California.

WNEW Program Board

WNEW will revert to its previous policy of department heads jointly acting as program board, it was learned yesterday when it became known that Martin Block has dropped duties of program director to concentrate on his sponsored shows over the station.

AFRA Coast Meeting Is Attended by 600

West Coast Bureau, RADIO DAILY

Los Angeles—At a meeting of AFRA Monday night in the El Capitan Theater, 600 actors, announcers, writers and assorted radioites heard a report by Carleton KaDell, president, and Norman Field, executive secretary, covering progress made to date by the new organization and contractual working arrangement with the parent AAAA regarding interchange of membership cards and differential in initiation and dues for those members now in Actors Equity or Screen Actors Guild desiring membership in AFRA as well. Frank Gillmore of Equity was on the stage, with Jimmy Wallington, of the national board, also present.

B'way Openings on Mutual

Bide Dudley on Oct. 11 will start to review the Broadway openings over the coast to coast Mutual network, 12:30-12:35 a.m. Dudley will air only on nights when a new show opens. Broadcast will give the Hollywood story scouts their first accounts of the new shows. Dudley has reviewed over 3,000 plays during his newspaper and radio days.

New Standard Radio Sales

New sales by Standard Radio the past week include the "Pop Supplement" to WBAX, WMBD and WFDF. WBAP bought complete library of sound effects, 45 in all. WIND, KDLR, WJJD and WPAY bought the "Sons of the Pioneers", and KSEI, the children's program, "Once Upon a Time". KDAL bought Kay Kyser and the King's Men, while Post Parisien, France, bought the Organ Treasures feature.

Hickman's Birthday Present

Baltimore—Last week, WFBR's Henry Hickman was given a surprise birthday party after station sign-off. When presents were opened, five heavy, bulky packages turned out to be as many five gallon cans of Tydol gasoline. Hickman is Tydol's "Inquiring Reporter" in Baltimore.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

COMING and GOING

RUSS BRINKLEY, who among other things handles the two-hour "Morning Clock" on WHDL, Olean, N. Y., was in New York yesterday on one leg of a flying vacation tour around the country, visiting other stations.

EARL FERRIS was expected to leave Hollywood last night for New York, with a stopover in Chicago to open a local office of his Radio Feature Service with Roger Douleans in charge and Norval Burch remaining on the staff.

JOSEPH S. BELL, NBC actor-producer, who has been resting at Santa Barbara for several weeks, is in Hollywood now for a few days before returning to New York.

GEORGE MARSHALL DURANTE of the School of Radio Technique left yesterday morning for Lee, Mass., to attend the funeral of his father who died suddenly.

MARCHESE GIULIO MARCONI, son of the late radio pioneer, arrives today from Europe to study with RCA here.

GINA CIGNA, Metropolitan Opera soprano, also arrives from Europe today with ROMANO ROMANI and ROSARIO SCALERO.

ROBERT FLING, Standard Radio representative, has left Chicago for a tour of stations, covering Ohio, east to New York State.

BARNEY McDEVITT leaves Saturday for the coast to handle publicity there for Rockwell-O'Keefe offices. Just returned from road with Casa Loma orchestra.

MARY JANE WALSH, who stars on Mutual's new Barbasol program shortly, left for Boston last night to join cast of "I'd Rather Be Right," George M. Cohan show.

JOSEPH N. WEBER, president of the AFM, finally left for Denver last night to attend the AFL convention.

Using 22 Stations In Royal Toy Series

(Continued from Page 1)

used for the promotion of a game, called "Alley-Oop." A prize contest also is being mapped out. Reiss Advertising is the agency.

Kaltenborn Book Sells Big

"Kaltenborn Edits the News", book by the CBS commentator, has gone into a second edition of 100,000 copies, according to the publishers, Modern Age Books Inc.

"Music of the Spheres"

Poetry and music of the out-of-doors will form the basis of a new program, "Music of the Spheres", starting Oct. 13 at 3:45-4 p.m. over WQXR.

LEE GRANT

AND HIS ORCHESTRA

26th WEEK



3 HOURS DAILY

2:30-5:30 P.M.

WORLD SERIES CARRIED BY ABOUT 320 STATIONS

(Continued from Page 1)

grams, since none was in a position to pass up the series as long as a competing outlet in its area sent out the baseball classic play-by-play description and other commentary matter.

Choice of stations and net gave the listeners equal choice on their favorite announcers and commentators.

NBC Again to Air Opera Direct from Metropolitan

(Continued from Page 1)

fail to land sponsor in time. As in the past six years, opening broadcast will probably be the Christmas Day presentation of "Haensel and Gretel," with a weekly three-hour period each succeeding Saturday being utilized over the NBC, Red network. Broadcasts have been coast-to-coast features in the past, and it is believed will follow same network hook-up again this season.

Metropolitan Opera has signed an exclusive contract with NBC, giving that network the exclusive broadcasting rights for an undetermined number of years. Agreement became effective for the first time on Dec. 25, 1931, and has been an annual feature of the NBC web every season since. Broadcast as a sustaining feature for first few years, program was sold to American Tobacco Co. for 1933-34 and 1934-35 seasons, with RCA taking over the sponsorship last year.

Arrangers Plan Guild: Seek Hookup With AFRA

(Continued from Page 1)

cerns. Guild, at present in the formative stages, will attempt to affiliate with the AFRA as soon as possible. Negotiations are under way for a charter, and Glover, speaking for the Guild, states that the organization will in no way conflict with the jurisdictional power of the AFM. Leading arrangers from all phases of radio have been approached and are being signed to the new guild.

First draft of demands are as follows: Credit announcements on all network shows; credit announcements on all recordings; program credits on all radio, musical film and stage productions.

Kellogg Football Lineup Increased to 80 Games

(Continued from Page 1)

mediately precede the sustaining broadcasts of Notre Dame's games, will be one of the highlights of the Kellogg football program. N. W. Ayer & Son Inc. is the agency.

