



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 1

NEW YORK, N. Y., THURSDAY, JULY 1, 1937

FIVE CENTS

NBC Expanding in South

LUCKY STRIKE RENEWING "HIT PARADE" OVER CBS

American Tobacco Co., (Lucky Strike cigarettes) on July 7, renews the "Your Hit Parade" series over CBS for another 13 weeks. Program is aired over 89 stations, Saturdays, 10-10:45 p.m. Lord & Thomas has the account.

Connery Kin May Take Up Radio Probe Resolution

Washington Bureau, RADIO DAILY
Washington—Report is current here that the fight for the Connery resolution to investigate the radio industry would be carried on next session by a n o t h e r Connery—Lawrence J., brother of the late chairman of the House labor committee and sponsor of the sweeping probe legislation. Washington learned that Lawrence Connery, who served his brother as secretary for many years, has formally announced his candidacy in Lynn, Mass., for the Democratic nomination for United States representative to fill vacancy caused by
(Continued on Page 3)

Night Club Buys Time For Airing of Its Band

Ft. Worth—Ken Moyer and his orchestra who opened last week at the new Midway Inn on the Fort Worth-Dallas Pike, are heard four nights weekly on commercial programs sponsored by the night spot at the usual rates over WBAP. This is first time known in this section of a night spot paying to have name band aired. Special scripts for the 15-minute programs are prepared by WBAP continuity department.

Firecracker Clash
Chicago—While Gary's WIND is promoting sale of firecrackers with a sponsored broadcast, "The Firecracker Man", WLS is airing playlets showing danger of fireworks sponsored by Illinois Society for Prevention of Blindness. Chicago prohibits sale of fireworks in city but does not ban their use. So they are sold outside city limits and brought in.

Optimists
A "solution to the problems of industry and labor" will be offered by Secretary of Commerce, Daniel C. Roper, under the title, "Industry and Labor, Their Mutual Problems," during the National Radio Forum on Monday, 10:30-11 p.m., over the NBC-Blue network. NBC optimistically announces.
The National Radio Forum is arranged by the Washington Star and broadcast each week by NBC.

G. WASHINGTON COFFEE CONTINUING NBC QUIZ

G. Washington Coffee Co., Hoboken, on Sept. 25 will renew Uncle Jim's Question Box on five NBC owned and operated stations (WJZ, WBZ-WBZA, WMAQ and WGY), Saturdays, 7:30-8 p.m. Cecil, Warwick & Legler Inc. placed the account.

Two-Hour Nightly Show For Sponsor on WCFL

Chicago—Levinson's Radio & Appliance stores has signed for two hour nightly (except Sunday) variety broadcast for a solid year starting July 1 on WCFL. Program will be fashioned along the lines of the morning breakfast hours and musical clocks, giving time at five minute intervals, temperature and weather reports at 15-minute intervals and news flashes from Transradio as well as popular music. Program will run from 10 to midnight.

Balanced Program Plan To Be Enforced by WWJ

Union Demands Cancel Chi. Concert Airings

Chicago—Summer concert broadcasts planned by Mutual from Ravinia Park have been cancelled because it is claimed James C. Petrillo, musicians' head here, upped the union demands after promoters arranged for radio pickups.

NBC-Blue Net on Aug. 1 Adds WDSU, WSGN, WNBR, WROL, WJBO, KFDM, WAGA, KRIS, KRGV and KXYZ

DAYTIME NETWORK SPOT SOUGHT BY FELS-NAPHTHA

That network spot which Fels-Naptha is looking for is a daytime period for a quarter-hour series Mondays, Wednesdays and Fridays beginning July 19. Sponsor now has a Tuesday and Thursday spot on CBS, but has not decided on whether the new show will be on NBC or CBS. Young & Rubicam Inc. is the agency. This series is in addition to the Mutual program.

Arizona Puts 1% Tax On Radio Advertising

Tucson, Ariz.—Radio and newspapers were enumerated for the first time under the recent revision of the Arizona sales tax in a special legislative session. They will be taxed 1 per cent. Movies have been boosted to 2 per cent.

Dr. Angell's Appointment Lauded by Payne of FCC

Washington Bureau, RADIO DAILY
Washington—Commenting on the appointment of Dr. James Rowland Angell, retiring Yale president, to the post of NBC educational counselor
(Continued on Page 3)

NBC's long rumored plans for expansion of its Blue network in the south and southwest were formally announced yesterday by President Lenox R. Lohr, the move embracing the addition on Aug. 1 of 10 stations—four in Texas, two in Louisiana, two in Tennessee, one in Georgia and one in Alabama.

Stations are: WDSU, New Orleans; WSGN, Birmingham; WNBR, Memphis; WROL, Knoxville; WJBO, Baton Rouge; KFDM, Beaumont; KRIS, Corpus Christi; KRGV, Weslaco; WAGA, Atlanta; KXYZ, Houston. Four of the new affiliates are owned or affiliated with the local newspaper—WSGN, WAGA, WNBR, WJBO.

With the addition of WDSU in New
(Continued on Page 4)

WARD, WLTH FACILITIES ARE GRANTED TO WBBC

Washington Bureau, RADIO DAILY
Washington—FCC announced yesterday that application of Brooklyn Broadcasting Corp. for modification of license requesting facilities of WARD, WVFV and WLTH has been granted in part, in so far as it re-
(Continued on Page 4)

Bernie From the Coast Starting on Aug. 24

Ben Bernie-American Can programs will originate from Hollywood beginning with the Aug. 24 broadcast. Bernie is going west to start a new 20th Century-Fox picture with
(Continued on Page 3)

WDSU Sold Out
New Orleans—Joseph H. Uhalt, president of WDSU, on his return from the NAB convention, says he'd like to attend one of these conventions every month. Reason: While in Chicago, Uhalt received a wire that all WDSU's commercial time was sold and station could not even crowd in spot announcements. Situation is unusual, as slumps are general in summer.

Officials of WWJ, which is man-
(Continued on Page 3)

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FINANCIAL

(Wednesday, June 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 $\frac{3}{4}$	161	166 $\frac{3}{4}$	+ 5 $\frac{1}{2}$
Crosley Radio	53	51 $\frac{3}{8}$	52 $\frac{7}{8}$	+ 1 $\frac{3}{8}$
Gen. Electric	22 $\frac{3}{4}$	22	22 $\frac{3}{4}$	+ $\frac{3}{8}$
North American	81 $\frac{1}{2}$	73	81 $\frac{1}{2}$	+ $\frac{3}{8}$
RCA Common	66 $\frac{1}{2}$	64 $\frac{1}{2}$	66 $\frac{1}{2}$	+ 1 $\frac{3}{4}$
RCA First Pfd.	(79 Bid)			
RCA \$5 Pfd. B	17 $\frac{1}{4}$	17	17 $\frac{1}{4}$	+ $\frac{1}{8}$
Stewart Warner	32 $\frac{1}{2}$	32 $\frac{1}{2}$	32 $\frac{1}{2}$	+ $\frac{1}{2}$
Zenith Radio				

NEW YORK CURB EXCHANGE

Hazeltine Corp.	2 $\frac{1}{2}$	2 $\frac{5}{8}$	2 $\frac{1}{2}$	+ $\frac{1}{8}$
Majestic	1 $\frac{1}{2}$	1 $\frac{1}{2}$	1 $\frac{1}{2}$	
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 $\frac{1}{2}$
CBS B	26 $\frac{1}{2}$	27 $\frac{1}{2}$
Strömberg Carlson	13	15

Lowell Thomas Expands Use of Guest Stars

Lowell Thomas, commentator over NBC-Blue network stations at 6:45 daily except Saturday and Sunday, is going in for more frequent use of guest stars.

Last night Thomas had Robert H. (Bob) Davis, formerly a noted fiction magazine editor and now a New York Sun columnist. Davis is just back from the far east and is headed for Alaska.

Earl Nielsen to Hawaii

Phoenix, Ariz.—Earl A. Nielsen, for the past 15 years manager of KOY, will leave soon for Hilo, Hawaii, where he will become manager of KPHC. He will be accompanied by Mrs. Nielsen.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

KSTP Aims Evidence of Farm Prosperity

St. Paul—With plenty of moisture for the first time in five years heralding the prospect of a bumper crop and a boom year for the northwest, KSTP has been combing the fields for a tangible piece of broadcast material that would put the story across.

The result was the discovery that, for the first time since the drouth began to plague the northwest, a manufacturer of an all-purpose harvester, Allis-Chalmers Co. of Minneapolis, was shipping into the territory an entire trainload of its farm machinery.

The station put its mobile short-wave unit into service and carried a broadcast direct from the train, with interviews with farm leaders, firm and railroad officials, emphasizing the agricultural prosperity angles.

Talent from 6 Stations At Kentucky Homecoming

Six stations will provide talent for the Annual Bacusburg Homecoming and Music Festival to be held between Mayfield and Murray, in Western Kentucky, on Saturday.

Heretofore only talent from WSM, Nashville, has been used, but this year C. R. Dowland scouted mid-western radio stations looking for talent for the occasion. The result was more than 100 artists from WSM, Nashville; KMOX, St. Louis; WTJS, Jackson, Tenn.; WPAD, Paducah; KFVS, Cape Girardeau, and WEBQ, Harrisburg, Ill.

The Bacusburg Homecoming and Music Festival draws thousands of former Kentuckians and friends, and boasts the greatest crowds in Kentucky, outside of the Kentucky Derby.

"The Solemn Ol' Judge", originator of WSM's "Grand Ol' Opry", has been in charge of the entertainment, but this year the Homecoming Association has appointed Eddie Wise, announcer of WEBQ, Harrisburg, Ill., as chief master-of-ceremonies, to be assisted by G. W. Gower.

Aside from station talent from these various radio centers, Mexico and Hawaii send their representatives in the person of Angelina and her accordion and Val Morsii and his Native Hawaiians. The day's entertainment will begin at 8 a.m., and continue until sundown, featuring songs, dances, comedy, music, wrestling, boxing and games.

Jolson Re-Signs Ettinger

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Ettinger, writer, gag man and fictioneer, has been re-signed as editor and scribe for the Jolson fall series of broadcasts, beginning Sept. 7.

Ettinger first wrote for Jolson on Broadway and moved to the West Coast to work with him on the "Shell Chateau" air shows. He has been at the helm of the "Mammy Singer's" scripts on the series just completed on June 29.

Ettinger leaves immediately for New York, and will return to Hollywood with his family in August.

Waring and Heidt to Drake

Chicago — Fred Waring's opening date at Drake Hotel has been set for Aug. 27. Contract calls for four weeks. Horace Heidt will probably do four weeks starting July 30. Waring deal set direct through John O'Connor.

Home Builders Sponsor Several Series on WWRL

N. K. Winston & Co., Inc., one of the country's largest builders of homes, and who are now nearing completion of their new Astoria and Harman Terrace developments in Astoria, are sponsoring interesting 15-minute musical programs twice weekly, on Sunday morning at 8:15 and Tuesday evening at 6:45, over WWRL, in connection with these developments.

In addition to these two broadcasts, Winston uses spot announcements on all foreign language programs, and on the "Community Builder's" program which is a regular weekly feature of WWRL on Friday evening at 10.

WMCA News Desk Takes to Air

The WMCA News Desk has taken to the air, 1:00 a.m., Monday through Friday, with an informal news program aired from the night desk by news editors Anthony Kay and Michael Horton, who alternate at the microphone. Program consists of a brief preview of the morning headlines, late sporting results and a batch of human interest side-lights and oddities culled from the run of the day's news.

Kay has been editing INS copy at WMCA for over a year. Horton joined the news staff last October.

NBC Shows Again Get Awards

For the second consecutive year NBC has been awarded the 1937 radio prize for the best utility broadcast during the season. In fact two NBC shows got awards, namely "Tales of California", sponsored by Pacific Gas & Electric Co. on KPO, and "Pittsburgh Varieties" sponsored by Philadelphia Co. of Pittsburgh on KDKA.

