



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 70

NEW YORK, N. Y., FRIDAY, OCTOBER 8, 1937

FIVE CENTS

Key Stations and AFM Agree

RAYMOND R. MORGAN CO. STARTING "CHAN" SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—Raymond R. Morgan Co. is starting immediate production of the transcribed radio version of "Charlie Chan", with Cyril Armbrister directing, Dick Weil furnishing the script and Felix Mills doing the music. Waxing will be done by Recordings Inc.

The adventures of the Chinese detective made famous by Earl Derr Biggers and 20th Century-Fox will
(Continued on Page 2)

"Want to Be an Actor" May Again Go on Net

West Coast Bureau, RADIO DAILY

Los Angeles—Reports persist that Haven MacQuarrie's KFVB "Do You Want to be an Actor?" again is set to go coast-to-coast shortly.

Russ Davis Appointed KCKN Production Mgr.

Kansas City, Kan.—Russ Davis has been appointed production manager of KCKN, it is announced by Ellis Atteberry, manager of the Capper Publications station. Davis was with the station in 1930, when it was known as WLBK, and recently has been associated with KFBI, KWTO, KGBX and XER.

Harry Hoff Joins CRA

Harry W. Hoff, for the past three years with the Cleveland B. Chase offices, has joined Consolidated Radio Artists Inc. as assistant to Earl Thomas, head of the radio department.

Milton Roemer, head of the hotel department of CRA, resigns today.

Rating Radio Voices

A monthly rating of the outstanding voices on radio is being compiled by the Debating Society of the College of Business Administration of C.C.N.Y., 23rd St. branch. This month's check-up, devoted to programs before 6 p.m., resulted in Dan Russell being rated best announcer; Gabriel Heatter, commentator; Allen Prescott, best satirist; Ted Husing, sports.

Noblesse Oblige

Memphis—WREC, which is broadcasting the parade and other features of the Rice and Cotton Festival at Newport, Ark., Oct. 7-9, also is airing the World Series. Arrangements were made to broadcast by remote control from the Arkansas town when it was discovered that the parade schedule would conflict with the Series broadcast today. The parade thereupon changed its time to fit WREC's schedule.

WWVA SUPPLIES PRIZE WHEN SPONSOR RENEGS

Wheeling, W. Va.—WWVA, the local CBS outlet of which George W. Smith is managing director, believes in keeping faith with its listeners at all costs. Recently, basing contract commitments on two previous highly successful campaigns sponsored by an advertiser, the management of the station accepted a third assignment without much
(Continued on Page 3)

Columbia Workshop Sets Plays for Fall Schedule

Columbia Workshop, under direction of Irving Reis, has set the first eight productions of its new fall season. The initial offering will be
(Continued on Page 7)

Cecil U. Price Dead

Wichita, Kan.—Cecil U. Price, general manager of KFH since 1932, died Tuesday in the Wichita Hospital. He had been suffering from a kidney ailment resulting from chemical work in connection with the World War.

Tentative Truce is Reached In Songwriter-Publisher Feud

NAB Preliminary Meet At Waldorf on Sunday

A preliminary meeting of the NAB will be held in the Waldorf-Astoria Hotel Sunday, when the board of directors, state committee men and others will confer in connection with the meeting scheduled for Tuesday.

NBC and CBS Outlets in New York, Chicago and Hollywood Come to Terms With Musicians' Union

30 STATIONS WITH ACA; EXPECT TO GET 70 MORE

American Communications Ass'n, CIO unit, yesterday revealed that it is now sole representative for 30 stations, with the possibility of adding an additional 70 or more before the end of the year. Officials of ACA told RADIO DAILY that the national board of the NLRB is expected to review and hand down a decision on the CBS-ACA case between Nov. 1 and Nov. 15. As in the test case between WHN and ACA, officials stated that organization is confident of a favorable decision. With the net-
(Continued on Page 2)

Canada Dry Expanding Activity on the Radio

Canada Dry Ginger Ale Inc. will increase its radio advertising through the use of transcribed and live spot announcements and 15-minute news periods, it was learned yesterday. Sponsor has added WOR, WFIL and
(Continued on Page 3)

200 Stations for Rexall

The Rexall disk series, entitled "Magic Hour," will get under way next Monday with 200 stations set for airing. As previously announced, series will run for two months. Street & Finney is the agency.

Original key stations of NBC and CBS in New York, Chicago and Hollywood, came to a definite agreement with the AFM after a lengthy series of conferences, which toward the close were mostly held up by NBC, which sought various concessions, while CBS had already signified that it was ready to sign a contract to cover either one and a half or two years, whatever would coincide with the wishes of the AFM and the trade agreement with the IRNA.

Although the basic terms of the agreement with the network key sta-
(Continued on Page 3)

GOVERNMENT LAUNCHING GOODWILL RADIO SERIES

Washington Bureau, RADIO DAILY

Washington—The U. S. Government will back a vast education program through radio to promote the good neighbor policy of this country with Latin-America, according to an announcement made yesterday by Secretary of the Interior Harold L. Ickes. Series, to be entitled "Brave New
(Continued on Page 2)

New Lever Bros. Show On 58 CBS Stations

The new Lever Bros. program, "Today", featuring Edward G. Robinson and Claire Trevor, will be heard over a CBS coast-to-coast network of 58 stations. Series will begin Oct. 19 and will be heard 8-8:30 p.m. weekly thereafter. Ruthrauff & Ryan has the account.

Versatile Miker

Cleveland—Tom Manning, WTAM and NBC sports announcer, is setting something of a record in the variety of broadcasts he has been handling lately. They included the National Soap-Box Derby, Western Open Golf Championship, National Air Races, Carnival of Champions Boxing Matches, Ohio State Football Games, and now the World Series.

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Oct. 7)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 1/2	157 3/4	157 3/4	- 1 1/2
CBS A	24 1/2	24	24	- 3/8
CBS B	23 1/2	23 3/8	23 3/8	- 3/8
Crosley Radio	12 3/8	11 3/4	12	- 3/4
Gen. Electric	44 1/8	42 1/4	42 1/2	- 3/4
North American	20 7/8	20	20	- 3/4
RCA Common	9 5/8	9 1/8	9 1/8	- 3/8
Stewart Warner	13 5/8	12 3/4	13 5/8	+ 5/8
Zenith Radio	33 3/4	31	31	- 1 5/8

Hazeltine Corp.	15	15	15	
Majestic	2 1/2	2 1/8	2 1/8	
Nat. Union Radio	1 1/4	1 1/4	1 1/4	

	Bid	Asked
Stromberg Carlson	9	10

New WBS Disk Series

World Broadcasting System is waxing a series for Sure Laboratories (Sure Breath Purifier). WJJD, Chicago, already is running the disks, through Selviar Broadcasting System, and WAVE starts them next, with other stations to be added.

"Merry Oldsmobile" also is being waxed for Oldsmobile by WBS, with Glen Gray and the Casa Loma Orchestra, Kenny Sargent and Pewee Hunt among the talent. Series will be placed on 59 stations starting Sunday.