NEW PROGRAMS—IDEAS

Visits to Coaches

Gridiron dope from coaches, interviewed in their homes, is the new inspiration of Iowa Net stations WMT-KSO-KMA, airing Wednesday nights. Hope is that Iowa college mentors will talk more freely by the fireside.

"Things Worth Knowing"

Questions and answers on "Things Worth Knowing," both coming from two announcers, form the basis of a new show on KFVS, Cape Girardeau, Mo. Virginia Bahn and T. E. Brewer are at the mike, and spot commercials are injected.

Unusual People Broadcast

A telephone info girl, a Chinese witness of the Far Eastern horrors, and a chap who guides the destinies of 5,000 clocks featured debut of new program over WLS, Chicago, calling unusual people to the microphone under title "Folks Worth Knowing."

Maternity Ward Airings

The Vox Pop program variety enters the maternity ward of Presbyterian Hospital in Charlotte. Questions on Baby feature the interviews, with Bill Bivens of WBT asking the various Mammams what Papas think of the offspring, plans for Junior's future, etc. Head nurse will advise mothers on baby problems during broadcast, and when Papa is caught in the corridors, he, too, will be asked to speak.

"Fashion in Swing"

A woman's page of the air, featuring style and fashion hints interspersed with swing music, is aired over WMCA Monday through Friday at 12:30-12:45 p.m. under title "Fashion in Swing." Don Kerr is emcee and Glenna Strickland is fashion expert.

"Man of the Hour"

WMCA has started a new daily series at 11:45 a.m. presenting short biog sketch of leading personality in news of day under the title "Man of the Hour." Justice Black and Chiang Kai Shek were among the first.

"Telephone" Questions

Listeners are asked to phone in their answers to questions given over the radio in the new street broadcasts of WIDW, Lamar, Colorado. Most nearly correct answer gets free theater ticket. Typical question, asked at opening of program, might be: "How many seats are in the Pioneer Theater?"

Musical "Visit"

A "Let's Visit" airing, in which the musical preferences of listeners in homes fancifully called on are played into the microphone, is being planned by WBRY, Waterbury.

Radio School Courses

U. of Iowa College of the Air this semester airs both classroom and studio offerings over Station WSUI. Courses include literature, history of romance, languages, short-story writing, speech, etc. Complete listing now out in booklet form.

Novelty Group Sing

Community singing of bygone hits, aired from Loew's State Theater in Providence, conveyed anniversary spirit to WPRO listeners in birthday sale series of Cherry and Webb's specialty store. Model garbed in style of year represented, was on stage, and words of song hits were put on screen for entire theater audience to participate.

"S.S. Santa"

Christmas broadcasts open over KDYL, Salt Lake City, with novelty offering for Zion's Cooperative Mercantile Institution. Kid show presents mythical trips to Santa Claus Land, with "Captain Kandy" (Al Priddy) officiating. Child talent, stunts, music, and free gift offer from store are featured in this 13-week Saturday airing.

URGES STARTING TELE EVEN IN CRUDE FORM

(Continued from Page 1)

recent return from abroad and an inspection of television progress in England and on the continent.

Du Mont says there has been too much loose talk about television in this country, whereas in England they have gone ahead and started television broadcasts, thereby learning more in six months of practical activity than the U. S. is liable to learn in six more years of laboratory experiments. He believes that the only way to get the right answers to questions about technique, programs, service areas, networks and economics is to bring television out of the laboratory and make a real try.

Some 10,000 television sets have already been sold in England, according to Du Mont. Average price now is \$350, but will be reduced to \$200 shortly. He said the range of the London BBC transmitter is 100 miles.

Du Mont also declared the BBC has proved there is no absolute need for special co-axial cables for transmission of programs from pickup source to remote television transmitter and to associated stations of a network.

NOTICE!

Notice is Hereby Given That
THE HEALTHCASTER
Is Fully Protected By Copyright

A new program idea utilizing the news technique and forecasting of health in the headlines has been sold to one sponsor in four markets. This program has been fully tested and results have proved to be phenomenal. Rights are available for select sponsorship on an attractive basis in other territories. This program is copyrighted and fully protected. Any infringement or use of this idea, plan or procedure, without the consent of the owners will be prosecuted to the fullest extent of the law.

For full information Address

RAYMOND SPECTOR

1270 SIXTH AVENUE

NEW YORK CITY

Telephone: Circle 7-7677

GUEST-ING

HILDA BURKE, Met opera soprano, on "Your Hit Parade," Oct. 16 (CBS, 10 p.m.).

DOLORES DEL RIO, GEORGE SANDERS, PETER LORRE, GREGORY RATOFF and SIG RUMANN, on "Hollywood Hotel", Oct. 15 (CBS, 9 p.m.).

LAMMONT DU PONT, on "Cavalcade of America", Oct. 13 (CBS, 8 p.m.).

NINO MARTINI, Andre Kostelanetz program, Oct. 13 (CBS, 9 p.m.).

WILBUR EVANS, baritone, on "Open House", Oct. 10 (CBS, 7 p.m.).

LINTON WELLS, on "Commentator Forum", Oct. 10 (WOR-Mutual, 9:30 p.m.).

BUNNY BERIGAN and MAXINE SULLIVAN, on "Sunday Swing Concert", Oct. 10 (WNEW, 11 a.m.).

JUNE LANG, opposite Tyrone Power in "Ceiling Zero", Oct. 10 (NBC-Blue, 9 p.m.).

GENE ARNOLD and NBC Minstrels, on "National Barn Dance", Oct. 9 (NBC-Blue, 9 p.m.).

OSCAR STRAUS, guest conductor on General Motors Hour, Oct. 10 (NBC-Blue, 8 p.m.).

THOMAS BECK, lead in the Shirley Temple picture, "Heidi," to be on WHN "Movie Club," Friday, 8-9 p.m. Beck was set by 20th Century Fox.

FRED MacMURRAY in "The General Died at Dawn", on Lux Radio Theater, Oct. 18 (CBS, 9 p.m.).