The awards are made by the Public Utilities Advertising Ass'n department of the Advertising Federation of America.

WNOX Adds Announcers

Knoxville—Paul Allison and Jack Morrison are the two latest additions to the WNOX announcer staff. Allison was formerly with KXYZ, Houston, and Morrison was with WOPI, Bristol, Tenn.

"Gang Busters" Film

Phillips Lord's "Gang Busters," weekly Wednesday night CBS program, will form the basis of an M-G-M feature film. Lord is to supply material.

COMING and GOING

FANNIE BRICE arrives on the West Coast tomorrow.

MARTHA RAYE arrives from Hollywood on Saturday to fulfill a vaudeville engagement at the New York Paramount.

JACK BENNY and MARY LIVINGSTONE arrive in Dallas on Saturday from the coast to appear at the expo and come to New York on July 9, sailing aboard the Normandie on July 11.

AL JOLSON is expected in New York shortly from Hollywood.

MORTON BOWE will commute between Radio City and Cape Cod, where Mrs. Bowe and their two girls are vacationing.

MRS. BARRY WOOD and son will leave New York today for Hollywood to spend a vacation visiting the other three Gale Sisters.

KELVIN KEECH sails from New York today for Panama, where he'll spend 18 days away from the mikes.

SHAW NEWTON, vice-president of Brooks, Smith, French & Dorrance, returned the other day from a month's cruise to Panama and Cuba.

BUCCANEERS QUARTET will arrive today from Cleveland, where they fulfilled an engagement at the Great Lakes Exposition.

TED LEWIS arrives in New York on Monday to start a four-week engagement at the Astor Roof.

JACK WHITING, who does a guest spot tomorrow night on WHN, sails shortly for London to appear as dancing partner with Jessie Matthews in a new GB musical film, "Sailing Along".

E. H. SCOTT, Chicago radio manufacturer, is en route to England to arrange for manufacture of his sets there.

JUDGE A. L. ASHBY, NBC vice-president and legal counsel, sails for England on July 7.

L. S. MITCHELL, manager of WDAE, Tampa, is in New York.

CARL CANNON and FRANK NESBITT, NBC pages, arrived in Washington last night after a hurry call from NBC-Washington office for personnel to handle Boy Scout Jamboree broadcasts.

TED HUSING and JIMMY DOLAN left New York yesterday for Chicago via TWA plane.

WLTH Jewish Amateurs Biggest Mail Getters

Victor Packer's Original Jewish Amateur Hour, sponsored for two years over WLTH by J. Rabinowitch Furniture Showrooms, continues to be the heaviest mail puller on the station. Program is put on every Tuesday at 8 p.m. in WLTH's Radio Theater at 105 Second Ave. (the Yiddish Broadway). Visitors have to wait an average of three weeks for tickets.

Ted Schneider Joins WHN

Ted Schneider will rejoin the WHN program department effective immediately. Schneider resigned from the station some time ago.

CELEBS CHOOSE UNITED

Film stars, busy execs., fly United to SAN FRANCISCO — LOS ANGELES. Overnight Meiliner lvs. New York at 5:55 p.m.—3 stops—CALIFORNIA for breakfast. 2 other fast flights, 9 to CHICAGO daily.

*** UNITED AIR LINES ***

BALANCED PROGRAM PLAN TO BE ENFORCED BY WWJ

(Continued from Page 1)

aged by W. J. Scripps, believe listeners resent the present arrangement of programs which permits like shows to precede and follow like shows. They believe, too, that this may result in the listener becoming indifferent to radio as an entertainment feature.

Taking one prime half hour each night for six nights, WWJ proposes to build a balancing program in the spot. If variety and comedy flank it, the program probably will be drama. If a script show precedes the spot and a swing band follows, the WWJ show will likely be symphonic.

With this starter, WWJ officials intend to extend the idea throughout their broadcasting day, hoping, too, that it will serve to point the way to the net, both in the matter of balancing and in commercial credit control.

Once established, these balancing shows will not be changed. If a possible sponsor wants the time, he will be told he can have it, but he must also take the show. The show cannot be changed or killed, no matter what the temptation, pressure or cost.

WWJ believes radio is for the listener—and the listener must be served. If the listener is served, they believe, so will be the advertiser.

Connery Kin May Take Up Radio Probe Resolution

(Continued from Page 1)

his brother's death last month. A special election will be called this fall and it is not expected Lawrence Connery will encounter sizeable opposition.

Resolution seems locked in House Rules Committee this session unless Congress extends indefinitely, although committee explains that further hearings on measure are "subject to the call of Chairman O'Connor," who has been absent from the capital until today.

Chi. Concerts on CBS, NBC

Both CBS and NBC will air the outdoor music concerts from Grant Park, Chicago, this summer. First NBC airing will be July 3, and the first on CBS will take place July 6. Among noted conductors who will appear in the series are Rubinoff, Carlton Kelsey, Peter Cavallo, Roy Shield, Hans Lange, Dr. Frederick Stock, and others.

NEW PROGRAMS—IDEAS

Scientific Adventures

"Adventures in Exploration," an experimental series designed for younger listeners and dealing with the romantic and thrilling side of science and exploration, will be inaugurated over WABC and the Columbia network next Tuesday, 5:45-6 p.m. The series, which consists of nine weekly programs at this same time, has aroused much interest among educators interested in radio as a channel for the teaching of natural history.

The Museum of Natural History Magazine (N. Y.) and the Junior History Magazine or working in cooperation with Columbia's Department of Education in the preparation of these programs. It is planned to have a CBS announcer conduct interviews with Dr. Edward M. Weyer, Sherman Voorhees and Donald R. Barton of the Museum's staff. They will tell tall tales that will delight the thrill-craving youngsters of the nation—and yet every story will be based upon accepted scientific or educational fact.

First program of the series, "The Dragon of Komodo," broadcast on July 6, will tell of the big lizards of the East Indies. The various subjects to be presented each Tuesday at the same time until Aug. 31 will include "Stalking the Giant Gorilla," "Sea-Serpents—Real and Imaginary," "Salt—Builder of Empire," "Black Magic, Yesterday and Today," "The American Indian Stages a Comeback," "Man Versus the Insects," "Secrets of the Gobi Desert," and "Creatures of the Endless Night" (living things in the depths of the oceans).

"Safety Reporter" Series Popular

"Mayflower Reporter" series, entering its third month over WFAS, White Plains, sponsored by Mayflower Stations Inc., automobile accessory and gasoline dealers throughout Westchester and lower Connecticut, is continuing to draw support from many prominent citizens of the communities covered by the station. Recent guest speakers included Mayor Walter C. Rogers of White Plains; Thomas Foley, Commissioner of Public Safety of White Plains, and City Judge Charles A. Voss. The State Police contributed their endorsement and support of the "safe-driving" aspect of the campaign by sending Sergeant A. N. Annett, of the Troop K barracks to appear as guest speaker. Frederick C. McLaughlin, former mayor of White Plains, and now president of the city's Civic and Business Federation, will appear today.

The programs are heard thrice-weekly, Mondays, Wednesdays and Thursdays at 4:45 p.m., and consist of street interviews conducted by the "Mayflower Reporter" at busy intersections in White Plains. Questions pertaining to traffic regulations are interspersed with human-interest queries. Mayflower Stations conduct a "Safety Patrol" cruising the highways, which each week selects the "safe driver of the week." Safe driv-

er is presented over the air, and receives a cash reward. Parker Perry, vice-president of Mayflower, handles the microphone in presenting guest speakers and safety winners.

Traffic Safety News

In order to focus attention on what has been done, what is being done and what may or should be done to correct conditions in the driver, the automobile and the highway, that currently make traffic control the matter of so much public concern, WBIG in Greensboro, N. C., through cooperation with the National Safety Council, is inaugurating a new series of daily reviews of scientific, educational, statistical, engineering, enforcement and other developments in the field of automobile accident prevention under the heading "What's New in Traffic Safety."

The series will be scheduled at the same hour each week and will endeavor to further the effectiveness of the work of local, state and national agencies concerned with traffic safety. "What's New in Traffic Safety" will supplement the regular daily radiograms which the National Safety Council has presented through WBIG for a number of years.

One for the Kids

Speaking of odd programs for the kids, KSTP, Minneapolis-St. Paul, has a new one that's sponsored by a coffee house—a hoop-rollers' club of the air. Stanza is aired three times each week during the children's hour period and is devoted to telling the juveniles how they can get the hoops and what to do with them after they've got them. The whole thing will be climaxed on Aug. 14 by a Twin City hoop-rolling contest for all the kids of Minneapolis and St. Paul. Sponsor furnishes hoop outfits and contest entry blanks with each can of java. Prizes in the run-off include everything from a movie-camera to dolls.

Bards of Baltimore

Baltimore's amateur poets are being given a chance to recite their works over WBAL through the medium of a program titled "Bards of Baltimore". Program has a musical background and is aired Thursdays at 11:30 a.m. with Brad Bradley in charge.

"Landmarks"

Absorbing new stories about historic places in the Pacific Northwest are being told in a program called "Landmarks", sponsored by Pacific Power & Light Co., Walla Walla, Wash., over KUJ on Friday nights.

FURGASON & ASTON



Representation with Concentration

ANGELL'S APPOINTMENT LAUDED BY PAYNE OF FCC

(Continued from Page 1)

starting in September, Commissioner George Henry Payne of the FCC, a leader in the fight for improved educational facilities in radio, said to RADIO DAILY:

"It is a fine appointment. We all have the greatest respect for Dr. Angell's work as an educator and his new post should be a great aid to radio. It is a healthy sign of more education by radio and we are fortunate to secure a man of Dr. Angell's ability for the job."

Bernie From the Coast Starting on Aug. 24

(Continued from Page 1)

Walter Winchell, entitled "Love and Hisses."

The Vass Family, Sonny Schuyler, scat singer, and Pat O'Shea, Irish tenor, have been signed by Bernie as regular features of his NBC-Blue series.

Hearings Are Delayed In ARTA-CBS Labor Case

CBS officials did not appear at the National Labor Relations board yesterday in answer to the American Radio Telegraphists Association complaint against the network. Understood that the board will meet separately with the network and the ARTA at a future date.

WHN-ARTA hearing before the board which was scheduled for today has been postponed until July 8. NLRB's offices will be closed for the remainder of the week for two reasons—because the board's 1936-37 funds are exhausted and the organization is moving to new quarters in the Woolworth Bldg. New appropriation becomes available on Tuesday, which is the start of the government's fiscal year. Understood that the board will enlarge its personnel next month to take care of increased work.

John C. Lynch Dead

Great Barrington, Mass.—John C. Lynch, 62, retired vice-president of the New York Telephone Company and a pioneer in the establishment of radio stations, died suddenly Tuesday after a heart attack.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

Tuesdays & Thursdays 5-5:15 P.M. E.D.S.T.

Personal Representative

LESTER LEE

JERRY COOPER

HOLLYWOOD HOTEL

CBS

FRIDAYS 9 P. M. EDST.

WARD, WLTH FACILITIES ARE GRANTED TO WBBC

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quests facilities of WARD and WLTH, and denied insofar as it requests facilities of WVFW.

Brooklyn Broadcasting Corp., which operates WBBC, is required to file specifications of antenna and ground system within two months after effective date of the FCC order.

WFAS Account Triples Time

White Plains, N. Y.—Beginning this week, Golden Brothers Inc., Kelvinator dealers, will triple their sponsored time over WFAS. The Tuesday night Quiz Quest, inaugurated by Golden five weeks ago, has been moved from the stage of the Colony Theater to the WFAS studios.

Sponsors are retaining their theater tie-in with the inauguration of their second weekly radio show, which will take the form of a Kiddie Carnival broadcast from the theater each Saturday morning. Uncle Neal Ormond will emcee and develop the Kiddie Carnivals. Golden decided to undertake the children's show after experimenting with a sample broadcast two weeks ago. B. M. Middleton, WFAS sales executive, drew up the arrangements.