Long Siege for Dennis

E. A. Dennis, president of Vibro Master Co. Inc., manufacturers of Vibro master cutting and playback recording machines, who has been in the Kings County Hospital for the past two weeks, is expected to remain there for another four weeks at least. Mrs. Dennis is handling the business during his illness.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

Start Move to Curb "Celebrity Nights"

At a meeting held yesterday afternoon at the offices of the Theater Authority Inc., a move was started to eradicate the practice of holding so-called "celebrity nights" wherein the main purpose is to acquire the services of radio name talent free and consequently displace other artists who would be paid for the job in question. Move would also prove a boon to the radio talent including stars and name acts who are prevailed upon to come as guests and then called upon for bows and songs etc., and lending atmosphere for which they are not paid. Agents of the radio acts are often the ones who call upon their acts to help out.

Several organizations agreed to cooperate in the move, including the Screen Actors' Guild, American Guild of Musical Artists, Actors' Equity, American Federation of Actors and others. Alan Correlli of the Theater Authority stated that his organization would expand its activities to other cities and in the case where 15 per cent of benefit receipts are received, the moneys will be applied locally to indigent actors. Henry Jaffee, attorney for the Theater Authority, is drawing up an inter-organization agreement on the proposal to eradicate radio and other talent from working gratis at the celebrity night and similar type stunts.

Raymond R. Morgan Co. 30 Stations With ACA; Starting "Chan" Series Expect to Get 70 More

(Continued from Page 1)
go on the air for Stokely-Van Camp food products on Oct. 25 in the East, Nov. 1 in the middle West, Nov. 8 in the Northwest, and Nov. 15 and 22 in the Southwest and Pacific Coast, respectively.

The staggered opening dates are to permit of an elaborate merchandising campaign being launched in each territory. Time already has been bought on some twenty-odd major stations, with KNX carrying the 15-minute show locally on a three-a-week schedule for an initial 39-week period.

Cy Kendall gets the coveted role of "Charlie", and J. Donald Wilson is set as announcer and narrator.

In addition to producing the show and selling the account, the Morgan concern is buying all time and handling the merchandising campaign and all other details.

Government Launching Goodwill Radio Series

(Continued from Page 1)
World", is scheduled to be heard Mondays, 10:30-11 p.m. beginning Oct. 18 for 26 weeks. Facilities of CBS will be used, and programs will have specially prepared New York talent now being trained for the series.

Programs will be under the direction of Director of Radio Division of Education William D. Boutwell. Assistants include Phillip L. Green, assistant director and program executive, Bernard Schoenfeld, Philip Cohen, and Rudolph Schramm, musical director.

WMPS Personnel Shifts

Memphis—Several promotions and new appointments have been made recently in WMPS personnel. Tommy Ragland, announcer, who hails from WREC, was promoted to continuity chief; Bob Knapp, former WCPO announcer, is now traffic manager; Fred Vosse, chief announcer, now in charge of special events, and Clair Weidenaar, former program director of WGL, Fort Wayne, Ind., is the new program director here.

(Continued from Page 1)
work in line, ACA can concentrate on other national networks, in addition to the work now being done on local independent stations throughout the country.

Negotiations for 40-hour five-day week, raise in pay and better working conditions are now going on with following outlets: WWSW, WFIL, KYW, WPEN, WRAX, WJW, WPAY, KOMA, and stations in Buffalo and on the West Coast. ACA also revealed that agreements have been reached with WHN, WCAU and KBNX. Negotiations with WWSW and KYW are expected to be completed by Oct. 14.

ACA was formerly known as ARTA.

Colin on CBS Board

Ralph F. Colin, of the legal firm of Rosenberg, Goldmark & Colin, was elected to the CBS board of directors at Wednesday's meeting of the board. At the same conclave S. R. Dean, comptroller, was promoted to the post of assistant treasurer.

Colin has been serving CBS as legal counsel for several years and his election fills the last vacancy on the board. Spring meeting of the stockholders increased the board from 10 to 14 members. Edward Klauber, Mefford Runyon and Paul Kesten were elected directors earlier in the year. Dean has been with CBS about five years. He was at one time a staff attorney.

Coy Williams Joins Ferris

Coy Williams, former sports editor of the World-Telegram and previously with the Cleveland Press and Los Angeles Examiner, joins the Earle Ferris Radio Feature Service in Hollywood today as account executive, with Carroll Nye to handle the editorial desk.

Star Series in Release

Star Radio Programs Inc. has started general release of the complete 26 scripts on the melodrama, "Death Stalks the Honeymoon." Station orders received before the series was finished are now being filled.

COMING and GOING

W. H. STEIN of Music Corp. of America is expected in New York this week-end from Chicago.

JULES STEIN, MCA president, plans to move to the Coast for the winter, due to increased activity of MCA in western bookings.

LUCIO VILLEGAS, president of Pan-American Radio Productions of Los Angeles, has arrived in New York and is at the Hotel Commodore. He is here to close deals for two Spanish programs.

EMIL COLEMAN and orchestra fly to Detroit today for special engagement and return to New York Saturday morning. Group will fly to Boston Saturday night to fulfill one-night stand there.

JESSE BLOCK and EVE SULLY arrived in Boston yesterday for a vaudeville engagement.

PHIL SPITALNY and orchestra go to the Stanley Theater, Pittsburgh, next Friday for a week's engagement.

FRANK PURKETT, vice-president and general manager of Associated Cinema Studios, planned back to Hollywood yesterday from Chicago where he has been for the past week huddling with Bauer & Black execs in connection with the May Robson "Lady of Millions" series.

LEWIS ALLEN WEISS, Don Lee network general manager, left Hollywood for New York by train yesterday to confer with Mutual execs in the east and attend the special NAB meeting on Oct. 12.

EILEEN BARTON is in Detroit to play a week of vaudeville with Milton Berle and will fly back to Chicago for her Monday Campana show.

ARTHUR HAYES, eastern manager of Radio Sales, returns to New York from St. Louis and Minneapolis.

J. PORTER SMITH and HOWARD SHUMAN of KTHS, Hot Springs, Ark., are in town.

DOROTHY THOMPSON is at Oberlin College, Ohio, today as guest of honor and will go to Cleveland from there. She'll fly to New York in time for her evening broadcast.

JOY HODGES flew to Boston yesterday to fulfill a theater engagement, for which she resigned from the Joe Penner program.

Bi-So-Dol Show Set

"Mr. Keen, Tracer of Lost Persons", is the title of the dramatic serial program which American Home Products Inc. (Bi-So-Dol) will start Oct. 12 on NBC-Blue, running Tuesdays, Wednesdays and Thursdays at 7:15-7:30 p.m. Blackett-Sample-Hummert is the agency.

Den'al Vocalist for Series

Dr. John B. Senesac, lecturer, dentist and vocalist, will soon inaugurate a combined sponsored program. He will be sponsored by a leading dental product. J. William Cody is responsible for the management and direction.



Greetings from Radio Daily

October 8

Florence Malone
Sherrill Ellsworth

October 9

Lee Wiley
Vivian Della Chlesa
Robert Armbruster
Art Jacobson

October 10

Helen Hayes
Johnny Greene
Charles Pickard

NBC-CBS KEY STATIONS IN AGREEMENT WITH AFM

(Continued from Page 1)
tions are generally known, it was stipulated that if the exact terms in each case were to be made public it would come through the AFM. The latter stated it would be inadvisable to divulge the terms right now since something may come up later to alter matters, and also much depends upon the trade agreement with the Independent Radio Network Affiliates being worked out satisfactorily.