BUBBLES RICARDO and EDNA BLANCHE, on Raleigh-Kool cigaret program, Friday 10 p.m., NBC-Blue. Talent is trapeze artist and snake charmer, respectively.

Former KOMA Owners Sued

Oklahoma City—Dr. G. A. Nichols, real estate dealer, has been awarded a \$7,392 judgment against four radio companies which at one time operated KOMA. The station at that time was known as KFJF, but upon its sale, plant was moved, thus, according to Dr. Nichols, breaching his contract. KOMA is now owned by the Hearst interests.

Conte on Campbell Show

John Conte yesterday was named to replace Ronald Drake as announcer on the Burns and Allen broadcasts, effective Oct. 10. Program is sponsored by Campbell Soup, and is heard 8-8:30 p.m. over NBC, Red network.



● ● ● Chrysler, in addition to its Major Bowes show, is hunting for a 15-minute vocal network program. CBS is auditioning talent now.... Despite the adverse comment regarding the airing of the Louis-Braddock bout, Buick will continue to sponsor leading sport shows—and have made plans to air the Schmeling-Louis fight when it finally does take place.... Blackett-Sample-Hummert will establish a European office in London to handle shows abroad.... James Melton has been signed for the Detroit Expo beginning Jan. 24.... Arthur Kay and Don "Popkoff" Tannen have been signed to appear in the Ed Wynn musical, "Hooray for What".... Bob Carmichael, son of a Chesterfield exec, marries Evelyn Sloan, daughter of the racing commissioner this month.... George Lotman is opening Miami offices due to expansion in business.... Walter Tetley, stooge for Fred Allen, will appear with the comic in the flicker, "Sally, Irene and Mary".... Jimmy P. Davis is peddling a daily column by Phil Baker to newspapers similar to Walter O'Keefe's and Ken Murray's.... As theme for the MGM's show for Maxwell Coffee—the roar of a lion will be used.

● ● ● Myron Fox, KDYL special events man, was announcing the State Fair horseshow through the station's shortwave mobile unit.... Everything was going smoothly, the horses stepping high, Fox's words winging into the ether.... Suddenly the shortwave signals went dead. Studio ops were on the private loop and program director was on the central exchange—with sponsors of the show probably thinking of getting on the phone.... However a frantic search for the trouble was instituted by the mobile op and the trouble was discovered: A horse had backed into the truck's antenna, diverting r.f. from air to the ground.

● ● ● Richard Himer succeeds Harry Salter who succeeds Al Goodman on Lucky Strike "Hit Parade" Dec. 25 via CBS. Himer has a new gal vocalist, Alice Marion, who'll be heard from the Essex House via CBS.... Carlton KaDell, Wen Niles, Ted Osborne and Gayne Whitman are the announcers auditioning for the wordslinging spot on the Edward G. Robinson-Claire Trevor, Lever Bros. show which debuts on CBS Oct. 19—following the Al Jolson show which continues as is.... "Let's Go Hollywood," KFWB's show going commercial and coast-to-coast via MBS for six weeks, will sponsor a beauty and personality contest with a weekly winner getting a WB screen-test.... "Have You Met Mrs. Jones," Rodgers and Hart tune in the Sam Harris-George M. Cohan show, is reported as their best.... Eddie Cantor show may not come east Nov. 3 as expected—but later.... Gregory Coleman will wed his assistant on "Talent Scout" mag.... "Charles Duval" who opened at the Cafe Martin last nite with his band—is Nick Kenny's songwriting and fiddling brother, Charles.... Charles Day of the Eton Boys married Betty Robertson of the Gae Foster girls yesterday.... The reason none of the execs at Rockwell-O'Keefe and other offices failed to answer their phones yesterday—was that they were cut to the ball game!

● ● ● A pair of new pants was sacrificed Sunday afternoon by Ray Cox, news editor for WMT, Cedar Rapids—all for the sake of a news beat. Cox, with a news camera in hand, was a spectator at the American Legion Air Show. When Jim Christman took to the air to thrill the crowd and lost control of the plane which killed him instantly at the far end of the field, Cox started over a picket fence, causing a considerable portion of the rear part of his pants to be left behind. He reached the crash and obtained a roll of good shots and a complete story. Everything was forgotten till the story was flashed by radio throughout the middle-west, scooping all newspapers and stations by several hours. After the excitement had died down, Ray's face turned red!

★ F. C. C. ★
ACTIVITIES

SET FOR HEARING

Mittelle Franklin Noble, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Young People's Ass'n for the Propagation of the Gospel, Philadelphia, Pa. CP for new station. 1220 kc., 1 KW., unlimited.

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime.

William F. Huffman, Wisconsin Rapids. CP for new station. 580 kc., 250 watts, unlimited.

APPLICATIONS DISMISSED

James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.

W. Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio Inc. 1500 kc., 100 watts, unlimited.

WACO, Waco, Tex. Vol. assignment of license to Hearst Radio, Inc. 1420 kc., 100 watts, unlimited.

W. Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

KTSA, San Antonio. Vol. assignment of license to Hearst Radio Inc. 550 kc., 1 KW., 5 KW. L.S., unlimited.

COMING EVENTS

Oct. 12: National Ass'n of Broadcasters board of directors meeting, Waldorf-Astoria, New York.

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Oct. 4-5: Advertising Federation of America district convention, Providence Biltmore Hotel, Providence.

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.



Greetings from Radio Daily

October 7

Phil Ohman Ann Pickard
Marjorie Carroll Guila Adams

Annuities have saved many a headliner from being a breadliner.

Jules Hanberg

—INSURANCE—

JOHN 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK



DON MARTIN, recently added to the announcing staff at KMPC, is something of a television expert also. During his two years as chief announcer at KXBY, Kansas City, he had charge of television broadcasts over the sister station, W9XAL.

It took an ambidextrous dial-tuner to catch all the worthwhile and new ones last Sunday. Benny and Baker and Penner, Tyrone Power, the new "Silver Theater," Feg Murray, and the Vallee emceeding with his protegee-who-made-good, Charlie McCarthy.