Courboin in Mutual Series

Dr. Charles M. Courboin, world-famous Belgian organist who played the entire musical portion of the Roosevelt-du Pont wedding service yesterday, has been signed for an exclusive series of weekly radio recitals over WOR and the Mutual network beginning next fall, it is announced by Alfred J. McCosker, president of Bamberger Broadcasting Service. Dr. Courboin will be interviewed by Dave Driscoll tonight at 9:30-10 p.m., as part of the Nat Brusiloff variety show.

Allan Joins Radio School

Douglas Allan, author, radio script writer and newspaper man, who conducts the "Little Moments With Big People" program on WINS, has joined the faculty of the School of Radio Technique as an instructor in radio script writing. School is headed by George Marshall Durante.

Five New WELI Series

New Haven—WELI has five new programs: "Behind Page One," weekly news commentary by Golly, roving reporter; "Only Saps Have to Work," analysis of gyp games, with Golly and Charlie Wright, program director; Gerard Beaupre in an organ series; Mrs. Arnold Robinson in a twice-weekly commentary on gardening, and Mary Ford, soprano.

Roosevelt Signs Tax Bill

Washington Bureau, RADIO DAILY

Washington—President Roosevelt yesterday signed the nuisance tax extension bill, continuing taxes of radios, admissions, etc., for another two years.



● ● ● George Jessel and his wife, Norma Talmadge, have been signed by Mutual Broadcasting System to head a variety show in the fall. Program will go on first as a sustainer... Eddie Wolpin's dad passed away the other day... Hezin's dept. store auditioned Terri La Franconi for an air show at NBC yesterday... Bob Goldstein is taking swimming instructions at the Park Central... Abe Lyman is up at Grossinger's feeling swell and playing "hi-li" all day long for relaxation... Look for Gus Edward's show on the networks this fall... Ferde Grofe's July 23 airing will come from Frisco... The watch presented to Mack Millar by the Professional Music Men, and which he cherishes, is in for repairs!... Vick Knight plays tennis every morning before breakfast on the coast and is now down to half of Mack Gordon's weight... Gloria Whitney has been optioned by Republic... Our first try at word-playing to the music of Lester Lee resulted in "I'm Gonna Picket Your Heart" which was placed 24 hours ago with Henry Spitzer, who publishes songs of "unknowns" like Gershwin, Rodgers and Hart, etc.

● ● ● For the first time in its history, Pittsburgh is to have a summer series of symphonic "Pops" concerts in one of the city parks. Arrangements have just been completed for nine weekly presentations by Victor Saudek's Little Symphony Orchestra, to air via KDKA from the band shell in Schenley Park starting Tuesday... One half-hour of each concert will be broadcast using time of the popular "Pittsburgh Varieties." In the event of rain, the park program will be cancelled with the radio portion coming from the station's studios... Saudek's was the first ork to be heard around the world and he recalls that it was necessary for his musicians to get up in the middle of the nite in order to be in East Pittsburgh for broadcasts at 4 and 5 in the morning. Cabs called for the men at their home and carried them to the studios... All this was done so that dialers in Australia could hear the show at a convenient (for them) hour. This was in 1922... Milton Lomask, who was concert-master with Saudek at that time, will hold the same job in this new series.

● ● ● Tyrone Power's air sponsor will be Woodbury and the flicker star will start in August on the Rippling Rhythm show... Thomas Thomas, singer on "Show Boat," will be screen-tested by Paramount on the coast... Kay Kyser's "Surprise Party" folds July 25... Lucille Manners will give a concert at Haddon Hall, Atlantic City, the 18th... M. H. H. Joachim, author of "Your Unseen Friend" script, wrote a book, "Quiet, We're on the Air"... Ray Perkins will do Bill Shakespeare an injustice Sunday nite on "Hi There, Audience," which will be authored by Peter Dixon and his wife, Aline Berry... Gueststars for the Harry Von Zell-Gulf show are booked for the next six airings... Lanny Grey of Lucille and Lanny, received word just before their NBC air debut that his brother had died while taking a cold shower after a tennis game in West Virginia... Agency exec Shaw Newton on meeting Singer June Robbins yesterday said: "Too bad June leaves us today!"

● ● ● Donald MacLean, formerly with WDEV, Waterbury, Vt., has joined the staff of KYW, Philly, and will be heard conducting shows from Atlantic City this summer... WLTH announcers Stanley Field and Norman Warembud both wanted to take off the 4th and decided that the tossing of a coin would settle the debate. A nickel was flipped and Fields lost. After an inspection of the jit by control operator Bernie Marcus, it was found to be a legitimate flip, and so Norm is off while Stanley sweats before the mikes... Scoop: A dog biscuit firm has bought time on MBS for a fall show.

NBC EXPANDS BLUE NET IN SOUTHERN TERRITORY

(Continued from Page 1)

Orleans, WSMB, the present NBC outlet for both the Red and Blue network shifts over to the Red. It is expected, although the announcement did not state, that this list of stations will only be sold as a group, similar to the south-central group which now includes WSMB. No rates were announced for any of these stations. The most powerful of the stations in this new group is WDSU, which operates on 1250 kcs. with 1,000 watts. Station is owned by WDSU Inc. of which Joseph H. Uhalt is president. Station was a CBS outlet before network became affiliated with WWL.

Statistics on other stations follow:

KXYZ is a 1,000 watter on 1440 kcs. and owned by the Harris County Broadcasting Co. T. F. Smith is the manager.

KRIS is owned by the Gulf Coast Broadcasting Co. and operates with 500 watts on 1330 kcs.

KRGV, on the Rio Grande River, and is owned by KRGV Inc. of which M. S. Niles is president. Station is on 1260 kcs. and operates with 1,000 watts.

KFDM, a 1,000 watts day, 500 at night, on 560 kcs, is owned by the Sabine Broadcasting Co. Inc. J. M. Gilliam is general manager of the station.

WJBO is owned by Charles P. Manship Jr., owner of the Baton Rouge State Times and Advocate, the only newspaper in the city. Station is on 1120 kcs. with 500 watts.

WROL is owned by the Stuart Broadcasting Corp., of which C. H. Frazier is general manager. Station operates on 1310 kcs. with 250 watts daytime, 100 watts at night.

WNBR is owned by Scripps-Howard Radio Inc. which publishes the Press-Scimitar and the Commercial Appeal in Memphis. Final transfer okay is pending before the FCC. Station is a sister-station to WMC also in the same transfer deal. WMC is an NBC affiliate. WNBR has 500 watts night, 1,000 day, on 1430 kcs. and Henry Slavick is general manager.

WSGN is operated by the Birmingham News and Age-Herald on 1310 kcs., 250 watts day, 100 night. Henry P. Johnston is vice-president and director of the station.

WAGA is affiliated with the Atlanta Journal and is owned by the Liberty Broadcasting Co. Station was formerly located in Athens, Ga., but has shifted its transmitter and studios to Atlanta. On 1450 kcs., station uses 1,000 day, 500 at night. A. Lynne Brannen is manager of the station.

List makes 30 stations that have been signed to join the Blue network since Jan. 1, 1937.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MRS. BILL BACHER on the New York scene with the Bacher gal-child, whom she toted from Beverly Hills with the purpose of sending her to a camp on the east coast... Bill himself, vacationing in Hawaii, gets back to "Hollywood Hotel" tomorrow... Free lance publicity femme Blanche Gains and husband have shipped their car to Denver, where they'll pick it up... then drive coastward... In her absence Bill Roller, now in the International Bldg., takes over for the hot spell the Bisodol, Bayer Aspirin and Kolynos accounts... also the "Romance of Helen Trent"... Elizabeth Lennox, lending garden in her Westport retreat advertised for someone to cut grass, last week... Ad was answered by ex-actress of star magnitude who prefers farming and chores to being sassed by agency office boys... She got the job.

Eve Love, who goes coastward the end of next week, feted Ripley with a spectacular shindig at Luchow's 'oother day, with everybody who'd appeared on the Ripley broadcasts in attendance... Jessica Dragonette's July 7 bit of Victor Herbertiana will be "Sweetheart"... Hollace Shaw's tribute to the "Blue Velvet" outfit Tuesday night was a party at Louis & Armand's with Mark Warnow, Cathryn Lane, Harry Salter, Mr. and Mrs. John Reed King and some lads and lasses from CBS press dept. as guests... Reggie Scheubel, Biow's time buyer with the ingratiating grin, just recently returned from the NAB convention, leaves soon on another business trip but is still vague as to where and when.

Jean Paul King is an aerophilatelist... (he collects air mail stamps)... Carmela Ponselle has evolved the most intricate and detailed sign language in radio which she uses at broadcasts to convey her wishes to people in the sound booth... Katherine A. Harron, WTNJ sec. missed being a stowaway by a narrow margin when she said bye-bye to friends sailing on the Rex... Jean Dickenson, who received three dolls from a fan, now is the recipient of a new hand-made outfit for them, each week, from the same donor... She's thinking of turning them over to a children's hospital.

★ **Coast-to-Coast** ★

A NUMBER of well-known radio performers and composers are being featured at the Fort Worth Frontier Fiesta which opened June 26, including the Original Dixieland Jazz Band, the Cabin Kids, Charles King, Larry Lee and his orchestra, and of course Paul Whiteman and his orchestra.

The "Yankee Doodle Boy" himself, George M. Cohan, will be honored on July 4, in a special musical salute by WMCA, in a broadcast to be heard at 6-6:30 p.m.

Phyllis Morton, whose dramatic readings have been popular with Pittsburgh listeners for many years, occupies a new program spot on WCAE Saturday. She'll be heard at 4:30-4:45, instead of the 9 o'clock period she occupied in recent months.

Bill McKinnon, sports editor, returns to the air over WBNS, Columbus, O., on the program in which he was first sponsored by Brown-Williamson tobacco company. The program, "Sports Review," is a three-a-week.

Pinky Lee, the sailor, well-known NBC comedian, was the guest star of KDYL's "Old-Fashioned Company Sing" program from the outdoor theatre of Liberty Park, Salt Lake City recreational center.

L. Howard Pyle, KTAR (Phoenix) program director, and Arthur C. Anderson, announcer and chief engineer, will give the English section of the broadcast of the Southwest Indian Pow-Wow to be held in Flagstaff, Ariz., Saturday night. In three languages, English, French and German,

an international radio audience will get an hour broadcast via NBC.

Mildred Jackson of the KLZ Players and Vance Graham of Alexander Film Co., Colorado Springs, were married in Denver yesterday.

Sam Hammer's "Your Invention" program on WMCA will hereafter be heard Fridays at 7:30 p.m. Mason and Dixon have added a new spot, Tuesday evening at 9:30, besides their Saturday and Tuesday programs. "Movie Stardust," by Martin Starr, has switched to 8:45 p.m. Sundays.

NBC's Toscanini concert series this fall will be carried by the Blue network. The topnotch orchestra being assembled for the series will be announced in a few days.

Valerie Lomas of WICC, Bridgeport, has joined the vacationers.

KDYL, Salt Lake City: George Snell, assistant production manager, back at work after a two-week coast visit looking over program possibilities... Les Weelans, musical director, takes over Kangaroo Artists Revue emcee duties... Three KDYL officials recently took off in different directions, all within an hour: S. S. Fox, prexy and g.m., for San Francisco on business; W. E. Wagstaff, sales manager, for Chicago, and R. T. Harris, production manager, to Yellowstone Park.

Two daughters of Jack Poppele (June and Lorraine), WOR chief engineer, were on this morning's John Gambling WOR program as guests while an engineering gadget was explained to the radio audience.

Programs That Have Made Station History

No. 15—WMCA's "Three Little Funsters"

WITH 13 years of continuous broadcasting to their credit, the "Three Little Funsters" offered their 5,125th program over Station WMCA last Sunday at 2:00 p.m.