Additional musicians to be hired by the key stations across the country will contribute nearly \$1,000,000 to the forthcoming added payrolls for the AFM members. In most cases the figure will be around the \$1,000 weekly mark per outlet, in addition to the present staff musician payrolls.

It is expected that the AFM executive committee now will do nothing until Oct. 15, when it is scheduled to resume its various negotiations. All of the executive committee members are scattered around the country at present. Mutual network will come into the AFM deal as soon as agreements are reached with WGN, Chicago, and KHJ, Los Angeles. The WOR pact will follow with these two outlets.

WWVA Supplies Prize When Sponsor Renegs

(Continued from Page 1)
question, a decision which proved to be disastrous in one direction and highly successful in another. The advertiser started his third campaign in the WWVA market with a plan to promote the sale of two new food products in a highly competitive field. Competition was powerful and most effective, with the result that the advertiser in question was immediately faced with an extremely difficult job of publicity and merchandising. His merchandising plan involved the awarding of an automobile to the user of his products who submitted the largest number of trademarks cut from the packages in which his products were packed. Contest rules were announced over WWVA and the campaign took effect immediately. The campaign was broadcast for 10 weeks over WWVA, when it became evident to the management of the station that previous experience with the advertiser would not repeat, and action was immediately taken which ended in discontinuing the broadcasts. The advertiser took the stand, on certain technicalities, that he was not liable for the awarding of the automobile

SECRETARY AVAILABLE

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

NEW PROGRAMS—IDEAS

Quiz from Theater

"Kroger Kwestion - Nite" draws theater-going crowds every Monday night to the Orpheum Theater, where Paul Hodges, WMPS announcer, trips up and down the aisles, asking patrons foolish questions and paying good money for correct answers. Here's the tie-up: Kroger stores offer \$50.00 in two, three, and five dollar shots for answers to Hodges' questions. Persons giving correct answers in ten seconds after question is stated are awarded the specified prize. The grand prize question is worth \$100 to anyone who answers same, with prize money increasing \$25 each week if question is unanswered. The question is selected from a list of 25, which are released a week previous to the program in all local Kroger stores where listeners may look up the answers. Contestants for the \$100 question are selected by pulling numbers out of a hat. To date, the program is pulling a tremendous audience.

WMPS Rhythm Club

An unusual program is the Rhythm Club currently featured on WMPS, Memphis, from 12 midnight until 1 a.m. The program features Hiram Higsby and popular recordings. What makes it novel is the fact that Hiram

offered in connection with his broadcasts over the station. Argument on the part of the station had no effect and in the meantime listeners were beginning to inquire about the automobile prize which they were offered. Rather than prolong the controversy at the expense of breaking down listeners confidence, the station was compelled to fulfill the obligation of the advertiser. The automobile was purchased and listeners advised to send in their accumulated trademarks direct to the station. An extra staff of clerks was assigned to the task of counting the entries submitted, and the winner judged. WWVA's fulfillment of the advertiser's obligation was in keeping with its friendly attitude towards its listeners and did much to cement the enjoyable relationship between station and listeners. Favorable comments received were many and most gratifying.

Notwithstanding the attitude of the advertiser towards the station, the fulfillment of the contest obligation by the latter worked out to the advertiser's decided advantage. During the ten weeks the campaign was on the air, warehouse reports indicated 11,734 cases sold, or 211,212 packages. Proof of retail purchases was evidenced in the return of 70,454 trademarks, which came from 173 cities and towns in Ohio, Pennsylvania and West Virginia.

So WWVA is now a firm subscriber to the theory that its an ill wind that blows nobody good. Listeners are happy—the station is happy in that it kept faith with its listeners—and the advertiser should be happy.

dedicates one night's program to blonde members of the fairer sex, the next night to red heads, then brunettes, bachelors, etc., answering requests made on the telephone right over the air. Competition has set in among the ladies to see who tops the list in requests—the blondes, brunettes or red heads. Needless to say, this program has plenty of color.

Time Every Five Minutes

The Marvel Bread Co., Miami, Okla., has contracted for a 30-minute program, daily except Sunday, over WMBH, Joplin, Mo., known as "Time, Toast and Tunes," featuring the time every five minutes from 7:30 till 8 o'clock in the morning, with a series of cheery messages from the Marvel Man of the Hour. Program is to run for six months.

Remotes from Ft. Benning

Entertaining and educational are the weekly remote broadcasts from the World's Largest Infantry School, Ft. Benning, over WRBL, Columbus, Ga. The program usually consists of a concert by the Ft. Benning Glee Club, a number of band selections by the 29th Infantry Band, and a general talk on the highlights of the week.

Two Sponsors Double Up For Football Over WFAS

Mayflower Stations Inc., sponsor of "Mayflower Reporter" street interviews over WFAS, White Plains, on a thrice-weekly basis since last April, has arranged for co-sponsorship of the programs with Case Radio Service during the continuance of the football season, in order to make available to Mayflower sponsorship a weekly half-hour "Sports Roundup."

Mayflower Stations, operating 52 service stations in Westchester and lower Connecticut, continue to award premiums to all listeners submitting questions to the "Mayflower Reporter," as well as dollar bills for such questions actually used on the air, and they are also continuing the "Mayflower Safety Patrol," which each week selects by observation the "Safe Driver of the Week" and rewards this individual with a cash bonus.

The Mayflower Saturday "Sports Round-up," placed through J. Stirling Getchell Inc., New York, is handled by Don Kearney and John Dillon.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COI. 5-7366-7

FOTOTONE SOUND SYSTEM

REACH TENTATIVE TRUCE IN SONGWRITER DISPUTE

(Continued from Page 1)
possibility that peace will be permanent from next week on. Both sides agreed that the battle was about over.

It was decided after the conferences held in the offices of the Music Publishers Protective Ass'n that attorneys for both sides would meet early next week and draw up a new form of contract between writer and publisher which will hold good during the term of the agreement between them. A. M. Wattenberg will represent the publishers, and John Schulman of Hays, Garfield & Schulman will represent the Song Writers Protective Ass'n members.

Understood that Article 9 of the SPA by-laws will not be included in contract form, but the division of the music fees derived from electrical transcription licenses will be not less than 50 per cent to the writers. With the exception of the increased proportion of fees being allotted by the publishers to the writers, the new form of contract will be substantially the same. A few minor changes will, of course, be present.

Canada Dry Expanding Activity on the Radio

(Continued from Page 1)
WTAR to list of news spots, with more additions contemplated in the near future. Thirty-eight outlets are now on the spot announcement list, an increase of four the past week. J. M. Mathes Inc. is agency, with Carle Rollins account executive. Agency is now setting additional outlets.

Draws Wide Response

Baltimore — A beautiful job of proving coverage by mail return was exhibited recently when WFBR's "The Word Man"—a five minute, off-time Exlax feature—offered a gift on Monday to all those writing the station. After Tuesday's deluge of thousands of letters from Baltimore city and county, according to station officials, the rest of the week saw mail filtering through from D.C., West Virginia, Virginia, New Jersey, Pennsylvania, Ohio, New Hampshire, Massachusetts and New York.