Kay Van Riper, writer-producer-star of "English Coronets," will do "Three for an Evening" at the Beaux Arts Theater, opening Oct. 18. John Gibson, Forrest Barnes and Gale Gordon will be seen in support of Miss Van Riper, and Gilbert von Klatt, producer, is sponsoring and exploiting the stage production.

George Foster, formerly chief announcer at WGP in Atlantic City, has been added to the technical staff at KFVB, Los Angeles.

Berna Deane offers a cycle of popular songs in her new KFI program each Wednesday at 4:15 p.m., with piano accompaniment by Nell Larson.

Wesley Turtalotte, KFI-KECA staff organist, has a quarter hour program on KECA which he calls "Silhouette Segue" because he segues from one number into another without benefit of announcements. Wednesdays at 7:45 p.m.

Mertens and Price Inc. reports the sale of "Martha Lane's Kitchen," home economics program with newspaper column adjunct, to the Harrisburg, Pa. Telegraph, operating WHP in that city, on a 52 weeks contract. The same show also has been taken by WCAG in Carthage, Illinois, for a like period.

Arthur Q. Bryan may have to write his "Louisiana Hayride" scripts around Amos Rees and Earle Ellis for several weeks to come. Both are still in a critical condition as a result of their recent auto smashup.

Phil Baker will broadcast from the KEHE studio theater next Sunday under an arrangement made by CBS, which the net is in hopes of making permanent. Understood that NBC also has a bid in, both webs being in something of a jam over multiplicity of Sunday shows.

Earle Ferris, bossman of Radio Feature Service Inc., is in town for a week or two looking over his Hollywood office for the first time since it was established. The moniker will

RADIO PERSONALITIES

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

ARTHUR HULL HAYES

ALL through school, Arthur Hull Hayes, eastern sales manager of Columbia's Radio Sales, couldn't decide between advertising and the show business as a life work. He was an accomplished magician—personal friend of the great Houdini and Thurston—but he was also studying and enjoying advertising at the University of Detroit, where he graduated with a Ph.B. degree in 1926.

Successive jobs with H. K. McCann, the Detroit News, and Campbell-Ewald put Hayes pretty definitely into the field of advertising. But he was still interested in the show business, and—quite possibly for that very reason—was intrigued with the possibilities of radio as an advertising medium. A year after joining Campbell-Ewald, he was instrumental in establishing a radio department in that agency, and worked closely in its development for nearly four years. Hayes came to New York late in 1933, joined CBS as salesman for Radio Sales in January, 1934, and was made New York manager a little over a year later.

Today he lives in Rye, where a four-year-old son is a worshipful admirer of his feats in the realm of magic.



Chose advertising in preference to magic.

become just "Earle Ferris Inc." very shortly now.

Johnny Mercer and Dick Whiting, tunesmith, will do a guest turn with Ted Fio Rito from the Beverly Wilshire over CBS Pacific Coast at 10:15-10:45 on Sunday night.

Jack Benny and Burns and Allen tossed a party at Sardi's to give Jack Haley a big send-off on the eve of his stepping out with a network show of his own. The "eve" was moved up to Monday night because Burns and Allen left Tuesday on their four weeks' vacation. Haley starts selling Log Cabin syrup for Benton & Bowles this Saturday.

Jack Sayres has been made assistant to Hal Rorke, CBS publicity director, and Charles Benson, formerly news editor at KFVB, joins the Rorke staff as a feature writer.

NBC moves the "Gilmore Circus" over to the KFVB lot with this week's airing, utilizing the new studio theater specially built to relieve NBC congestion and presently housing the Packard and Woodbury programs. At the same time, Johnny Murray's "Sunset at Nine" reverses the process and moves from KFVB to NBC in a mad scramble to find stage room for all the Sunday audience shows.

Willett Brown and Van Newkirk, newly appointed to a special events berth with Don Lee, are back from a quick once-over of the newly added stations in the Northwest.

James R. Fouch, President of Universal Microphone Co., is back at his desk after a month vacationing.

Sheriff Loyal Underwood, radio veteran and long foreman of the old "Arizona Wranglers," returns to the air via KEHE with a new program Mondays.

Call Letters Assigned

Rock Springs, Wyo.—KVRS will be the call letters of the new Wyoming Broadcast Co. station here, according to notice from FCC.

NEW BUSINESS

KIDW, Lamar, Colo.: Chevrolet "Musical Moments," Gardner Nursery, disks.

WOV, New York: Hudson Canadian Fur Co., concert gems.

KMOX, St. Louis: Dennison Mfg. Co., Procter & Gamble.

KDYL, Salt Lake City: Wander Co., "Orphan Annie," through Blackett-Sample-Hummert; W. T. Grant Co.; National Dollar Stores.

WHO, Des Moines: Wander Co.; F. & F. Laboratories, through Blackett-Sample-Hummert; Chicago Engineering Works, through Brown R. Lunke & Associates; Brown & Williamson Tobacco, through BBDO.

Roanoke ESSO Dealers' Contests

Local ESSO dealers of Roanoke County, Va., are sponsoring heavy hitting sales promotion effort. Ten weeks' campaign is based on ten weekly contests—with a new prize each week and a cumulative build-up to tenth week when Grand Prize, 1938 Chevrolet Master Town Sedan, will be awarded. First contest starts October 1st. Newspaper ads, radio spot announcements, handbills and station posters will be used. Campaign is by Houck & Co., Advertising, Roanoke. Norman Frankel is Account Executive.

TONIGHT AT 8!

ARTHUR GUTMAN

AND HIS 25 PIECE ORCHESTRA

in

"SAY IT WITH MUSIC"

WOR-MBS NETWORK



FRANK SCHREIBER, WGN publicist, is back from South America. Bernie Perlman, formerly an attorney with a firm handling theatrical clients, has joined the W. Biggie Levin office.

John Blair is home from a swing of stations.

Jim Fleming is taking over Bob Elson's commercial spots on WGN while he broadcasts the world series for Mutual in New York.