The Funsters are Bill Hansen, Vincent Howard and Jim Brennan. They are all talented animal mimics and dub in animal sounds, one of the better known animal cartoon pictures. They have also made several shorts for RKO and have appeared in practically every theater within 50 miles of New York City. Engagements at a greater distance are impossible due to their daily commercials.

The Funsters have their own stu-

dio in the WMCA building, where they rehearse four hours a day except for Tuesday and Friday, when they put in a full hour day planning and preparing programs. They sing an average of 64 songs a week and produce 52 gags each six days.

All three are married. One of the trio is the proud father of two daughters.

"The Three Little Funsters" are heard over WMCA Tuesday through Saturday from 7:45 to 8 p.m., and twice on Sundays, at 2 to 2:30 p.m. and 7:45 to 8 p.m., under the sponsorship of Sachs Quality Furniture Co.

GUEST-ING

GUY LOMBARDO and His Royal Canadians, on Magic Key of RCA, July 11 (NBC-Blue, 2 p.m.).

CONNIE GATES and AGNES DAVIS, along with previously announced Montana Slim, on Hammerstein Music Hall, July 6 (CBS, 8 p.m.).

GOLDMAN BAND and THE REV-ELERS added to Magic Key of RCA, July 4 (NBC-Blue, 2 p.m.).

OSCAR HAMMERSTEIN, on Johnny Green program, July 6 (NBC-Red, 9:30 p.m.).

DIXIE DUNBAR, on Walter Winchell program, July 4 (NBC-Blue, 9:30 p.m.).

CAPPY BARRA's Harmonica Ensemble, KEN CHRISTIE's Swing Choir, together with Col. Stoopnagle and Budd and Vivian della Chiesa on Gulf summer show, July 4 (CBS, 7:30 p.m.).

CHARLES HASKETT, on Hit Parade, July 10 (CBS, 10 p.m.).

HELEN KING, contest consultant, on Marion Cole's hobby program, July 6 (WMCA, 11 a.m.).

JACK WHITING, on Radie Harris Movie Club, tomorrow (WHN, 8 p.m.).

SHELDON LEONARD of "Having Wonderful Time," on Charlotte Buchwald program, tomorrow (2 p.m.).

VICTOR MOORE, with Benny Goodman on the Camel Swing School, July 6 (CBS, 9:30 p.m.).

GENE and KATHLEEN LOCKHART, with Robert Montgomery and Madge Evans in "Beau Brummel", on the Lux Radio Theater, July 5 (CBS, 9 p.m.).

IAN KEITH as George Washington in Maxwell Anderson's Valley Forge on Sunday Night Party, July 4 (NBC-Red, 10 p.m.).

Elaine Barrie in "Macbeth"

West Coast Bureau, RADIO DAILY
Los Angeles—Elaine Barrie will appear as Lady Macbeth opposite John Barrymore in NBC's presentation of "Macbeth," third in the network's Shakespearean series, over the Blue network Monday night. Producers John Swallow and Marvin Young are lining up a distinguished supporting cast for the show. Ken Carpenter will do the narration.

BOSTON

Bob Taplinger in from New York for a day in advance of Phil Spitalny's all-girl orchestra, appearing at Metropolitan Theater starting July 8. Shep Fields booked into same spot in near future.

Dick McDonough, sports reporter, signed by Yankee Network. He was formerly heard over WBZ-WBZA.

Carl Moore, the Moore part of "Mac 'n' Moore" heard daily over WBZ, will conduct a dance band Saturday nights at Pemberton Inn with a Lou Walters floor show. They open July 3.

★ Program Reviews and Comments ★

"THE MASTER BUILDER"

Sustaining

WQXR, Tuesdays, 9-10 p.m.

FIRST OF AN IBSEN CYCLE BY WPA PLAYERS IN A TOPNOTCH PERFORMANCE.

The high-fidelity transmission from this outlet makes it equally fine for tense drama as it does for the classical music for which it is noted. "The Master Builder", for the premiere of the Ibsen series, gave the cycle no mean start. This stirring drama is tragedy at its height and no cast in any part of the ether could have possibly offered a much better performance. Casting seemed pretty near perfect, tempo was an even one but marched inexorably forward. In two or three spots a narrator filled in briefly and no important line seemed to be missing.

While WQXR has a select audience, this reviewer would like nothing better than to see a sponsored network purveyor of drama repeat this show with the cast intact. So-called Hollywood names would never be missed. Perhaps however, the average sponsor or agency would not deem "The Master Builder" low down enough for the rank and file. Group of Federal Radio Theater players were directed by Donald MacFarlane. The cast:

Solness, played by William Hallman; Hilda, by Violet Turner; Aline, by Edna Courtleigh; Ragnar, by Lee Tillery; Kaia, by Marcella Abels; Knut, by William Barwald, and the Doctor, by George H. Trader.

"SUCCESS STORIES"

Sustaining

WMCA—Inter-City Broadcasting System, Tuesday, 8:15-8:30 p.m.

INTERESTING INTERVIEWS OF WOMEN WHO HAVE REACHED TOP IN CHOSEN PROFESSION.

Frankie Basch conducts these interviews, the first having as subject Julia Coburn, fashion writer, and Toby (Davis) on the buying and selling end of styles. Although interviewed separately, both are currently engaged in opening a new school which is intended to prepare young women for careers revolving around the fashion biz. Each told of her start, Toby in 1915 and Miss Coburn in 1919. Each got her real start in a department store and branched out. Interviews were carried on in natural manner, everyone trying to be themselves and the quarter hour passed quickly. Organ music worked in a couple of songs, each one popular in the day when the subjects started their respective careers.

Interesting items were brought out, both as they concerned either Miss Coburn or Toby, and of general nature. Show was rather liberal in its plug for the new school, but then it doesn't open until the fall. Opening spiel by Miss Basch was necessarily long for the first show and will probably be shorter on subsequent program, the next one being set for Wednesday of next week at 8:45 p.m.

MARK WARNOW

Sustaining

WABC—CBS network, Tuesdays, 10:30-11 p.m.

TOPNOTCH MUSICAL SHOW PRESENTED WITH INDIVIDUAL WARNOW TOUCHES.

Resuming one of the most popular musical series heard on the networks, Mark Warnow on Tuesday night presented the first of new series of Blue Velvet musicals. This show is one of best of its kind to be found anywhere. Warnow, an excellent musician, manages to present a different type of musical show than can be found anywhere else. His rendition of "Tiger Rag" presented as Mozart might have written it in the 18th century was the finest piece of arranging heard in a long time. Another trick of the maestro's, and one that can not be imitated, is his popular numbers arranged in Fugue manner. A new feature of the show is a regular vocalist, Hollace Shaw. Also included was a guest artist, John Howard. The program, however, is all Warnow, and vocalists are unnecessary. Show is undoubtedly one of the best on the air Tuesday nights.

Benny Goodman Orchestra

Taking over the CBS 9:30 p.m. Tuesday spot while Jack Oakie is on vacation—but cut down from an hour to a half-hour—Benny Goodman and his swing champions knocked out a fast and furious session the night be-

fore last. It is a question, however, whether a solid half hour of blaring "swing," relieved only by a short interlude during which Rufe Davis did his familiar barnyard impersonations, is going to prove entirely digestible.

In this listener's opinion, "swing" has been both oversold and overdone. From a playing standpoint, most of the so-called swing music now being dispensed is more noisy commotion than actual music, despite the applause given it by a youthful minority.

"Alexander's Ragtime Band," "Sweet Leilani," "Stomping at the Savoy" with vocal chorus, "Avalon" and other numbers were given the works by Goodman's crew. Some of the pieces were just about distinguishable.

One of the final numbers, dragged out to deafening lengths, was given loud applause by the studio audience. The applause must have been intended for the endurance of the musicians.

Jack Lyons

Heard on Tuesday night's "Hammerstein Music Hall" program over CBS, a newcomer named Jack Lyons revealed a voice that ought to take him places. The time allotted him on the program, however, was entirely too short to give the lad a chance to display his talent in any extended form.

★ ★ "QUOTES" ★ ★

MORTON DOWNEY: "Over in England, there's a great deal of concern over the fact that United States broadcasting circles have taken up Shakespeare in a great big way. Opinion is divided into two major camps—one group is glad that the English classics are to be presented, but shakes its head over the advance word that the original scripts are being 'stream-lined'. They fear the result may be too modernized. The majority of opinion, however, is mournfully sure that the public will find the Bard's plots too involved. They're ready to admit, though, that classical music was once thought too 'complicated' for radio, despite its present-day place on the regular entertainment schedule of the average listener."

ARTHUR GODFREY: "I think the vogue for announcers who speak naturally is rapidly becoming an influence on the speech of the radio Thespians. Actors and actresses found, when talking pictures first came in, that American audiences didn't especially like hot-house British accents. They wanted the real thing—or else.

Nowadays, make-believers of the airwaves are realizing, also, that the problem is not to choose between a carefully cultivated 'Oxford' accent and what our English cousins are pleased to call an American accent. The real task is to speak intelligibly and throw overboard all artificial so-called 'graces' of forced diction."

ALAN CROSS: "Vaudeville didn't exactly die; it was just transplanted. Radio, screen and night clubs have absorbed more talent than variety has cast off. Most of radio's big names have served behind the footlights. Vaudeville developed every important comedian on the air. Most of the broadcasting orchestras have played vaudeville, and still do, if they can find it. New popular song stars are the closest to being called radio's own. I'm wondering if radio doesn't need vaudeville as a sort of proving ground. Time will tell—the old-timers can't last forever."

LUM and ABNER: "Malice is not a necessary ingredient in the portrayal of a humorous character. In fact,

we think it has no place in radio, though some extremely diabolical though clever caricatures of real people have scored heavily on the stage. In creating our radio characters, who were patterned after real people in our native Arkansas, we have been careful to use a gentle and kindly, rather than a malicious touch."

WFAS Air Theater Vacations

White Plains, N. Y.—For the first time in the five years of its existence, the WFAS Players, resident dramatic group heard on Saturday nights, is calling a suspension in its weekly production schedule in order to take a vacation. Since its inception in 1933, the Players have presented nearly 250 half hour performances. Cast members are frequently called upon for making of recorded dramatized commercials, custom-built by WFAS for such of its advertisers as desire this type of service.

Frank Seitz directs the company, John Lindsay is sound productionist. Air Theatre will take up its schedule for the fall and winter season on Sept. 11.

Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Nov. 26: Inter-American Radio Conference, Havana.

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

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



CHARLES DILCHER is joining John Blair & Co., station reps, as a salesman in the Chicago office. Dilcher comes from Dallas, where he has been southwest manager for Scripps-Howard organization for five years. Prior to that he was with the Electrical Research Products Corp. Reported that there will be some additional changes in Blair personnel.

Stella White, former free lance writer, is new face in continuity department of WIND.

WIND sales crew is moving into new suite of offices on 21st floor of 201 N. Wells St. as third studio enlargement for WJJD-WIND in year is nearing completion.

Princess Pat is moving its "Pat and Hank" to WMAQ-NBC.

Noel McQueen, Alex McQueen's younger brother, pinch hitting for him on his Bathasweet "Nothing but the Truth" broadcasts on WGN this week. Alex to Pittsburgh to give an address before the Swedenborgian church conference.

Everett Mitchell, NBC senior announcer, back from vacation in Estes Park.

Frances Wallertz, high school soprano discovered on WBBM's high school day, has been given a contract and is singing her own program with Milton Charles at the piano.

Donna Creade, NBC actress, has changed her name to Donna Reade on advice of numerologists.

Morey Amsterdam, m.c. of NBC Night Club, is back at the Oriental theater for a week, the second in as many months.

Pat Flanagan, WBBM sportscaster, celebrated seventh wedding anniversary yesterday.

E. F. McDonald Jr., president of Zenith Radio, to Washington Tuesday on business.

Frank Rand, charge of CBS press here, visiting radio editors and agencies in St. Louis and Cincinnati.

Walter Wicker back to New York after brief visit with his mother here.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

WJNO, Palm Beach. Authority to transfer control from present stockholders to Jay O'Brien.