BARRY MCKINLEY

IN
"CHEVROLET
MUSICAL MOMENTS"

SUNDAY 6:30-7 P.M. EST
WABC-CBS Network

★
GRIFFIN
"TIME TO SHINE"

MONDAY 7-7:30 P.M. EST
WEAF-NBC Network

ORCHESTRAS MUSIC

UNDER the new title of "Fun in Music" and with the course enlarged to include instruction in all instruments and in rudimentary voice as well as in band instruments, Dr. Joseph E. Maddy, professor of music at the University of Michigan, will resume his weekly radio music lessons for the second year over the NBC-Red Network on Tuesday at 2 p.m., EST. In previous broadcasts over individual stations and over NBC networks, Dr. Maddy confined his instructions to band instruments with the course being known as Dr. Joseph E. Maddy's Band Music Lessons. Dr. Maddy will present his lessons from the NBC Chicago studios, with the aid of professional musicians.

The first performance of the "Village Festival" by Cesare Sodero, who until recently conducted his own program known as "Cesare Sodero Directs" over WOR, will feature the "Sinfonietta" concert under the direction of Alfred Wallenstein over WOR-Mutual network next Thursday at 9:30-10 p.m. The orchestra will also offer Beethoven's "First Symphony."

Don Rowland, formerly with WLW, Cincinnati, has been added to Larry Lee's orchestra as sound effect man. The Lee orchestra is now on one-night stand tour in Texas, before settling down at Olmos Club, San Antonio, Oct. 31.

On the evening of Oct. 13, over the Mutual system, Vincent Lopez will introduce for the first time on the air a new type of swing tune. This swing classic, called "Chopin's Ghost," the piano-playing maestro feels, is a perfect example of what he will endeavor to illustrate in his lectures at New York University starting Nov. 9.

Guy Lombardo and his band have been awarded the "Distinguished Service to Radio" medal by Radio Stars magazine. Lester C. Grady, editor of the magazine, will make the presentation Sunday on the Lombardo-Bond Bread show on CBS.

U. of Md. Broadcasting Course

Washington Bureau, RADIO DAILY
Washington—A broadcasting course has been inaugurated at University of Maryland. Enrollment will be limited to 25 students. Dr. Ray Ehrensberger of the speech department will instruct, aided by Jess Willard of Station WJSV. Executives and specialists from the CBS New York office will lecture, and WJSV has promised summer work to students who complete the course.

Boran to Emcee Convention

Arthur Boran, mimic and comedian, has been engaged to emcee at tomorrow night's affair of the Tobacco Council Convention in the Waldorf-Astoria Hotel.



● ● ● Little shots about Big Shots: . . . Horace Heidt, who is currently appearing in person at Loew's State Theater besides doing his air show, attributes a stretcher in the Rose Bowl for his success. . . Seems that in 1923 while a lineman for the U. of C., he awoke in a dressing room with surgeons nodding their heads. "Bad spinal injury," their voices droned, "may be an invalid for life" . . . Care and medical attention plus his iron-will cured him in a few months—after which he decided to lay off the pigskin and play with the ivories—on the piano of course.

● ● ● Colonel Jack Major was being considered for the Ford show and appeared at the rehearsal where he was introduced to Chandler Goldwaite, who impressed the Col. as being an exec. . . "What do you think of our show?" asked Mr. Goldwaite. . . To which C. J. M. replied: "I think it's swell except for the music of Rex Chandler's orchestra". Major didn't appear on the show—because Goldwaite IS Rex Chandler.

● ● ● Because the boys at St. John's College in Annapolis had been eating too fast, Georgia Smith, college dietician, has decided to place radios in the mess halls to slow the pace. . . For breakfast, languid waltzes—leisurely fox-trots for lunch and measured military marches or swing music for dinner. . . No consideration is made for the cocktail hour or late supper.

● ● ● Jimmy Rogan is a CBSound effects man who handles the Phil Lord "Gangbuster" show. . . He was in rehearsal on another show where a temperamental director was having trouble with the cast, etc., and through the control-room talk-back shouted to the people in the studio: "Columbia employs me on this show and has given me full control. They have faith in my ability and while I'm running this show you'll take my orders. In short, 'I'm God here' ". . . To which Rogan yelled back: "I'll be doggone! Four days a week I work for 'Lord' and now on my fifth, I have to work for 'God'".

● ● ● They tell this story about Mark Warnow who was taken on the coldest Saturday of last year to view his first football game at Yankee Stadium by Freddie Rich. . . Mark sat on the bench, his head and chin dug in his coat collar, hands in his pockets, while others got up and shouted for the teams and were excited over plays. . . Mark would only peek out when the college bands began to play. After each selection, he'd return to the warmest position. . . At the end of the game, Rich turned to Warnow and asked how he liked the game! . . . "Fine thing you do to me," Warnow replied. "You drag me all the way up to the Bronx and make me sit in this freezing weather till I catch cold—for what? To hear two bands play OFF-KEY all afternoon!"

● ● ● When Vincent Sorey was at CBS, his orchestra was auditioning for a potential sponsor. . . They played "Poet and Peasant" overture, "Cavaleria Rusticana" and similar compositions sandwiched between a few Sousa marches. When the audition was over, Sorey walked into the client's room for comment or a contract. He asked the buyer what he thought of the show. . . "You played too fast and too loud," was the reply. When Vincent pointed out that the music was marked to be played that way, the sponsor is said to have replied: "I don't care what it's marked. Play it 'thirty' or even 'twenty-five'! 'Forty' is too fast!"

NEW BUSINESS

Signed by Stations

KYA, San Francisco: Tidewater Associated Oil, through Lord & Thomas; Lydia Pinkham Co., through Erwin-Wasey; Knox Co., through Allen C. Smith; H. R. Jessup (La Vida Water).

KJBS, San Francisco: Doyle Packing, through Beaumont & Hohman; Meyer Bottling Co.

KFRC, San Francisco: Albers Bros. Milling Co., through Erwin-Wasey; C. H. Baker Shoe Co., through S. L. Kay; Dynamite Cereal Products, through Emil Brisacher; Standard Beverages, through Emil Reinhardt.

WNAC, Boston: Thomas Leeming & Co. (Baume Bengue), through Wm. Esty (also 12 other Yankee net stations); Nash-Kelvinator, through Geyer, Cornell & Newell; Sears-Roebuck, through Chambers & Wiswell; Lever Bros. Co. (Lux and Rinso), through Ruthrauff & Ryan (also 5 other Yankee net stations); First Nat'l Stores, through Badger & Browning (also 5 other Yankee stations); Buick, through Arthur Kudner (also WEAN and WICC); Chevrolet, through Campbell-Ewald; Main Development Commission, through Brooke, Smith, French & Dorrance; Lea & Perrins, through Schwimmer & Scott; Stickney & Poor Spice Co., through Badger & Browning (also 14 other Yankee net stations); Carter Medicine, through Street & Finney; Penick & Ford, through J. Walter Thompson; F. A. Stuart Co., through Thompson-Koch Co.

WLS, Chicago: Mantle Lamp Co.; Coleman Lamp Co.; Penn Tobacco Co.; Flex-O-Glass; Olson Rug; Pinex.

WGN, Chicago: Beaumont Laboratories (4-Way Cold Tablets), through H. W. Kastor & Sons; Pinex, through Russel M. Seeds; Canada Dry, through J. M. Mathas; Washington State Apples, through J. Walter Thompson.

WENR, Chicago: Crown Overalls, through H. W. Kastor.