Charles Kennedy, a member of WLS sales staff for several years, has been transferred to the associated station KOY in Phoenix.

WCAZ, Carthage, Ill., has appointed H. K. Conover Co., Chicago, its representatives.

Howard H. Wilson Co. has moved to expanded quarters on the 15th floor of 75 East Wacker Drive.

Mel Merkley has gone to Minneapolis to lay the groundwork for Fred Waring's visit there next week. Following week he opens at Palace here.

Don Thompson of NBC production staff is the author of "Last Public Appearance" in Oct. 16 issue of Liberty magazine.

Bill Green of NBC press department goes to Tom Fizdale office.

WNEW "Hymn Sings"

"Hymn Sings" constitute a new series starting tonight at 9 over WNEW. Choirs from various Protestant Churches and short talks by religious leaders will be presented.

Some RIDE!

WOR is like a bicycle. Wait!

WOR is like a racing bicycle.

A big one.

Built for you.

19 hours of each day it purrs up to the doors of almost 4 million radio homes. These last six months 170 people who sell things hopped aboard. Some paid \$370 for a ¼-hr. evening ride. Others shot the works and spun around for a full hour evening at \$925. And a lot of those riders came home each day with their pockets full of the nicest things. *Some ride!*



JOHN B. HATCH ASSOCIATES

An agency serving a N. E. clientele. Specializing in radio broadcast advertising.

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

☆ Program Reviews and Comments ☆

"HOBBY LOBBY"

Hudson Motor Car Co.
WABC-CBS, Wednesdays,
7:15-7:45 p.m.

Brooke, Smith & French Inc.

NOVELTY PROGRAM FEATURING PERSONS INDULGING IN UNUSUAL HOBBIES WILL CLICK IF HANDLED PROPERLY.

Nationwide premiere last night of "Hobby Lobby" had Richard Byrd as featured guest, a university professor who played tunes on musical bones, a worm-caller, a debunker of proverbs and an old gentleman who aided underprivileged children.

Program was interesting and held attention. Low part of program was Byrd lobbying for his hobby—world peace. If program can keep the unusual hobbies coming, success of the show is half completed. Show of this type needs and is a natural for plenty of exploitation and publicity. Sending one press ticket to each newspaper is a step in the wrong direction. Result: the press seats were empty.

"Hobby Lobby," originated by Dave Elman, has been running on WOR as a sustainer for the past several months. There are more plugs for Elman during the half hour than for Hudson motor cars.

Harry Salter and his orchestra provide the musical support to the show and it was the usual Salter performance—good. Russell Pratt does the commercials. Program originates in the Mutual Playhouse atop the Amsterdam Theater. Guest on next week's show will be Dale Carnegie.

Oscar Wilde Cycle

Radio Division of the WPA Federal Theater played the first of its Oscar Wilde cycle on Tuesday 9-10 p.m., on WQXR, and scheduled each week at the same time until four have been heard. For the first offering "The Importance of Being Earnest" proved an excellent example of Wilde's repertoire of wit and epigrammatic wares. Sparkling dialog of the farce was just as entertaining as though recently written, although as stated at the outset of the program, it would have been a sacrilege to attempt to bring the play up to date, even though written at the turn of the century. Thus all pretense at modernism as to production was done away with.

Cast was on its toes and did ample justice to the radio version of the play. As a matter of fact not a few tricks could be gleaned by present day radio script writers from Wilde's clever construction. "Lady Windemere's Fan," is scheduled for next

Tuesday, also to be directed and produced by Donald Macfarlane and Charles Crumpton, respectively. Same duo did the Ibsen series, hailed as having been highly successful.

"Watch the Fun Go By"

Last Tuesday was "Western Night" for the Al Pearce program on CBS, with Louise Massey and Her Westerners as the guest attraction. It was a highly entertaining show, helped considerably by the two periods of singing by Miss Massey and her group, who can certainly make the ballads of the open spaces pleasing to the ear. Arlene Harris and "Tizzie

Lish" also were in great form, and Carl Hoff had the orchestra on its toes, while Pearce piloted the proceedings and did his customary low-pressure salesman bit in fine style. Ken Roberts is the show's announcer.

World Series

Best job of play-by-play description of the opening game of the World Series was done by the triumvirate including Dave Driscoll, Bob Elson and Johnny O'Hara, for WOR-Mutual. Their account was by far the most "descriptive", giving a lively word picture and catching the mood and excitement of the game.

☆ PROMOTION ☆

Merchandising Service

Maurice Coleman, manager of WATL, Atlanta, has contracted for a merchandising service. Initial job was the distribution of 55,000 copies of a promotion piece to all white homes as well as to every principal retail store in Greater Atlanta.

The promotional material tells about all of the facilities and services of the New and Greater Station, WATL. Announcement of this new merchandising service was sent to principal advertising agencies throughout the country.

School Mailing

A letter to all schools, colleges, and Parent-Teacher Ass'ns in its area has been mailed by WBIG, Greensboro, N. C. Piece calls attention to American School of the Air going to station through CBS, and offers manuals to those wishing to study through the course.

Station also has printed complete national gridiron schedules, with advertising. Station's own copy stresses radio sports coverage.

KANSAS CITY

Carl Smith, recent U. of Kan. journalism graduate, is a new member of the WHB continuity staff.

C. E. McBride, veteran K. C. Star sports editor, goes before the WDAF mike for the second year on behalf of Roi Tan cigars. Fred Weingarth, sports announcer, assists him.

Some 500 members of American Radio Relay League meet in the Municipal Auditorium here Oct. 9-10.

Jack Grogan, Les Jarvies and a company of WHB artists will play a series of stage shows in six local theaters in connection with the sponsored campaign of Bentley Clothing Co.

Cab Advertising

Yellow Cabs of Jamestown, N. Y., will be equipped with special racks to carry message of WJTN. Each cab gets different angle, with whole group completing story.

Success Stories

A booklet of "success stories," featuring, by months, the sales successes of its clients, has just been printed by WSA, Harrisonburg, Va. Calendar arrangement offers chance to illustrate seasonal usage of station. General mgr. Floyd Williams has signed the booklet.