Lamar Life Insurance Co., Jackson, Miss. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 50 watts.

WLBG, Petersburg, Va. CP for new relay station. 38900, 39100, 39300 and 39500 kc., 50 watts.

City Broadcasting Corp., New Haven. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

Ardmoreite Publ. Co., Inc., Ardmore, Okla. CP for new relay station. 33100, 34600, 37600, 40600 kc., 2 watts.

WCAU, Philadelphia. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.

Allen T. Simmons, Tallmadge, Ohio. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

A. H. Belo Corp., Dallas. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 75 watts.

Savannah Broadcasting Co., Savannah. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 10 watts.

Intermountain Broadcasting Corp., Salt Lake City. CP for new relay station. 33100, 34600, 37600 and 40600 kc., 40 watts.

KFH, Wichita, Kas. CP for new relay station. 38900, 39100, 39300, 39500 kc., 2 watts.

SET FOR HEARING

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Southern Minnesota Broadcasting Co., Rochester, Minn. CP for new station. 920 kc., 1 KW., 5 KW. L.S., unlimited.

Evening News Press Inc., Port Angeles, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

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

D. E. Kendrick, Louisville. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Sherman Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

WHEF, Kosciusko, Miss. CP to move station to Jackson, Miss., install vertical radiator. 1500 kc., 100 watts, 250 watts L.S., unlimited.

EXAMINER'S RECOMMENDATIONS

WPEN, Philadelphia, and WRAX, Philadelphia. App. for authority to transfer control of stations to John Iraci be granted and CP for increase in powers of both stations also granted.

Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime, be denied.

KOOS, Marshfield, Ore. Vol. assignment of license be denied.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts L.S., unlimited.

ORCHESTRAS - MUSIC

ZINN ARTHUR and **ork** will be heard on a varied schedule over WICC, Bridgeport, direct from the Pinebrook Country Club in Nichols, starting July 21.

Everett Hoagland and the band have inaugurated a month's engagement at Casino Park ballroom near Fort Worth, effective June 24. The outfit airs seven weekly over WBAP.

Maestro **Little Jack Little** and band are being featured at Meadow Brook, St. Louis, for a fortnight.

Frank Foti is readying the Bridgeport Symphony for a summer series of outdoor concerts starting July 1 at Seaside Park with WICC broadcasts in the offing.

Lester Lee, artists' representative, and Ted Lloyd, RADIO DAILY'S "Ol' Scoops Daly", wrote a song called "I'm Gonna Picket Your Heart" in Conn. over the week-end, and sold the song yesterday to Henry Spitzer, who publishes the works of Gershwin, Rodgers and Hart, etc.

Del Casino, debuting on the NBC "Rippling Rhythm Revue" Sunday night, will be welcomed by co-stars Bob Hope, Honeychile and Shep Fields with a mythical party at which

will be heard a group of solos by Casino, as well as Shep Fields' rippling rhythm version of "You Can't Take That Away From Me", "Strangers In The Dark" and "Honey-suckle Rose".

Dave Abrams, vocalist, will be featured nightly in the Georgian Room of the Hotel Piccadilly with the Jenö Bartal musical aggregation.

Six new compositions by the writing team of Jerome Kern and Oscar Hammerstein will be heard as highlights of the Johnny Green modern music hour over the NBC-Red network next Tuesday at 9:30 p.m. In addition, Hammerstein will be a guest artist on the program.

America's "Yankee Doodle Boy", George M. Cohan, will be honored July 4 in a program of patriotic songs to be aired from 6-6:30 p.m. over WMCA. Some of George's best known songs will be reviewed in a special arrangement by Carl Fenton, musical director of that station.

Batoneer Leo Gadsby and ork, fresh from Totem Pole-Norumbega Park appearances, premiere at Pleasure Beach, with a WICC wire July 4 at 11:30 p.m.

LINCOLN

John Edwards, former commentator for the CSBC stations here, has been taken on by KFOR for the regular newscaster assignment. He's on the air five times daily, as well as editing AP and INS report.

Reginald B. Martin, Bill Larimer

and John Henry, officials of KFOR, KFAB and KOIL in Nebraska, back from Chicago.

Dalton Norman, cowboy singer over KFOR, blew himself to \$300 worth of chaps, hat, plaid shirt, gauntlets, yea, even spurs.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

July 1
Greetings from Radio Daily
to
Billy Lee Bill Stern
Arthur B. Hayes Irna Phillips

★

**If You
Want to
Reach the
Buying
Power of
RADIO
You Can
Do So
Every
Morning
Thru the
Columns
of
RADIO
DAILY
and
"A Test
Will Tell"**

★

PHILADELPHIA

Elizabeth Bates of WIP continuity department is writing and taking a part in a new 9:35 a.m. variety show produced here for the Intercity network.

Howard Jones, WIP news editor, vacationing at his home-town in Virginia. Subbing until his return is Marx Loeb, station's assistant program director.

Mr. and Mrs. Ed Wallis flew back from honeymoon. Wallis is chief announcer and production director at WIP.

Johnny Fortis, member of the KYW-NBC Three Naturals, is readying another tune for a premiere on an early net show by the three instrumental harmonizers. New ditty is called "Summer Skies."

Radio Fails to Interest Windsor Wedding Pastor

The Rev. Robert Anderson Jardine, "poor man's pastor" who officiated at the wedding of the Duke of Windsor, will not be heard on any commercial radio programs, despite a raft of attractive offers, according to Hugh Ernst, head of East Coast Radio Features Ltd. Rev. Jardine arrives next Monday on the Queen Mary. Ernst stated that the pastor is coming here primarily for a visit and lecture tour, and that there was no reason to commercialize the trip nor have him introduced on a commercial program by a comedian or master of ceremonies.

Networks, at least one of them, will carry talks by Rev. Jardine but these will be sustaining programs plus suitable introduction and company of the clergy. At least two major webs are dickering for the sustainings including Mutual Broadcasting System. One offer for a straight commercial series reached the \$2,500 per program figure. According to people here who have heard Rev. Jardine preach, the pastor carries a Billy Sunday sock minus the cuss words.

ONE MINUTE INTERVIEW

ART GENTRY

"I believe emceeing should be informal. The labored, diagrammed type of humor is undesirable and creates the wrong atmosphere. The emcee should not aim too many of his darts at the performer. If you make people comfortable you've contributed a lot to what they have to give."

PROMOTION

Floyd Gibbons Film Tieup

Floyd Gibbons and his "True Adventure" program sponsored by Colgate-Palmolive-Peet over CBS will come in for some unusual nationwide exploitation as a result of the series of 13 one-reel films which Gibbons has been signed to make for Warner Bros. Vitaphone.

Colgate is preparing elaborate display material on Gibbons and the shorts to be placed in over 25,000 dealer drug stores throughout the country. The pictures will, of course, also come in for plugs on the Gibbons coast-to-coast radio program.

Stories which are to form the basis of the short subjects will be taken from the true adventures of moviegoers of the United States and Canada. These fans are being urged to send in their original thrills, with \$1,000 to be paid for the best one submitted between Sept. 1 and May 15. Second prize will be a trip to New York and return via American Airlines flagship plane, including a visit to the Vitaphone eastern studios and two days at a leading New York hotel. In addition, \$250 will be paid for each true adventure story used as the basis of a film. Recipients of these prizes also are eligible for the grand prize. For each true adventure story used on the radio, \$25 will be paid.

Floyd Gibbons, Major Albert Warner and Errol Flynn are the judges. The Warner home office is preparing an elaborate press book covering the exploitation possibilities of the tieup.

WBIG Spotlight

"Put it on the Spotlight" has become almost a tradition at WBIG, Greensboro, N. C. For several years the WBIG Radio Spotlight has been dedicated to directing listeners' attention to every program feature on the WBIG schedule, except the Radio Spotlight.

Acting as agent for a new network, national spot, or local series, the Spotlight builds up interest and has an audience ready and waiting when the first program takes the air.

A sponsor makes a free gift offer. The Spotlight takes up the task and urges the listeners to take advantage of the offer. Always a high spot of the WBIG Spotlight is the WBIG program resume covering all broadcasts from 6:30 a.m. to 12 o'clock midnight. Equally as popular is the information department whereby fans may obtain detailed information on all important programs and personalities.

In other words, the WBIG Radio Spotlight works hand and glove across the board to aid and abet, assist and encourage every effort transmitted from WBIG's tower.

WRTD Newspaper Supplement

In honor of the debut of WRTD, the Richmond Times-Dispatch station in Richmond, Va., the Times-Dispatch

last Sunday had a special radio supplement telling all about the new station, the personnel connected with it, and the principal programs to be carried.

Jack Maxey, station manager of WRTD; David Bain, chief engineer, and Samuel W. Lawder and Ernest H. Bowman, announcers, were introduced as Richmond radio newcomers.

WRTD has become the new NBC-Blue network outlet in Richmond, with WMBG changing its wavelength and becoming the NBC-Red outlet, while WRVA joined CBS and also continues its Mutual affiliation. Many salutes were exchanged between the stations and the various stations over the week-end.

WSAN Promotional Survey

In making two recent surveys for commercial value, the William's Fashion Shop, sponsors of "Susie and Jake" (Pennsylvania German dialect, script by Chas. Petrie) over WSAN, Allentown, found that the program was doing a better job than expected. The survey was made in a promotional way. Every woman who purchased merchandise to the amount of \$2 or more was given a ticket of free admission to a Sauer Kraut dinner, and more than 1000 were placed on the list. Now, in using the same plan for free attendance at a picnic, 1500 hundred are already registered.

When the series was four weeks old, 3000 members were enrolled in one week on the books of the "Loyal Order of Sauer Kraut Lovers." The program presents Esther Reinert as "Susie" and Charles Petrie as "Jake," and is aired daily at seven p.m. Monday through Friday.

Swift's Sunbrite Tour to Coast

A Pullman carload of girls from 7 to 13, gathered from all parts of the country, leave Chicago on July 4 for 16-day Pacific coast tour and National Convention of Swift's Junior Nurses corps. The gals are guests of Swift's which returns in the fall to CBS with the Junior Nurses corps, and will occupy a special Pullman with their mothers as chaperones. Program headliners, Lucy Gillman, 12-year-old child star, Helena Ray and Bill Amsdell will go along. The cast will appear on Western Home Hour on Pacific network July 9 and over KOIN, Portland, July 14.

WCAO Newspaper Ad

WCAO, Baltimore, ran a large newspaper advertisement to support its claim that it is Maryland's oldest radio station. The ad reproduces a letter from the FCC setting forth the dates the four stations now operating in Baltimore were first licensed. Station also called attention to its latest and most modern transmission equipment and being up to the minute in those essentials that

Viewpoints

Magnetism of the Voice Is Emcee's Stock in Trade

"The magnetism of a voice is the basic stock in trade of the radio master of ceremonies, the narrator and the commentator. Of course there has been grown around the principal root, a thousand and one other branches, such as timing, projection and delivery. Material, of course cannot be overlooked. But, towering above them all is the voice—which definitely forms the character of the man or woman behind it. Let us analyze a few.

"President Roosevelt's voice is a reflection of a deep-seated sincerity. Jack Benny, I suppose is rather fed up with the description of 'suave and sophisticated,' but he can blame it on his oily larynx. Joe Penner has the pipes of a kid who has a bad case of arrested development, and Gracie Allen is his counterpart in the weaker sex.

"An announcer or emcee having a message of more than the usual gag or story to convey is entirely dependent on his voice as a magnet. It must combine the best qualities of a man and have an actual character of its own. Which is, if I must say so myself, a neat trick."—JOHN B. GAMBLING.

WWL Appoints Katz Agency

New Orleans — E. Katz Special Agency, Inc., with main offices in New York, has been appointed national advertising representatives for WWL here, Manager Vince Callahan announces. The appointment is the result of a long contemplated move.

its listeners expect from the high standards it has always maintained.