WBT, Charlotte, N. C.: Mantle Lamp, through Presba, Fellers & Presba; Atlantic Refining Co., through N. W. Ayer; American Gas Machine Co., through Greve Adv. Agency; Vick Chemical; through Morse International; Procter & Gamble, through H. W. Kastor & Sons; Chilean Nitrate Educational Bur., through O'Dea, Sheldon & Co.; General Motors; Chrysler.

WWL, New Orleans: Anacin; Oldsmobile; Tums; Manette Lamps; Hamlin's Wizard Oil.

KSL, Salt Lake City: S & W Food Products, through Emil Brisacher; Omega Oil, through Husband & Thomas; Nash, through Edward Petry.

WBAL, Baltimore: Sherwin-Williams; Pontiac; Bakers' Broadcast; General Motors; Woodbury's; Musterole; Emerson Drug.

WIP, Philadelphia: Varady of Vienna, through Baggaley, Horton and Hoyt.

WFIL, Philadelphia: Gulf Refining; Canada Dry.

WFAS, White Plains: Chevrolet; Mayflower Stations, through J. Stirling Getchell; Emerson Radio, through E. J. Edmond Co., distributors; Socony, through J. Stirling Getchell; Amer. Lumberman's Mutual Insurance, through M. T. Coogan & Co., agents.

WATL, Atlanta: Atlantic Ice & Coal; John B. Daniel Co. (Cheney's Expectorant).

KGVO, Missoula, Mont.: Carter Liver Pills, through Spot Broadcasting.

Leave Chicago NBC Staff

Chicago—G. B. McDermott, head- ing spot sales, and Whitney Clement, local sales, have been let out by NBC. George Hessberger's Ensemble also has been dropped.



CHARLES GREEN, president of Consolidated Radio Artists Inc., has arrived from New York to confer with Bob Sanders, manager of the local CRA office, on Fall band bookings on the Coast.

Rush Hughes, who announced his retirement from radio activities recently, has been set for a role as a radio commentator in M-G-M's "Rosalie" with Eleanor Powell and Nelson Eddy. Even as an actor he can't get away from it.

Tom Breneman, conductor of the CBS "Western Homes" program and busy on other KNX chores, will find time to play the role of Colonel Ezra Simpson with Rudy Vallee, commenting on Hollywood and pictures, on Oct. 14.

Lloyd Pantages is all set to start his new CBS coast-to-coast series on Oct. 17. Cyril Armbrister is producer, and Pantages repeats his 4:45 EST chatter at 8-8:15 for the Pacific Coast.

Lois January and Lucille Lund, cinema starlets, will be the co-starring guests in the dramatic interlude of the Exposition Park Concert over KEHE on Sunday. Emil Baffa and his orchestra are the mainstay as always.

"Whispering Jack" Smith has returned to radio with his "Whispering Strings" in a new series over KHJ at 9:15-9:30 each Tuesday and Thursday.

Meredith Willson, musical director, and Max Terr, vocal director, are the only survivors of the sinking "Show Boat" who were rescued to carry on with the new M-G-M show for Maxwell.

The hillbilly quintet, Sons of the Pioneers, will be featured on the "Hollywood Barn Dance" over CBS Pacific Coast on Saturday night. Composers and arrangers of frontier songs, the Pioneers will "give" in some of their best known numbers. Peter Potter, producer, also announces the Morgan Family and the Stafford Sisters on the show.

CBS has a new twice-monthly commentator series labeled "Headlines and Bylines" starting on a sustaining basis on Oct. 17. Lewis Browne, author, conducts, with guesting celebs from time to time.

Lewis TeeGarden, recently resigned KEHE production manager who is now free-lancing as producer-announcer, returns to the familiar mike at KEHE to handle the interviews on "Bureau of Missing Persons", Sunday night feature at 7:30 to 8.

Lud Gluskin will introduce another of his singing discoveries on "Hollywood Showcase" over CBS Pacific Coast on Sunday at 7 p.m. The lucky gal is Katherine Kay, one-time Paramount starlet and dramatic actress.

RADIO PERSONALITIES

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

HAROLD E. SMITH

YEARS ago, when radio was a profound mystery and practically unheard of by the rank and file, Harold E. Smith, general manager of WOKO-WABY, Albany, became interested in the strange force that could transmit messages without the use of wires. This was in 1913, when Smith was concert violinist at Rector's, New York, and at the internationally famed Hippodrome. Becoming an enthusiast of irrepressible ardor, Smith set up a wireless communication with Great Britain and France over his 50 watt amateur station and was drafted for Warrant Radio Regimental Sergeant in the World War.



Transmitted television away back in 1925....

At the close of the big fracas, Smith returned to his violin but retained his interest in radio, finally buying Station WOKO in 1924 with Raymond Curtis. WOKO was then a 10 watt station on Dyckman Street, New York City. Its transmitting apparatus, which is still in Smith's possession, was mounted upon a breadboard.

Throughout WOKO's course, Smith has been actively identified with its progress. Within recent years it has been in the CBS network, moving steadily forward as one of the country's radio outlets.

Harold E. Smith was interested in television as long ago as 1925, when, with the station at Mount Beacon, he was successful in transmitting pictures to Poughkeepsie, 18 miles away. Eye to the future, Smith will be ready when practical television becomes an everyday reality.

Leo Salkin Quits CRA

Chicago—Leo Salkin, manager of Consolidated Radio Artists, has resigned, effective Oct. 15. Successor not yet named. Salkin, who has headed Chicago office for 16 months since it was organized, says he plans to manage a band or two. He formerly operated a talent booking agency here.

WHK-WCLE Appointments

Cleveland—Lewis Sisk, graduate of the Ohio State University School of Business Administration, advertising specialist, has joined the WHK-WCLE continuity staff. He succeeds Donald Gehring, who has been named to the post of traffic manager of the two stations. Gehring replaces the former Winifred Kellogg, who married recently.

Russell Williams has been chosen WHK-WCLE merchandising manager. He succeeds William Brusman who has been promoted to the sales staff.

WBAP Promotions

Fort Worth—Promotions at station WBAP give the following titles to staff members: Ken Douglass, now production director; Nelson Olmsted, assistant production director; Cy Leland, special events director.

Radiage Studios Opened

Chicago—Leslie N. Zemer, former Hollywood talent booker, has opened the Radiage Studios here at 154 East Erie St., to book radio talent, offer program ideas and counsel and make short transcriptions.

Columbus Day on WOV

Columbus Day ceremonies at Columbus Circle will be aired by WOV

next Tuesday at 12-1 p.m. Governor Lehman, Mayor LaGuardia, the Italian Consul General and the Italian publisher, Generoso Pope, will speak.



GUILA ADAMS, Chicago poet and the gal who plays a leading part in Arnold Grimm's Daughter had a birthday yesterday, same day as James Whitcomb Riley whose anniversary the networks are marking.

Marge Kerr is out of the hospital and convalescing at home from her appendicitis operation.

Howard Blake, staff writer for Coronet magazine, is pinchhitting for Frank Moss on Campana's Vanity Fair scripts. Moss is laid up with a throat infection.

Joe (Josh Higgins) Dumond is back at work following an illness.

Helen Shervey of NBC program department is cruising south.

Larry Larsen, NBC organist, vacationing in Toronto.

BOSTON

Neil A. Wallace, news editor and announcer at WEEI, and Evelyn M. Scott, secretary to the WEEI production manager, will be married early in January.

Bobby Norris and his "Melody Strings" are now heard over Yankee net in a new thrice weekly series at 6:15 p.m.