Half-tone Folders

A neat, compelling promotion layout is a folder from WOAI, San Antonio, spreading fine half-tone closeups of 15 programs before the station's microphone, with captions explaining stunt and sponsor. Inserted is cartoon story of an advertiser who "proved our own contentions."

Dressed-Up Circularizing

Uniformed carriers of the Crumley Distributing Service have distributed 55,000 four-page tabloid circulars, stressing new hourly news broadcasts of WATL, Atlanta.

SALT LAKE CITY

Bobby Ketchum, KSL philosophizer and early bird broadcaster, recently celebrated his third year on the air and his birthday on same day.

Earl J. Glade, managing director of KSL, recently addressed the State Teachers Institute, also the Advertising Club.

Al Priddy, KDYL announcer, taking piano lessons.

Floyd Farr of Farm and Home Hour has been asked to judge a cattle show.

LINCOLN

KFAB-KFOR studios, reaching for "names," are going after newspapermen, with John Bentley, Journal sports editor, signed to air six nights weekly for Clark's Clothes.

Link Lyman, Nebraska's line coach, goes on KFOR nightly for Standard Oil.

"Spotlight on Youth"

Launched Monday at 8-8:30 p.m. over WNEW, with Commissioner of Correction Edward L. Mulrooney as the first guest speaker, this new weekly presented under supervision of W. P. Ainsworth of World Peaceways is very well handled. It shows, via dramatization, how young boys fall into a life of crime and how difficult it is for them to break away from a "gang" once they are in; and offers advice and suggestions on diverting the interest of youth to more desirable channels. Ted Cott directed the players who took part in the dramatized sequences.

Briefly

Guest appearances of Ben Bernie and Frank Fay, on the Packard Hour and Rinso-Lifebuoy programs, respectively, were reminders that both are standout entertainers on their own. Bernie as a laugh-getter, apart from his band, has proven himself on more than one occasion, but in the case of Packard's Hollywood Mardi Gras, (Tues. 9:30-10:30 p.m. NBC-Red) he followed such guests as the Marx brothers and Amos 'n' Andy, and there was no dearth of laughs. On the Jolson program (Tues. CBS 8:30-9 p.m. Fay's material was readily discernible and a reminder that he is always a potential program on his own.

Rudy Vallee, as guest emcee on Sunday night's Chase & Sanborn Hour over NBC-Red, was as much at home as if he had been piloting his own show. He handled things very smoothly.

The dramatizations of old songs, scripted by Ethel Park Richardson and presented Sundays at 10:30 a.m. over WJZ-NBC Blue, are swell heart interest stuff. It's hokum, but of the down to earth and disarming variety that hits a responsive chord. Last Sunday's dramatized song dealt with a little old lady rocking alone in a rocking chair. Cast was excellent, also incidental music and vocalizing.

Short and Sweet

Salt Lake City—Frank Austin, shunting between KDYL studio and the Arena, found he had only 30 seconds to get on the air. Just as he got near the rink with his mike, Bronco Nagurski shot out of his corner like an aeroplane and pinned his opponent to the mat. It was a third fall, and broadcast was over. Austin got in exactly 23 words.

Alice Remsen's 10th

Alice Remsen, NBC singer, will celebrate her tenth radio anniversary Oct. 18. She made her debut in 1927 as soloist on the Stromberg-Carlson Hour over WJZ.

AGENCIES

WARREN KRAFT, representative of Erwin, Wasey & Co., has been visiting Salt Lake City, contacting KDYL in the interests of the new Albers Bros. Milling Co. series.

C. A. KRACHT has joined the sales staff of Schillin Advertising Corp. He formerly was with WHN, WMCA and CBS sales.

HOMER MCKEE INC., Chicago, recently was appointed to handle advertising for Bunte Bros., candy manufacturers. Homer McKee is president of agency, and J. D. Driscoll is vice-president.

FELIX B. STREYCKMANS heads the new publicity department of H. W. Kastor & Sons agency, Chicago.

GUY BOLAN of J. Walter Thompson's London office is stopping off with Chicago folks on way back to New York from visit to Hollywood.

DICK MARVIN, radio director of J. Walter Thompson's in Chicago, has been named chairman of entertainment committee of Federated Advertising Club of Chicago.

CHANNING L. BETE's advertising agency has moved to larger quarters at Newell and Bernardson Streets, Greenfield, Mass.

ATHERTON W. HOBLER, Benton & Bowles president, has arrived in Hollywood to look over the local situation and sit in on huddles over the M-G-M-Maxwell House show coming up.

"QUOTES"

"Radio artists, especially comedians, have made frequent use of the expression, 'I'm broadcasting for the sticks,' referring to all listeners away from New York as simple-minded folk less sophisticated and more easily entertained than New York's so-called blase radio dialers. New York City, more than the rest of the U. S., could be referred to as 'the sticks' as far as radio fare is concerned. Through regular listening to all types of programs, those living in what we call 'the sticks' now have a keener sense of radio values than New Yorkers, where people divide their time among many different forms of amusement." —Ozzie Nelson.

"To do a good job of writing script, you must first know the type of character about which you are writing. Know that character's likes and dislikes, his habits, his way of talking. Then sit down and write the show just as though you were that character and the things you do on paper are really the things you think you would do in real life. If you do that, you shouldn't have much trouble." —Norris Goff.

SECRETARY AVAILABLE

Rapid — Executive Ability — Correspondence — Publicity — Advertising and Exploitation. Write Box A-111 RADIO DAILY, 1501 Broadway, New York City.