Gen. Elec. Ad Campaign

General Electric will shortly begin an extensive advertising campaign in which radio artists will be featured. Phil Spitalny and his all-girl orchestra will be used as the base, with big names being used as fillers. Ads will run in newspapers all over the country, and will be tied up with General Electric's Monday night NBC series which features Spitalny and his orchestra.

DO YOU KNOW

Television is still practically unknown in Estonia.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 2

NEW YORK, N. Y., FRIDAY, JULY 2, 1937

FIVE CENTS

CIO Moves Dent Radio Biz

JESSEL AND TALMADGE FOR REGIONAL SPONSORS

West Coast Bureau, RADIO DAILY
Los Angeles — One-year contract signed by George Jessel and Norma Talmadge with the Mutual network calls for a series of regionally-sponsored Sunday afternoon shows, probably starting on Sept. 5, with the 2:30-3 p.m. time tentatively penciled in by KHJ here.

In making the announcement, General Manager Lewis Allen Weiss of the Don Lee chain also revealed another important deal, whereby Nat Carr and Alexander Carr are being

(Continued on Page 2)

"Watch Tower" Disks Offered for Home Use

Judge Rutherford, whose "Watch Tower" broadcasts are now being aired over 27 stations, has made a series of recordings titled "Exposed," which will be played free of charge in the home of any listener who writes to the "Watch Tower" headquarters and requests a hearing. The regular broadcast disks are now also being short-waved to Station EAQ, Spain, and are being cut in Spanish.

Other stations carrying the record-

(Continued on Page 3)

Elmer Davis Replacing Kaltenborn in CBS Spot

Elmer Davis, noted author and newspaperman, has been signed by the Columbia Broadcasting System to replace H. V. Kaltenborn on July 15. Kaltenborn will leave for an extended trip to Europe following his broadcast of July 8 and Davis, who has just returned from Europe, will do the weekly Thursday 7:30-7:45 p.m. broadcasts until Kaltenborn returns.

"Ranger" for Pix

"The Lone Ranger." Mutual network serial heard three times weekly, to be filmed also as a 15-episode serial by Republic Pictures, will be released in its pix version in the 1938-39 movie season. Vice-President J. J. Milstein of Republic announces. Show has been on the air more than four and a half years.

Escape

A station airing quite a few programs in foreign languages reports that these shows are becoming popular even with a lot of folks who know only English. Explanation, the station manager confides, seems to be that the listeners are not annoyed by over-lengthy or too high pressure commercials — because they can't understand them.

6 NBC STATIONS FORM BLUE SOUTHERN NETWORK

Six of the 10 stations which NBC announced yesterday as joining the Blue network will form a group to be known as the Blue Southern. They are WNBR, Memphis; WSGN, Birmingham; WAGA, Atlanta; WDSU, New Orleans; WJBO, Baton Rouge; KXYZ, Houston. Group will sell for \$960.

The other four WROL, Knoxville; KFDM, Beaumont; KRIS, Corpus

(Continued on Page 3)

Copyright Bill Action Unlikely This Session

Washington Bureau, RADIO DAILY
Washington — With no hearings scheduled before the middle of July at least, possibility of any action on either the Duffy, Sheppard or Guffy copyright bills appeared very unlikely yesterday, according to a

(Continued on Page 3)

Five-Day Week Adopted By WGAR in Cleveland

Cleveland—John F. Patt, vice-president and general manager of Cleveland's WGAR announced that effective immediately the engineering and program departments of "The Friendly Station" will go on a five-day week. WGAR is the first Cleveland station to announce such a move.

The engineering department, headed by R. Morris Pierce, will be augmented by two new men who come to the station from New York. The

Networks in Complicated Situation Due to Strikes Affecting Sponsors' Activities

A.F.M.'S ET MEETING DELAYED TO JULY 20

American Federation of Musicians executive board, which is to take up the matter of adjusting the electrical transcription and radio situation as per vote at the recent AFM Convention in Louisville, will not convene before July 20. It was expected that the question would be taken up within the 30-day period set at the Convention the week of June 14.

AFM president Joseph N. Weber will not return until after the July 4 holiday and he will then correspond with the individual members of the executive board to learn what date will suit all concerned. It was definitely stated, however, by an AFM official that no meeting will be held before July 20.

Possibility that the board may

(Continued on Page 3)

New WDAF Transmitter Is Placed in Operation

Kansas City—Besides a new Blaw-Knox, 420-foot vertical radiator and a ground system composed of ten miles of copper ribbon laid 8 inches under ground and fanning out radially from the base of the tower with radiants

(Continued on Page 7)

With the CIO laying the groundwork for a national radio campaign in the fall, and the ARTA attempting to sign up the technical branches of radio, the three major networks are now finding themselves involved in a complicated situation. Within the past six weeks the CIO, due to strikes called in the automotive sectors, has been directly responsible for three national advertisers cancelling radio activities. At present it is doubtful whether these companies plan to curtail radio activities in the fall or resume their regular schedules. Should

(Continued on Page 3)

ROBERT KAUFMAN HEADS NEW WLS DEPARTMENT

Chicago—Appointment of Robert L. Kaufman as head of a new advertising-promotion-merchandising department at WLS was announced yesterday by Glenn Snyder, manager.

Kaufman just resigned as commercial manager of Earl May's KMA, Shenandoah, Ia. He formerly was

(Continued on Page 2)

Decision Is Reserved In Wash'n Ascap Case

Tacoma—As expected, the hearing in the test suit brought by Ascip to argue the constitutionality of the Washington anti-Ascip state law has resulted in the three Federal judges reserving decision and asking that additional briefs be filed. Ascip

(Continued on Page 3)

Producer-Attorney

Cleveland—Carl George, WGAR production manager, has just been informed of his acceptance to practice before the FCC in Washington. George was graduated last winter from the School of Law of Western Reserve University here. Before that he was graduated from Muskingum College. The new attorney-producer has been in radio for the past five years.

(Continued on Page 3)



Vol. 2, No. 2 Fri., July 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Thursday, July 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/4	165	165 3/4	- 1/4
Crosley Radio	20 1/4	20 1/4	20 1/4	+ 1/4
Gen. Electric	53	52 1/2	52 3/4	- 1/8
North American	23 1/4	22 3/4	23 1/8	+ 3/8
RCA Common	8 1/4	8 1/8	8 1/4	+ 1/8
RCA First Pfd.	66 1/2	66 1/4	66 1/4	+ 1/8
RCA \$5 Pfd. B.				
Stewart Warner	17 3/4	17	17 3/8	+ 1/4
Zenith Radio	32 3/4	32 3/4	32 7/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	27 1/4
Stromberg Carlson	13	15

Lohr Host to Staff

Lenox R. Lohr, NBC president, has invited the entire NBC staff to a picnic and fireworks display at his Tarrytown estate next Monday evening. If the staff so desires, they can come in the afternoon with their box lunches and stay all day.

Socony Program on WHEC

Socony-Vacuum Oil Co. on Monday will begin a new series of "Socony Sports Reporter" programs over WHEC, Rochester, Mondays through Saturdays, 6:30-6:45 p.m. Lowell MacMillan will be at the microphone. J. Stirling Getchell Inc. placed the account.

New CBS Blues Series

A new musical program, headed by Raymond Scott, titled "True Blues", will be heard over WABC and the Columbia network on Mondays at 12-12:15 noon, effective July 5. Scott's idea is to return to blues of the traditional variety, in place of the currently popular swing.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

New Chapter in Shakespeare War

The Shakespeare war between NBC and CBS still rages. Last week NBC announced that Elaine Barrie Barrymore would play opposite her husband in one of the series to be aired on that network. CBS yesterday announced that Margaret Perry, well-known actress and wife of Burgess Meredith, would portray the role of Ophelia opposite her husband's Hamlet on July 12. Mr. and Mrs. Barrymore also to play Caliban and Ariel in "The Tempest" on Monday after next.

Jessel and Talmadge For Regional Sponsors

(Continued from Page 1)
teamed as a comedy duo and being set for a nightly spot beginning in September. Weiss reports that several national agencies and advertisers are interested in the new program because of a transcription which he took back to the recent NAB convention.

NBC Execs in Honorary Posts

Two NBC executives, Margaret Cuthbert, in charge of women's activities, and Charles A. Wall, assistant to Mark Woods, network's treasurer, have been appointed to honorary posts. Cuthbert will be vice-chairman of the 1939 biennial committee of the National Federation of Business and Professional Women's Clubs during the World's Fair here. Wall will be assistant to the chief of staff of the 1st army division during the plans and training period maneuvers at Fort Devens.

"Professional Hour" Moves

The "Professional Hour," formerly broadcast over WMCA from the stage of the Paramount Theater in Brooklyn will be presented from the stage of the Fox-Fabian Theater in Brooklyn every Friday night 9:30-10 p.m., starting tonight. Don Kerr continues to be emcee, with Ben Nelson supplying the musical background. The Fox Theater also presents the "Amateur Hour" broadcast over WMCA every Monday night.

Phil Cook to Recess

The Morning Almanac, featuring Phil Cook and heard over WABC on Monday through Saturday at 8-9 p.m., will recess for one month following the July 3 broadcast. Program will have completed 78 broadcasts on that date. No replacement has as yet been scheduled for the period during the four-week lay-off.

Publishing Heatter Essays

Modern Industrial Bank, sponsors of Gabriel Heatter, has gathered a group of essays written by the commentator and is having them published in book form. Essays, which are shorter than the radio program, are not devoted to news, but rather to topics of general interest. Title assigned to the book is "Faith".

Sheldon Hickox to Wed

Sheldon B. Hickox Jr., NBC station relations department, will be married to Evelyn Jackson on July 31. Honeymoon will be spent seeing Canada by auto.

Robert Kaufman Heads New Department at WLS

(Continued from Page 1)
CBS publicity chief here and later program director of WBBM. Serving under Kaufman will be Virginia Seeds, publicity; David Wilburn, trade paper advertising and promotion, and Bob McElvaine, research.

Amos 'n' Andy Deal Near

Deal whereby Amos 'n' Andy will be sponsored by Campbell's Soup Company (soup and tomato juice) was reported yesterday on the verge of being closed. Freeman Gosden and Charles Correll (Amos 'n' Andy) are understood to be sold on the deal provided they can retain the same 7-7:15 p.m. spot which they now have. Their Pepsodent contract expires Jan. 1, and the blackface team recently decided on a change of sponsor. Lord & Thomas is their exclusive agent.

Campbell's now has two CBS network shows, Ken Murray on Wednesday nights and "Hollywood Hotel" on Fridays.

Johnson Succeeds Goldstein

Frank Johnson, studio director at WBNX, has been appointed director of publicity to replace Leon Goldstein, who resigned to become publicity and news editor of WMCA. Goldstein took up his new duties at WMCA yesterday.

Goldstein, associated with WBNX for the past three years has been identified with newspaper and publicity work for over ten years. He was formerly connected with McKeon Publicity Associates and with the Bronx Board of Trade as director of public relations.

Rudy Bundy Held Over

Rudy Bundy and his band, now appearing at Asbury Park, will be held over an additional week beginning Monday and will have their Mutual broadcasting schedule increased to five spots throughout the week. Bundy is the first band to remain at the resort more than one day during the current season.

Joins CBS Publicity Dept.

Cecil B. Brown, formerly with the defunct N. Y. American, has been added to the night shift of the CBS publicity department, in place of George McMurray, who has left that organization to take charge of publicity for Horace Heidt.

COMING and GOING

DR. JOHN BRUNKER MEAKIN and his "Bughouse Rhythm Ensemble" return to San Francisco from New York after tonight's broadcast from Radio City. They have been on an eastern trip for the past few weeks.

JUNE AULICK of the CBS press department leaves today for his summer vacation.

CHARLES ROSS of Popular Music also leaves for his vacation today.

NOEL GERSON of the WGN, Chicago, continually staff, is spending a six-week vacation in Europe.

JERRY BELCHER will be in Hartford, Conn., on Sunday to air his NBC-Blue "Our Neighbors" show from there.