COLUMBIA STATIONS ATTENTION!

The Sunday Players stand ready to carry on with your **BIBLE DRAMAS**, a world famous program already featured on many Columbia outlets. Fifty-two half hour episodes beautifully produced and recorded. Your opening program by air express if you wish to avoid missing another Sunday. Wire today and keep that large and loyal audience of your finest people.

MERTENS & PRICE, INC.

THE SUNDAY PLAYERS BIBLE DRAMA

1240 SOUTH MAIN ST. LOS ANGELES, CALIF.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Antenna for WHAM Designed to Cut Fading

Rochester—Stromberg Carlson Telephone Mfg. Co. is constructing a \$25,000 self-supporting vertical antenna to cut down fading and increase day and night coverage of WHAM. Structure of 450 feet will be tallest in western New York.

Unguyed vertical radiator will replace station's present antenna system. Initial installation of this type of tower by Blaw-Knox, it is expected to be complete by middle of November—twice the height of station's present towers. Seventy thousand feet of copper will be used in ground system.

Television Tieup Likely Between London and Paris

London — A television tie-up between London and Paris, by which fans in either city would be able to view broadcasts from the other, is regarded as a likely new development. Technicians approve practicability of relaying pictures by land-line and radio links. Re-broadcast, scenes from one capital could then be caught in the other.

Telev viewers on England's south coast are at present experiencing interference from Eiffel Tower, which is using 30 kilowatts, against the 7 of Alexandra Palace here. Even without the proposed tie-up, it may thus be possible soon for Brighton residents to enjoy alternative programs on their sets.

Among other recent television developments by BBC was a most successful broadcast of the opera "La Serva Padrona," which gave audiences a better illusion than films. It was the best transmission of its kind to date.

New Vibration Pickups

Cleveland—Brush Development Co. has announced a complete line of vibration pickups of typical piezoelectric Rochelle salt crystal design and applicable to study of noises and vibrations in various industrial applications. Now available are types VP-1, VP-5, and DP-1. They cover complete frequency range, and complete info may be had upon request.

CHARLES ROSS, Inc.

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

NEW PATENTS Radio and Television

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

2,094,602—Apparatus for the Generation of Short Electromagnetic Waves. Ernst E. W. Kasser, London England.

2,094,606—Cathode Ray Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,094,625—Selective Radio Receiving System. Leland E. Thompson, Merchantville, N. J., assignor to RCA.

2,094,654—Mount for Electron Discharge Device. Julian Hirmann, Hillside, N. J. assignor, by mesne assignments, to RCA.

2,094,657—Indirectly Heated Electronic Tube. Paul Kapteyn, Berlin, Germany.

2,094,676—Method of and Arrangement for Connecting Braun Tubes. Kurt Schlesinger, Berlin, Germany.

2,094,675—Getter for Vacuum Tubes. Bernard Salzberg, East Orange, N. J. assignor, by mesne assignments, to RCA.

2,094,677 — Screen Apparatus for Television Receivers. Kurt Schlesinger, Berlin, Germany.

2,094,678—Detector for Ultra Short Waves. Kurt Schlesinger, Berlin, Germany.

2,094,684—Tuning Indicator Circuit. Francis H. Shepard, Rutherford, N. J. assignor, by mesne assignments, to RCA.

2,094,751—Tuning Means for Receiver Sets. Hans O. Roosenstein, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,094,760—High Power Rectifier. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Mfg. Co.

2,095,035—Superheterodyne Receiver. Klaas Posthumus and Theodorus J. Weyers, Eindhoven, Netherlands, assignors to RCA.

2,095,050—Signaling. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,095,078—Directive Antenna System. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,095,079—Radio Receiver. Helmut Pitsch, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,095,083—Directional Antenna System. Gustav Renatus, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,095,124—Electric Translating Circuit. William D. Cockrell, Schenectady, N. Y., assignor to General Electric Co.

2,095,184—Receiving System. Harold F. Elliott, Palo Alto, Cal.

Notes from WGH

Raymond P. Aylor, just appointed chief engineer to succeed Horace E. Slone who resigned to teach at Clemson U., has perfected a 5-tube time flasher to assist in accurate timing of programs. Gadget consists of vacuum tube time delay relay, adjustable for operation between 1/2 second and 30 seconds. Variable tone oscillator and audio amplifier is used to apply signal at level at the transmitter.

Station has installed new Western Electric 110-A program amplifier with reported increase in signal strength on all fronts. New studios are said to be in offing.

Harry Lee Johnson, USNR, is combination Transradio - Broadcast operator.

KFI-KECA Add Equipment

West Coast Bureau, RADIO DAILY

Los Angeles—A new compression amplifier, recent invention to lower tone-peaks and increase clarity, has been added at KECA, while KFI has obtained a reverse feedback, Harrison Holliday, gen. mgr. of the stations, has announced.

ACTONE transcription needles 100% shadowgraphed

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

Checks Interference

Lamar, Col.—A new plan for studying radio telegraphic news signals and atmospheric effects on their reception has been inaugurated by Jack E. Phillips, KIDW chief engineer. Assisted by chief engineers Ralph Rea of KOKO, and John Thomas of KGIW, he is logging the fadeouts and interference on news schedules and checking the time with same failings on the two other stations of the Southwest Broadcasting Co. Nearby stations are cooperating in the research.

Adds Mobile Unit

Baltimore — WFBR has added a mobile radio station, mounted on a trailer and completely equipped with studio and control room.

TWO WAY COMMUNICATION

List Price
\$15
per station



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

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

Work Gets Under Way On New WMPS Studios

Memphis — The new offices and studios of WMPS, local NBC-Blue outlet, are now under construction. Due to this fact, local programs are being produced under rather cramped conditions.

A new big local show known as "Mid-South Dinner Time" recently made its debut on WMPS. The show features Hiram Higsby as emcee, Herb Summerfield and the WMPS staff orchestra, The Rhythm Rangers, Hillbilly band, Dave and Edith, soloists and Fred Vosse, with news for the farmers. Due to the immensity of this program, the temporary studio being used at present was not near large enough to accommodate the artists. So, the building manager of the Columbian Tower (home of WMPS) was approached and asked for space as near the temporary studios as possible. All he had was a large vault, formerly used for keeping records and the like. The big vault was cleaned out, and wires put in for the mikes, and thrown into immediate use as a studio. So WMPS now has what it calls the "Most Unusual Studio in the World."

Tube Manual Out

A comprehensive radio tube manual has just been published by Philco under the auspices of the Radio Manufacturers Service.

CONQUEST PORTABLE RADIO RECEIVER and PLAYBACK COMBINATION

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

For Specifications and Prices
Write Today to

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

Program ☆
Reviews ☆

"SKOLSKY FROM HOLLYWOOD"

Emerson Drug Co.
 (Bromo-Seltzer)

WJZ-NBC Blue Network,
 Wednesdays, 8:30-8:45 p.m.
 J. Walter Thompson

SKOLSKY OFFERS BEST MATERIAL OF CHATTERERS, BUT IS HANDICAPPED BY POOR DELIVERY.

Broadway Columnist, Sidney Skolsky, who deserted the Main Stem for the glamour of Hollywood, bowed in on his own radio show plugging Bromo-Seltzer, in what is firmly established as the best air show for a chatterer—from a material standpoint. However, his voice sounded like that of a youngster attempting to act excited. It lacked the punch and fire of Winchell or the smoothness of Fidler.