STATIONS OF AMERICA

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

KDYL—Salt Lake City
1290 Kilocycles—1000 Watts

S. S. FOX, Pres. and Gen. Mgr.
R. T. HARRIS, Program Director
JOHN M. BALDWIN, Chief Engineer

ESTABLISHED in the era of broadcasting's infancy, 'way back in May, 1922, KDYL was originally a semi-experimental station with a power of 100 watts. But, growing up as radio itself grew, the station soon moved from its location atop the Newhouse Hotel, and under the managership of S. S. Fox, who became president of KDYL in 1925, its popularity grew so rapidly that in 1927 the power was increased to 1000 watts and the station became a member of the original coast-to-coast net of CBS. A year later, the station moved from a single suite of offices in the new Ezra Thompson Building, to occupy the entire sixth floor and the transmitter was moved from the building's roof to a carefully selected site five miles south of the city.

On Sept. 1, 1932, KDYL became affiliated with NBC and its popularity has steadily increased until today, according to a recent survey, in the majority of Salt Lake City's radio-equipped homes most listeners prefer KDYL's programs. The population coverage includes Utah's metropolitan area as well as the rich agricultural regions of the state and southern Idaho.

Besides NBC-Red network, the station utilizes the services of NBC Thesaurus Transcription Library, the World Broadcasting System and Transradio.

KDYL employs a permanent staff of 36, is on the air daily from 6:00 a.m. to 1 a.m. of the next day; at present contemplates an entire new outlay of equipment, transmitter, transmitter housing, studios, auditorium and offices for which architectural and technical plans have been drawn up and a tentative date in the Spring of 1938 set for the move.

The station is represented by John Blair & Co.

ORCHESTRAS - MUSIC

PHIL SPITALNY's all-girl "Hour of Charm" orchestra celebrates a double anniversary Monday over NBC-Red at 9:30 p.m. It will be the third anniversary of the band's formation and the start of a second year under the present sponsor.

Nat Brusiloff is presenting a daily 7-7:15 p.m. show over WMCA in addition to his half-hour Sunday night show. With him on his week-day programs are Bob Parker, tenor; Jane Clifton, blues singer; Jack Eigen, chatterer, and Don Kerr as emcee.

Rockwell-O'Keefe orchestra bookings: Don Bestor's starts Nov. 24 at Netherland Plaza Hotel, Cincinnati . . . Rand Wilde opens Dec. 3 at Chase Hotel, St. Louis . . . Ross MacLean replaces Frank Bessinger at New Yorker Hotel on Oct. 15 . . . Ben Pollack opens Oct. 30 at Nicollet Hotel, Minneapolis . . . Bob Chester opened yesterday at Van Cleve Hotel, Dayton, O.

Tommy Tucker's band, which has been signed for the George Jessel show to be heard on Mutual this fall, will do a series of recordings for Standard Radio. Band is now on CBS as a sustaining.

Oscar Bradley, who has the ork on the Phil Baker series, is hopeful that his son John will follow in his musical footsteps. Although John is

currently taking a college course in journalism, he is an excellent musical arranger, and assists his dad on these chores.

Victor Bay, who has signed a new year's contract with CBS, has taken over the office formally used by Harry Simeone. He starts a series of concerts known as "Essays in Music" over CBS on Oct. 14. Hollace Shaw will be his soloist.

Mark Warnow's theme song on his Consolidate Edison program over WJZ Mondays at 7:30 p.m. is "Midnight in Manhattan," written by his brother, Raymond Scott.

Bernie Cummins concludes his WOR series from the Bowman Room of the Biltmore next Thursday, after a three-month run. He will go on a tour on one-nighters, prior to returning to the Edgewater Beach Hotel, Chicago.

Emil Coleman has returned to the Iridium Room of the St. Regis for his third season. The orchestral arrangements will, as usual, revolve around his piano playing. He will be heard over NBC.

Al Goodman is making a practice of directing all his Hit Parade rehearsals from the control room, where he can get a perfect hearing of the balance.



**RADIO FOLK
WRITE US...
THAT THEIR
INVESTMENT
OF \$5 A...
YEAR IN...
RADIO DAILY
IS THE BEST
BUSINESS...
INSURANCE
THEY HAVE
IN ALWAYS
KNOWING...
WHAT'S...
WHAT...
IN RADIO...**



SAN FRANCISCO

In the opening sketch "The Phantom Pilot," which started sustaining Monday on the coast MBS net, the leading parts were taken by Howard Duff, Jack Edwards, Stanley Farrar and Marjorie Smith. Herb Allen did the narration. Starting Oct. 18, Langendorf sponsors it over 18 stations.

Jack Dolph, assistant to the CBS Pacific Coast Operations Vice-President, here checking up on the construction of new studios atop the Palace Hotel.

Lee Strahorn, besides taking over production of Jack Meakin's "Bug-house Rhythm" show, also does Jack's "Musical New Letter," and Lawrence L. Cross' "Crosscuts from the Log O'Day."

Carl Kroenke, Earl Lee and Leo Cleary, NBC actors, stooged in the recent Olsen-Johnson show produced here.

Wilbur Eickelburg, KFRC's manager, did a Reno-lopement with Sybil Leonard, local business woman.

Ernest Jefferson and George McElwain of the NBC technical department, went along with Olsen and Johnson, Richfield Oil comics, to monitor both the Seattle and Portland broadcasts.

Van Fleming, NBC producer, hobbling around on a cane which takes weight off a sprained ankle.

ALBANY

Mary O'Neill, radio columnist, starts a 15-minute program for American Rock Wool Co. over WOKO. Bryan Madden will announce.

Gene O'Haire has been renewed for more sports casting by Kentucky Klub over WGY, Schenectady, with Chester Vedder announcing.

Roy Schudt, Troy sports writer, is doing a sponsored turn over WABY.

Plan Book Published

KSL, Salt Lake City, has published first edition of its Radio Broadcasting Book, edited by Lennox Murdock with aid from Tommy Axelson, presents radio plans and typical promotions for all types of sponsors. The service is free.

ONE MINUTE INTERVIEW

NAT BRUSILOFF

"The presentation of popular music is as important as classic presentations. You just can't play a tune in 'swing', 'jam' and other mediums of individual stylists' methods. The music offered in this fashion is beyond either recognition or true interpretation of the composers' theme. My idea is simple and fundamental. All I want to do is to play music as it's written. And that's something that just isn't being done in radio. You might call this idea of mine a 'back to the original' movement."