FRANK BURKE of Consolidated Radio Artists leaves tomorrow for a two-week trip. The first week is to be spent with his family and the second between the Chicago and Cleveland offices of CRA.

ARTHUR NEWMAN of Sound Apparatus left yesterday for two weeks of relaxation in the Catskills.

DORIS DOE of the Metropolitan Opera Co. arrives today from Europe.

FORD BILLINGS, who directs the Hearst radio operations on the West Coast, has returned to California after visiting WCAE, Pittsburgh.

LESTER LINDOW of the sales force of WCAE, Pittsburgh, leaves for the west coast to start his vacation.

ED HARVEY of WCAE, Pittsburgh, has been vacationing in New York.

FRITZ REINER, who will conduct the Philharmonic orchestra at the Lewisohn Stadium for three weeks starting July 9, arrives from London today aboard the Berengaria with his entire orchestra.

FREDERIC WILLIS, assistant to William S. Paley, president of CBS, is back from his European trek.

E. C. MILLS, head of the administrative committee for Ascap, is headed for Los Angeles after a visit to Tacoma, Wash., and Portland, Ore.

VICTOR BAY leaves for Hollywood today.

BENAY VENUTA left Chicago for Hollywood yesterday.

Foreign Market Data

Data on European radio markets, programs, and practices of special interest to American advertisers and producers will be published in the "European Section" of the Script Library's "Trends and Opinions" handbook. The information about European broadcasting is being gathered by Marjorie Mueller, Radio Events' foreign representative, currently on the continent to investigate the entire situation. First section on "European Radio" will appear in the July 15 issue of "Trends and Opinions."

BARRY MCKINLEY
Griffin "ALL-Wite"
Tic Toc Review
Management
NBC Artists' Service
Personal Representative
James L. Saphier

CIO MOVES AFFECTING ACCOUNTS USING RADIO

(Continued from Page 1)

the CIO succeed in garnering itself time on the national hook-ups, it is certain that these advertisers will cancel radio and concentrate on newspapers.

The latest radio advertiser to cancel, Willys-Overland motors, is at present completely tied-up. All production has come to a standstill, and it will be some months before work will be restored to average rate. The sponsor had not been quoted as admitting that it would stay on the air indefinitely, but RADIO DAILY had learned that this was to be the case.

Statements issued during the past month have hinted that although the CIO radio plans are now worked out in detail, John Lewis has not as yet given his o.k. However, the CIO is understood to have definite plans as far as radio is concerned, and may, through the ARTA, be able to force stations to sell time.

"Watch Tower" Disks Offered for Home Use

(Continued from Page 1)

ings are: WNBC, WRDO, WLBZ, WAGM, WCOP, WHDH, WMEX, WLNH, WCAP, WHBI, WBBR, WGR, WKBW, WGBB, WFAS, WSAN, WEST, WHJB, WKBO, WTEL, KQV, WWSW, WBRE, WRAK, WORK and WSYB.

Programs, although of a religious nature, appeal to all denominations, and the listening audience is numbered at 2,630,000.

Copyright Bill Action Unlikely This Session

(Continued from Page 1)

spokesman for the Senate Commerce Committee. The Patents Committee is over-burdened with work on the court of patent appeals bill, it was stated.

NEW PROGRAMS—IDEAS

Selling America

A new weekly feature heard over Fort Wayne's WOWO is "Answer Me This" heard every Tuesday evening at 8:30 p.m. and is conducted by two young high school graduates, Jimmy Jackson and Stanley Needham.

The basic idea of the show is to sell America to Americans. The information, which is supplied by the U. S. Government, is in question and answer form, and deals with points of interest in the United States.

Since its inauguration the mail response has been beyond expectations—listeners upon request are sent the questions and answers heard on the program. "Answer Me This" is fitting at this time of the year because it ties up with vacations, and offers listeners an opportunity to learn about the many interesting places to be found in this country.

"Behind the Eight Ball"

An interesting new program is being aired over WDRC, Hartford, Conn., by Gilbert Bayek, announcer, under the title of "Behind the Eight Ball." It's on the air every Saturday at 1-1:15 p.m., and Bayek discusses radio programs and personalities, both local and network (WDRC is the CBS outlet). Gossip about the station's own personnel is proving of particular interest to the local fans. Answers are also given to questions sent in by listeners.

Little Known Local Facts

WWJ, Detroit, has a new commercial show titled, "Did You Know." Program is run by E. A. McFaul, of University of Detroit's public speaking department, who relates little known and unusual facts about Detroit. McFaul writes the show in addition to putting it on. Sponsor is Industrial Morris Plan Bank. Show runs five days a week.

WMT Signs Young Newcomer

Cedar Rapids—Jean Fahrney, 13,

has just been added to the WMT talent staff and will be heard on the new "Smooth Sailing" program being aired daily at 1:45 p.m., featuring 20 fingers of harmony and the young and talented Miss Fahrney as soloist. Peggy Fuller, staff pianist and Frank Voelker, radio's blind organist, furnish the accompaniment. Doug Grant, program director for WMT, heard Miss Fahrney singing with some of the country's leading name bands appearing in Cedar Rapids and immediately signed her to appear on the station daily.

"Let's Play Games"

"Let's Play Games", is the title of a new sustaining which will start July 9 on WOR at 8:45-9 p.m., to be heard weekly thereafter. Program will be under the direction of Jane Martin, actress and singer well known for her "game" proclivities. Cash prizes will be awarded to the winners and the games may run from "Postoffice" to "True and False", "What sports begin with the letter H?", etc.

Big Oddities In Little News

Allan McKee, WMT (Cedar Rapids) announcer, has written, produces and announces a new program which has recently been purchased by a WMT sponsor. Mac has titled his contribution to the Iowa airwaves, "Did You Know?" which presents little known odd facts and news oddities which appear in newspapers daily, but have been obscured by headlines and news hot off the presses.

Even Bugs Have Their Day

WXYZ, Detroit, and the Michigan net have a new weekly program going on late Saturday afternoons featuring insects. Speaker is Brayton Eddy, scientist-director of the new Michigan Insect Zoo at Detroit. He tells interesting and unique facts about insects, but doesn't attempt to introduce sound effects.

A.F.M.'s ET Meeting Is Delayed to July 20

(Continued from Page 1)

eventually ask electrical transcription manufacturers and broadcasters to sit in on at least one meeting in an effort to bring about an amicable adjustment which will result in more musicians being put to work, yet not place undue burdens on radio nor harm the ET industry.

Executive Board of the AFM consists of the executive committee, plus the AFM officers. The committee comprises: C. A. Weaver, Des Moines; A. C. Hayden, Washington; J. W. Parks, Dallas; James C. Petrillo, Chicago, and Walter M. Murdoch, Toronto. Officers are: Jos. N. Weber, president; C. L. Bagley, vice-president, Los Angeles; Fred W. Birnbach, Newark, and Harry E. Brenton, Boston. These nine men will decide the ET matter.

Decision Is Reserved In Wash'n Ascaph Case

(Continued from Page 1)

counsel is now preparing the briefs to be filed within 10 days. Local attorney of record for Ascaph is William H. Vandever, and Louis D. Frolich and Herman Finkelstein of New York. E. C. Mills, head of the Ascaph administrative committee, left for Portland, Ore., and is then scheduled to leave for Los Angeles.

Rogers Joins Donahue & Coe

John L. Rogers, formerly associated with H. W. Kastor & Sons, has joined the Donahue & Coe advertising agency.

Girl for Bertram Lebhar

Bertram Lebhar Jr., sales director of WMCA, will have another mouth to feed now. Mrs. Lebhar presented him with a girl yesterday morning. He already has two boys.

5-DAY WEEK ADOPTED BY WGAR, CLEVELAND

(Continued from Page 1)

and producers. Two additional men will be placed on the staff. No selections have as yet been announced due to the large number of applicants in waiting.

The announcement came as a bombshell to local radio inasmuch as few local stations in the nation had actually placed the five-day week in effect. Network executives have made public their plans but individual stations have generally held back, awaiting actual operations. Patt, in announcing the plan to staff members, stated that "I like a game of golf as well as the next one. Consequently, I want those of you who previously have not had time for much outside activity, to get back into circulation. You're valuable to the station for your work here, but, just as important is your role of goodwill ambassador from the 'Friendly Station of Cleveland' to those listeners who, by their support of the station and its sponsors, keep us all in radio. Hereafter, take as much time as you can to be personal salesmen of WGAR."

Further arrangements will be made as soon as possible to put other station workers on the same basis.

6 NBC Stations Form Blue Southern Network

(Continued from Page 1)

Christi; KRGV, Westlaco, will be Blue southern supplements.

Individual networks rates for the stations will be \$200 for KXYZ; \$180 for WAGA, WDSU; \$160 for WNBR; \$120 for WJBO, WSGN, WROL, KFDM, KRIS and KRGV.

Washington NBC Studios Move to New Quarters

Washington Bureau, RADIO DAILY

Washington—NBC's two big capital stations, WRC and WMAL, were moving yesterday into new quarters in new Translux building at Fourteenth St. and New York Ave. All of the Washington facilities will be moved from the National Press Building location, general capital offices and WRC studio, into the Translux building.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily to

July 2
 Jack Hylton Jane Courtland
 Sid Schwartz

July 3
 John McMillin Jerry Vogel

July 4
 George M. Cohan Irving Caesar
 John F. Royal Alec Templeton
 Julia Mahoney Adelaide Klein

July 5
 Milton Biow Don Dunphy
 Tim Ryan

LINDA CARLON says:

"I would have lost several shows had it not been for the Telephone-Secretary. This has more than paid for the service for a number of months."

NATIONAL RADIO REGISTRY
 415 Lexington Ave., at 43rd, N. Y.
 V. Vanderbilt 3-8157
 Telephone-Secretary—Doris Sharp



KFWB's studio theater, dedicated with pomp and ceremony a brief three months ago, is being doubled in capacity to accommodate the needs of the new "Show Boat" program, which will broadcast from this model theater over NBC. Manager Harry Maizlish also reports that other studio improvements are to be made immediately to take care of KFWB's fast increasing programs.

Matt Moore of the one-time famous Moore triumvirate—Matt, Owen and Tom—has been signed by KEHE for a series beginning in early Fall. Matt will reminisce a bit, interview old time stars, contrast movie modes and manners of two decades ago with those of today and should find a ready made audience when he makes his radio debut.

John Blair and Co. replaces the William G. Rambeau firm as national station representatives for the Don Lee chain on Jan. 1.

Hal Kemp arrived in Hollywood the other day to make ready for the new Alice Faye series over CBS.

Mary Martin, featured songstress with Buddy Rogers' band on the Victor Moore-Helen Broderick National Biscuit show is improving her time during radio vacation period by taking a test at Universal studio this week. The little Texas gal, in addition to a voice, has the these, them and those necessary to click in pictures, and is being tested for the lead in a forthcoming B. G. De Sylvia musical.

William Farnum will play Macduff with John Barrymore and Elaine Barrie in "Macbeth", which NBC will air Monday night. Also in the cast will be Henry Hunter, Vinton Haworth, Pedro DeCordoba, Mary Forbes, Hans Conried, Fred Shields and John Deering. Will Prior's orchestra will provide musical background.

"The Tempest", which will be presented the following Monday at the same time as the CBS Shakespeare series makes its debut, is getting much publicity because of the roles of Ariel and Caliban to be played by Elaine and John.

Edgar Bergen's Charley McCarthy dips an impish paw into the CBS-NBC Shakespeare festival, is going to "do" Shakespeare on an early Chase & Sanborn hour, 'tis planned. ...Bergen toying with two ideas. ... One—To play Charley in the role of "great lover"... Two—To line up Elaine Barrie, with Charley as Caliban.

The names sound much alike, but they're spelled differently. It's Robert Armbruster (music on the Coronet and Swarthout shows) who takes the Werner Janssen spot on Chase & Sanborn. And it's Cecil Armbrister who's still on the Raymond Morgan production staff.