Utilizing the sub-heads from his daily column, Skolsky started with the "Gospel Truth" and followed with "Watching Them Make Pictures", bits of idiosyncrasies of stars on the set; "Two Sides to Every Story", regarding Mussolini's son in the Hollywoods, giving Hal Roach's favorable version and Donald Ogden Stewart's reverse; a "Tintype" on Il Duce's boy; a preview of a picture which wasn't the least bit flattering to the producer; "Movie Boners" and finally "Candid Camera Shots". Each feature was introduced with a brief announcement from the wordslinger, who stressed the fact that Bromo Seltzer was good for headaches, and stomach ailments. Skolsky, himself, stated that the product had more fans than many a movie star.

All in all, the show was interesting and informative, not depending on scandal to please the mongers.

"The Instrumentalists"

To fill the Thursday 10:30-11 a.m. spot on WABC-CBS, Ray Block and an orchestra of CBS lads yesterday presented the first of a series of musical programs titled "The Instrumentalists", designed to give chances to deserving talent. Various members of the band were called upon to do specialties, on the piano, electric guitar, flute, etc., and a deep-throated thrush named Muriel Byrd sang a few numbers in a very enjoyable style. The orchestra selections ranged from soft to hot, and altogether, it was a thoroughly pleasing half hour.

FCC ACTIVITIES

APPLICATION RECEIVED
 WRTD, Richmond. Vol. assignment of license to Times-Dispatch Radio Corp.

APPLICATION RETURNED
 Greater Greenwood Broadcasting Station, Greenwood, S. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION
 Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1200 kc., 1 KW., unlimited, be granted.

Concentration on Coast Seen by Harry Maizlish

Concentration of radio broadcasting activity on the West Coast is expected to reach a new high in the near future, according to Harry Maizlish, managing director of Warner Bros.' KFVB, Los Angeles, who has been in New York on business. Not only have many of the more important programs switched west, Maizlish points out, but advertising agencies and others in radio activity have either opened offices in Hollywood or are planning to do so. He thinks Hollywood will become the national center of radio activity in time.

Maizlish came east to confer with Jack L. Warner before he sailed for Europe on matters pertaining to national radio programs originating at KFVB.

Murfee Joins WJSV

Washington Bureau, RADIO DAILY

Washington—Bill Murfee, formerly associated with the American Radiator Co., has been added to the commercial staff of WJSV. A. D. Willard, Jr., manager of station, announced appointment yesterday.

Baldwin Attending Parley

Washington Bureau, RADIO DAILY

Washington—James W. Baldwin, NAB managing director, will represent NAB at a meeting to be held here today for purpose of considering broadcast phases of Inter-American Radio Conference to be held at Havana beginning Nov. 1.

See Television Preview

Group of business executives as guests of President Lenox R. Lohr and NBC received a preview of television as perfected to date by RCA and NBS engineers, the preview being in advance of the forthcoming showing to be held at the 34th annual business show later this month. Demonstration of some of the new business machines in action were televised. More than a score of executives were present.

Added to Silver Show

Minerva Pious and Jerry Housner have been added to the cast of the International Silver Co. program heard over CBS Sundays, 5-5:30 p.m. Cliff Arquette, Cy Kendall and Wilford Hari have also been set as steady members of the series, which is of a dramatic nature and features film names.

Raymond's Program to Shift

Raymond's program featuring Lloyd Pantages which starts Oct. 17 over CBS, 2:30-2:45 p.m., will shift to the 1:45 p.m. spot on Nov. 7. The repeat at 11 p.m. will remain as scheduled.

Installs Telephone Links

Sound Reproductions Corp. has installed permanent telephone cables connecting with WABC, WMCA and WNEW.

Columbia Workshop Sets Plays for Fall Schedule

(Continued from Page 1)

the seventh request performance of "Meridian 7-1212", experimental radio tragedy written by Reis around the telephone company's method of giving the correct time. It will be aired Sunday at 8-8:30 p.m. over CBS.

On succeeding Sundays, the following are scheduled: Oct. 17, "The Killers", by Ernest Hemingway; Oct. 24, "I've Got the Tune", by Mark Blitzstein; Oct. 31, "Sweep", by Reis; Nov. 7, "Come of Age", by Clemence Dane; Nov. 14, "Mr. Justice", by Reis; Nov. 21, "Georgia Transport", by John Williams Andrews; Nov. 28, "Ninth Avenue L.", by Charles Tazewell.

WTAM Accounts Renew

Cleveland—I. J. Fox furs has returned to WTAM this fall with a new variety program labeled "Hollywood Follies," weekly half-hour featuring Pinky Hunter, crooning vocalist and emcee; Myron Roman's orchestra; Dorothea Beckloff, ballad singer; Rex Griffith, former WLW tenor, and Sidney Andorn, radio gossip reporter. Lang, Fisher & Kirk is the agency.

For the fourth consecutive year, Spang's Bakeries are sponsoring the Junior Safety Police club over WTAM every Friday evening. For each broadcast, a young hero is picked to receive the gold heroism medal and his story dramatized during the half hour program. Stubby Gordon's orchestra plays on the program. Jackie Hughes is the young emcee.

Schirer Joins CBS Abroad

William L. Schirer, foreign correspondent for the Chicago Tribune and UP news service, was yesterday appointed Central European representative for CBS. He will work directly under Edward R. Murrow, recently appointed European Director of CBS, and will make his headquarters in Vienna.

"Myrt & Marge" Add Stations

The "Myrt & Marge" CBS program, sponsored by Colgate-Palmolive-Peet, will add eight stations (WADC, WMMN, WMBD, WIBW, WIBX, WDOD, WNOX and WNAX) to its Monday through Friday network, 10:15-10:30 a.m., effective Nov. 1. Benton & Bowles has the account.

New Du Mont Oscillograph

Upper Montclair, N. J.—A new all-purpose five-inch cathode ray oscillograph, Type 168, embodying flexible precision of a laboratory instrument with the ruggedness and portability required for field work, is being marketed by the Allen B. Du Mont Laboratories Inc. It has high gain amplifiers of wide frequency range and extremely high input impedance.

Duchin Gets Pilot Award

Eddy Duchin and his orchestra have been awarded the latest Pilot award of merit.



YOU WILL SOON BE HEARING PLENTY ABOUT THE RADIO DAILY ANNUAL FOR 1938 FOR IT IS ON THE WAY AND HOW!!!



GUEST-ING

MONROE SILVER, originator of "Cohen at the Telephone," on "National Barn Dance," Oct. 16 (NBC-Blue, 9 p.m.).

EDWARD G. ROBINSON, on Al Jolson show, Oct. 12 (CBS, 8:30 p.m.).

GLENN HUNTER, BLANCHE RING, JAMES MUNRO, HARRY MARSHALL and ERENA GRECKO, on Chamberlain Brown program, Oct. 11 (WMCA, 1:15 p.m.).

HILDEGARDE, on "Your Hit Parade" with Mark Warnow orchestra, Oct. 13 (NBC-Red, 10 p.m.).

DALE CARNEGIE, on "Hobby Lobby," Oct. 13 (CBS, 7:15 p.m., and WOR, 10:15 p.m.).