Coast-to-Coast



ALISSA KERR, newspaper columnist, offers a short series on "How to Open a Shop" over NBC-Red starting Thursday, Oct. 14, at 2:30-2:45 p.m.

Ernest Mitchel, former film actor, has joined WWJ, Detroit, as actor-producer.

"The Ave Maria Hour," directed by Charles LaTorre, will deviate from its customary religious theme next Sunday by doing a dramatization of Christopher Columbus, whose anniversary is Oct. 12. Program airs over WMCA and a hookup.

Carl Weeks, young announcer and dramatic director formerly at WSUN, St. Petersburg, has joined the announcing staff of WXYZ, Detroit.

Jerry Diamond has been placed in charge of sales of Speedy-Q Sound Effect Records for the Charles Michelson office.

Scotty Rose, vocalist, who hails from Columbus, has opened a series over WPAY, Portsmouth, O. He will remain for at least eight weeks.

A new WPAY commercial is "Dickason's Holson Bakers," ET series being aired daily under a contract signed by Earl Dickason to run for at least six months.

Helen Marshall celebrates completion of her first year as soprano

soloist of NBC Fireside Recitals on Sunday at 7:30 p.m. over the Red network.

"Whimsy at Large," an original radio drama by Randal MacDougall, NBC employee, will be presented Oct. 13 at 9-9:30 p.m. over NBC, Blue network.

Joe Cleary, announcer at St. Bonaventure College, is now working on the office staff of WHDL, Olean, N. Y., helping out while vacations are under way.

WNBH, New Bedford, Mass., has started sponsored airings of "The Count of Monte Cristo," radio dramatization of the Dumas novel transcribed in 130 episodes by Earnshaw Radio Productions. Charles Michelson of Earnshaw's New York office set the deal.

The new "Follow the Moon" series, which stars Elsie Hitz and Nick Dawson from Monday to Friday at 5 p.m. over CBS, will be the first radio program to place its script action in the center of the Sino-Japanese war. Nick Dawson, playing the role of Clay Bannister, which he created and made one of radio's most popular dramatic figures, and Elsie Hitz, as the newly married Mrs. Bannister, will continue their honeymoon trip in the Far East in the story.

A new weekly feature, "The Magic Circle," starts Sunday over WFEA,

ST. LOUIS

First on KWK production department's season of dramatics is "Mrs. O'Brien's Boarding House", by Mrs. R. P. Gruber, with Wright Esser directing.

WEW plans to add several members to its staff, including a program director.

Harry Cool, tenor, and the Harmonettes are doing a new sponsored show on KMOX. Carol Gay and Ben Feld's orchestra have a new sustaining, "Carol Gay Presents".

A Catholic catechism radio contest, believed to be the first of its kind, was conducted Sunday on WEW in conjunction with parochial schools.

"Sons of the Prairie", sponsored by Flexoglass, is now airing on KMOX, with Pappy Cheshire in charge.

Kathryn Turney Garten, KSD commentator, flew here from Detroit yesterday to air a description of the Veiled Prophet Ball.

NEW ORLEANS

Lionel Ricau is writing and producing a new WWL show, sponsored by Pepsi-Cola, titled "Adventures of Capt. McBryde."

State Broadcasting Co. of Gretna, La., has amended its petition to the FCC, now requesting permission to build and operate a station for 100 watts night and 250 day on 1370.

Henry Dupre isn't taking a vacation, but is starting a new series on WWL instead. Period, titled "Lulu and Uncle Henry," will emanate from the aquarium.

sponsored by Crawford (furriers) of Manchester and Boston. This is an amateur program for children up to 14 and is one of the most popular programs ever put on this station. A big costume party will be featured Hallowe'en in the ballroom of the Carpenter Hotel in Manchester.

WBT, Charlotte: The Old Shepherd and Jane, featuring Clair Shadwell and Jane Bartlett, have started a new 15-minute thrice weekly series for Quaker Oats . . . Lee Kirby, sports announcer, opened the series of Duke University football broadcasts for Atlantic Refining last Saturday.

NEW SHOWS AHEAD

SUNDAY, OCT. 10

American Bird Products, "American Radio Warblers," Mutual, 11:45-12 noon.

George Jessel program, "30 Minutes in Hollywood," Mutual, 6-6:30 p.m.

MONDAY, OCT. 11 or OCT. 18
F. & F. Laboratories (cough drops) program, CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 14
"March of Time," Time Inc. (Time and Life magazines), transfers from CBS to NBC-Blue, 9-9:30 p.m.

SATURDAY, OCT. 16
Carborundum Co. program, CBS, 7:30-8.

SUNDAY, OCT. 17

Modern Food Process program, NBC-Blue, 4:45-5 p.m.

Sealtest Inc., "Rising Musical Stars," with Alexander Smallens, NBC-Red, 10-10:30 p.m.

Raymonds Inc. (cosmetics), Lloyd Pantages, CBS, 2:30-2:45 p.m.

MONDAY, OCT. 18

Warden Lewis E. Lawes, Wm. R. Warner Co., NBC-Blue, 10-10:30 p.m.

American School of the Air, CBS, 2:30-3 p.m.

American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19
Emily Post, Florida Citrus, CBS, Tue. and Thur., 10:15-10:30 p.m.

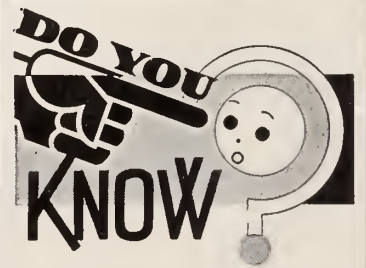
THURSDAY, OCT. 21
Elgin Watch Co., CBS, 7:15 p.m.

SUNDAY, OCT. 24
Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.
Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29
Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

THURSDAY, NOV. 4
General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5
Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.
WEDNESDAY, NOV. 17
Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).



Hollace Shaw attended Pomona College at the same time as Robert Taylor—the lucky Taylor!