JOHN BARRYMORE, on Bakers' Broadcast, Oct. 10 (NBC-Blue, 7:30 p.m.).

MAL STEVENS, N. Y. U. Football coach, and BEBE BENSON, actress, on Mary Small Revue, today (NBC-BLUE, 7-7:30).

"Lancer Spy", 20th Century-Fox's espionage film marking the debut of George Sanders in a starring role, will be previewed tonight on "Hollywood Hotel" over CBS at 9-10. Dolores Del Rio, Peter Lorre, Sig Rummann and Gregory Ratoff also will be heard.

WFAS Branch Studios in Yonkers

White Plains, N. Y.—Because of the vastly increased coverage in lower Westchester resulting from the installation of the new vertical radiator, WFAS has made arrangements to install branch studios in the First National Bank Building in Yonkers to more closely serve that section of the county. The studios will be acoustically treated and equipped in conformance with the latest development of the industry. A branch office will be maintained in Yonkers in connection with the station's activities there. It is expected that the Yonkers set-up will be on the air within two weeks.

ONE MINUTE INTERVIEW

LOUIS TAPPE

"It becomes more and more evident through some of the big network shows that name actors, particularly of the screen, must yield mike honors to the comparatively anonymous radio players. One reason, I think, is lack of intensive broadcast direction. Radio production men, having little or no stage and screen experience, appear to stand in awe of the celebrities, with the result that they are allowed to slide through their lines, relying almost entirely upon their own judgment. Actually they need more mike preparation than the lesser lights of the airwaves, who are with radio almost every day of their lives."

STATIONS OF AMERICA

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

KGW, Portland, Oregon

620 Kc.—5,000 Watts LS, 1,000 Night

W. CAREY JENNINGS, Station Manager
CHESTER L. BLOMSNESS, Commercial Manager

FULL day's celebration last August dedicated KGW's new transmission tower—a 625-foot monument to Oregon's pioneer of the airwaves. Governor, Mayor, stars of ether participated, recalling gala day of 15 years before, when newspaper Oregonian first announced its plans for the station. Still under same management and with same call letters, KGW's new transmitter marked mightiest step in mighty history.

It was a grand day in 1923 when station pushed up to 100 watts to air finest caliber commercial and sustaining. Three years later, Westinghouse equipment was installed and power jumped to 1,000, raised again two years ago to 5,000 for daytime operation. Same year saw installation of latest RCA equipment, insuring high fidelity—first one of new series of high fidelity transmitters went into operation. In 1936, all technical facilities were standardized with new RCA microphones, amplifiers, and exciter unit.

Back in 1927, station affiliated with NBC Pacific Coast Red. First studios in territory to incorporate live-end and dead-end constructions, insuring most realistic studio reproduction, were built by station in 1933.

Headquarters of station are in Oregonian Building.

★ Coast-to-Coast ★

GORDON HITTENMARK is emceeing a new sponsored series honoring heroes of the nation's capital over WRC, the NBC outlet in Washington.

WPG, Atlantic City: Margaret Keever, program director and announcer of the "Home Forum," is commentator on the new "News for Women" program . . . Betty Phillips, young song stylist on Ethel Rattay's "Tea Time Topics," has a new song recital on Saturdays . . . Sears-Roebuck are back for the third year as sponsors of the football round-up.

George W. Mehrtens of Columbia Trade Press Service, Washington correspondent for RADIO DAILY, and Elizabeth Lock of that city will march up the aisle today.

WICC, Bridgeport: Sales Manager Fred L. Rowe is on the sick list . . . Rosabelle Nelson is readying a fall series of children's tales . . . Farewell for the season to Mary Dolores Hanford, producing a radio script in the New York area.

Pianists Al and Lee Reiser are set for two guest appearances on coast to coast programs next month.

Each of the seven members of Ed Smalle's chorus are heard as soloists on other programs. The three feminine members of the group will be heard in opera stock companies this fall.

Bess Flynn, author of the WOR-Mutual's serial program, "We Are Four," heard Monday through Friday at 12:45 p.m., has been laid up with the flu and during the siege has

dictated all her radio scripts to a secretary from her bed.

WLW, Cincinnati: James Fells, formerly of Des Moines and Los Angeles, is now on the WLW-WSAI announcing staff, where he is using the name of Jimmy Gibson . . . Homer Griffith has a new program of music and philosophy every Friday night at 8:15.

Clarence Ethers, Judge Davis and Gilbert Young make up the instrumental personnel of "The Swingators", a new name-the-song program sponsored by General Electric over WBT, Charlotte. Caldwell Cline is announcer.

Maxwell Anderson's "Winterset" is the second in the series of Dramatic Hours by the Radio Playhouse Acting Company to be broadcast over WNYC, next Sunday at 5:30-6:30 p.m.

WREC, Memphis, is airing for mid-south listeners the contest between Governor Carl E. Bailey and Congressman John E. Miller of Arkansas, for the Senate vacancy created by the death of the late Senator Joe T. Robinson. Governor Bailey spoke on the initial broadcast. Spots have been reserved for Oct. 9 and 14 for other talks preliminary to the Arkansas election Oct. 18.

Don Kerr, the WMCA emcee, has some rabid fans in Brooklyn. They not only have formed a Don Kerr Club, but claim they never miss a word of his on the radio—and even take his talk down in shorthand. And they attend all his personal appearances—so the leader of the club says.

AGENCIES

J. WALTER THOMPSON CO., through its Seattle offices, will launch national advertising for Washington's winter playgrounds in January. This first advertising will be undertaken for the recently formed Washington State Progress Commission, and will be followed by a large campaign for attraction of summer tourists.

HARRY POMAR moves over from the Harvey Massengale Advertising Agency of Atlanta to head up the newly created WATL Merchandising Department. He will work with the Grumbleby organization, whose merchandising service the station recently contracted for in covering Atlanta and the surrounding communities.

ANNE WEINSTEIN, secretary to Al Schillin of Schillin Advertising Corp., has resigned after four years. Gertrude Friedlander has been promoted to take her place.

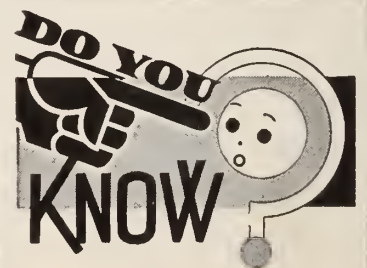
NBC World Series Standbys

In the event that any game in the World Series is cancelled, all NBC programs regularly scheduled for that particular day and omitted because of the series will be heard over the NBC networks, with the sole exception of Sunday's broadcast of "Magic Key of RCA."

This rule will hold true during the full length of the Series, including the possibility that the series may be extended to nine games. In place of the "Magic Key" on Sunday afternoon over the NBC-Blue network, which will be omitted even though a game is cancelled because of the extensive facilities demanding arrangement long before its performance, a full-hour variety show presented by NBC novelty groups and vocal stars will be heard.

NBC Wash'n Sports Dept.

Washington Bureau, RADIO DAILY
Washington—Creation of a sports department to coordinate all sports events originating in Washington carried by NBC is announced by Kenneth H. Berkeley, general manager of WRC and WMAL. Department will consist of Bill Coyle, Bud Barry, George Gunn, William McAndrew and Robert Cottingham.



Harry Von Zell is proud of the fact that he can dictate faster than the average stenographer is able to take it. And then there's Floyd Gibbons.