● ● ● If Milton Berle's "Gillette Summer Hotel" doesn't "take" in its new time spot (opposite W. C. Fields, etc.) don't be the least bit surprised to hear the show aired on WEDNESDAYS!... Bertram Lehtar Jr. (he's sales director for Inter-City Net), who pappy-ed a girl yesterday afternoon, is flipping coins to decide between tagging the child "Joan Carol" or "Barbara"... Joseph Gedeon is reported booked for a guestar shot on Russ Morgan's show Saturday... Benny Ross and Maxine Stone audition for Young & Rubicam... Gloria Rich, who subbed for Helen Morgan in "Scandals" has been signed by Republic Pictures... Gabriel Heatter has gone out and gotten himself a press agent (he was one—once!)... Harry Savoy goes into Loew's State next week and is being offered to agencies by Curtis & Allen... Within six weeks after organizing, Bunny Berigan aired a show to BBC—a feat only accomplished by three other "swing" bands... Now that "New Faces" opened at Radio City, members of the Berle clan "stagger" their appearance there—so that at least someone will be present to "start off" the applause!

● ● ● A stray dog that became the official watchdog of the WPA built Kansas City Community Rose Garden and thus merited a feature story with art in the local newspaper, is now definitely in the Hall of Fame after an interview on the KCKN Pet Club show!... Dick Mason and Dick Shafto from the "Carolina Combination" (WIS-WPTF) have money to give away... No kiddin'—Mason hands out half dollars recently issued to commemorate the birth of Virginia Dare, first white child born in America, at Roanoke Island, N. C., 350 years ago... Shafto passes out wooden nickels to friends. These were printed in observance of the sesquicentennial of the founding of Columbia, S. C.

● ● ● Jack Dempsey and Hannah Williams Dempsey have been signed for a fall commercial... Stuart Allen returned to "Hit Parade" the other nite and will remain indefinitely on the show... Betcha Nat Brusiloff replaces Carl Fenton as musical director of WMCA!... Kathryn Rand opens at the "500 Club" tomorrow... Irene Beasley goes into the Riviera on Tuesday... The Gordon and Revel score in "You Can't Have Everything" is their best—to be published by a Robbins firm... Jerry Cooper has switched from canary yellow sweaters to chrome yellow... Allen Prescott will christen a 64-foot sloop Sunday after his air show "Wifesaver"... Mark Warnow sent the Duke of Windsor a record of Edward's own composition as a wedding gift last week... Dick Ballou, who faded for Knox Gelatin last week, returns Aug. 30 for the sponsor in a nite spot... Art Shaw is looking for a femme vocalist—particularly Sue Mitchel... Josephine Huston follows Bert Frohman into the Surfside on Thursday... Columnist Leonard Lyons is booked on the Gulf show... Mal Hallett goes into the Paramount on July 21... Max Baer arrives from Europe today and will be smuggled off the boat.

● ● ● Chief One Bull, a full-blooded Sioux and one of the leaders of Indians defending their property from the invasion of General Custer and the U. S. army 61 years ago, was interviewed in the studios of KOBH, Rapid City, S. D., last Friday... Frank Crilly conducted this pow-wow, which gave the Indian's side of the question on the invasion... Universal Service is still being back-slapped for beating competitors on the Robert Irwin confession when it took the confessed slayer into custody and flew him from Chi to New York—all the way bumping the side-lights on the three murders. The U. S. story had a copyright and others had to give this association credit... Lester Lindow of Pittsburgh's WCAE sales force has just received his commission as first lieutenant in the Reserve Officers Corps.



BILL STERN, NBC sports announcer, paused here en route to Milwaukee to cover National A.A.U. Track meet. Joined here by Ken Fry, NBC special events chief, and transmitter crew consisting of E. A. McCormack, Harold Royston and Tom Gootee. Russ Winnie, WTMJ sports announcer, Milwaukee, also lending a hand.

Marion Claire, who has just finished making "Make a Wish" with Bobby Breen in Hollywood, is expected to rejoin husband, Henry Weber, WGN musical director, and young son here next week for a summer's rest.

Tom Gootee, new NBC engineer here, was drafted by General Francisco Franco as radio aide last year in Tangier and served for many months in Spain.

Noel Gerson of WGN continuity staff vacationing for six weeks in Europe.

Whythe Walker, with WBBM for many years, has joined the sales staff of WIND, Gary.

Willard Waterman of "Girl Alone," "Don Winslow" and other NBC shows, married Mary Ann Theleen at Kenosha, Wis., on Wednesday. Dan Suuter, school chum and radio actor here, was best man, and Dave Gothard, radio leading man, and Hugh Rowlands among the ushers.

Roy Shield, NBC musical director, off for three-week vacation in Oregon.

Arch Scott, NBC production man, back from St. Louis where he attended father's funeral.

Ilka Diehl is doubling as a man and woman in the Adventures of Dari Dan on NBC.

Announcer Pierre Andre has moved his family to Long Beach, Mich., in the duneland country.

GUEST-ING

FRANCHOT TONE, MARY BOLAND, JOSEPHINE TUMMINIA and THE FOURSOME, male quartet, on Kraft Music Hall summer show featuring Bob Burns, July 8 (NBC-Red, 10 p.m.).

BENNY DAVIS, FRANK BROCK, swindle detective; WILLIAM LEVAN, explorer, and PAUL SULLIVAN, news commentator, with Ray Sinatra and Joey Nash on "For Men Only", July 5 (WHN, 8:30 p.m.).

ALBERT SPALDING and ALFRED WALLENSTEIN, soloists on first of two concerts in Philadelphia's Fairmount Park by Robin Hood Dell Orchestra to be conducted by Jose Iturbi, July 8 (NBC-Blue, 8:30 p.m.).

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

THE Peg Santry, J. P. McEvoy radio-fering for fall will be an etherization of McEvoy's "Father Meets Son," featured serially in Sat. Eve. Post, with a "Mother Meets Daughter" angle thrown in.... Roger White will be at the producing end.... Lady Mary, wife of Sir Charles Kingsford Smith, spent part of Wednesday evening applauding the mike efforts of Hendrik Willem Van Loon, as part of the studio audience... she stayed for the Fred Allen farewell.... Major Pictures' Ernie Gann of talent-scouting fame has flown to Pittsburgh to see and hear Sharri Kaye, at the Willows, with a view to immortalizing her talents in celluloid.... Portland Hoffa's sister goes Maine-ward for two weeks with Portland and brother-in-law Fred.... She's the lass who types their scripts, then laughs loudly and spontaneously both at rehearsals and broadcasts.... Irene will hostess a party in honor of Tim on July 4, when he celebrates a birthday.... The program features a party, too, on that occasion.... Another Independence Day birthday shindig will be thrown for Nic Huffer, fiddler-in-chief and arranger, by Woody Herman at the Willows.

Mercedes McCambridge of "The Guiding Light" and Loretta Poynton of "Dan Harding's Wife" had red faces but stiff upper lips t'other evening, the reason being the gals wore twin evening gowns at a recent studio show.... Vivian Ray, stage and radio warbler, joins the Pago-Pago outfit at Leon & Eddie's at an early date.... And now it seems Mario Chamlee prides himself on his cooking; George Frame Brown, on his ability to wield a paint-brush.... Mrs. Pennyfeather reported in the throes of ptomaine poisoning on account of she ate lobster and ice cream Wednesday night out Sheepshead Bay-way....

"Aunt Susan" of "Sunday Morning at Aunt Susan's" getting an unselfish kick out of the fact that last Sunday's plugging of the "Send a Child to Camp" campaign has so far yielded \$153 in contributions, which she'll turn over to the proper organization.... Carload of sub-sub-debs, ranging from 7-13, starts on a 16-day trip to the West Coast, the diminutive damsels being delegates to the Natl. Convention of the Sunbrite Jr. Nurse Corps, to be held in Los Angeles for four days, beginning July 8.



"Gang Busters"

Among the best stories presented by Phillips H. Lord in this CBS series was the tale of the Akron cop-killers presented in two installments the past fortnight. It was a dramatization of the clever sleuthing activities of Captain Michael Fiaschetti of the New York Homicide Squad who worked diligently until he solved the mysterious shooting down of one policeman after another by an underworld gang of cop-haters.

Plenty of action, suspense, thrills and general blood and thunder was packed into the two-part dramatization, and the presentation was additionally enhanced by first-rate acting of the various parts, especially the underworld characters.

M-G-M is understood to have made a deal with Phil Lord to use some of his "Gang Busters" material for a feature motion picture. Lord has aired enough unusual and dramatic cases to provide the basis of several good films, and the last one on the Akron police murders has enough in it to make a picture by itself, so Metro appears to have signed some swell stuff for mass appeal entertainment.

Elinor Sherry

Described by the announcer as a young singer from the western country, Elinor Sherry, caught yesterday at 1-1:15 p.m. over WOR, is a pleasing vocalist, equally at home among gay and frothy numbers like "You Do

the Darndest Things" and "I'm Bubbling Over" as among romantic bits like "Where Are You" or the new dramatic number she warbled yesterday titled "Strangers in the Dark." The girl has interesting potentialities. Louise Wilshire accompanied her at the keyboard.

Robert W. Horton

This new commentator, airing over CBS from Washington and telling about what's going on in the governmental and legislative headquarters of the nation, rates among the front line talkers of his type. When caught yesterday at 1:30-1:45, Washington correspondent Horton gave a highly interesting description of the morning's hearing by a congressional committee on the tax evasion roundup. Both his report of the proceedings and his sidelights were illuminating, occasionally amusing, and also thought-provoking. As a real public service program, it deserves a good mark.

Frank Parker

Stepping into the featured vocalist spot with the Andre Kostelanetz orchestra over WABC-CBS at 9-9:30 p.m. Wednesday night, Frank Parker did his usual good job of singing. Parker is taking the place of Lily Pons. With the backing of Kostelanetz's orchestra, which ought to make singing a pleasure for either a tenor or a soprano or any kind of a vocalist, Parker was unusually enjoyable.

ORCHESTRAS - MUSIC

HORACE HEIDT, who will air his orchestra and entertainers for a half-hour over the Mutual System starting 7:30 p.m. tomorrow from the roof of the Hotel Biltmore, plans to present one of the most ambitious remote pickups ever made from a hotel. About the end of the month, Heidt will go to the Drake Hotel, Chicago, where he continues airing over Mutual, as will Fred Waring when he enters that spot on Aug. 27.

Mills Artists Bureau, Inc., has put out a nifty illustrated brochure on the Hudson-DeLange Orchestra which is placed in your hands to familiarize the trade with the attraction and to aid in answering any questions about the band, which currently is broadcasting twice weekly via WEAF and the NBC-Red network, Tuesdays at 11-11:30 and Saturdays at 12-12:30.

Maestro Red Norvo and the band will take over the Atlantic City Steel Pier on July 3, to be aired via CBS at 11:30-12 midnight, Mondays and Thursdays.

Jan Garber and ork will make music at the St. Catherine Hotel, Catalina Island, to be aired via the Columbia network on Sundays 12:30-1 a.m. and Wednesdays, 12 midnight to 12:30 a.m., effective July 4.

Ted Lewis and his boys take musical command of the Hotel Astor on July 9, to be heard Mondays 11-11:30 p.m. and Saturdays 7-7:30 p.m. over the CBS network.

Batoneer Bunny Berigan and the band go into the Pavilion Royal, Valley Stream, Long Island, July 10, to be aired Tuesdays and Saturdays 11-11:30 p.m. Spot has a CBS wire.

Maestro Charlie Gaylord and his musical aggregation will make merry at the Baltimore Hotel, Dayton, O., beginning July 11, to be aired via Columbia on Sundays, 11:30-12 midnight.

Latin batonist Xavier Cugat takes his orchestra and its torrid rhythms to Atlantic City's Steel Pier on July

★ F. C. C. ★
ACTIVITIES

FINAL ORDERS
WARD, Brooklyn. CP to move transmitter, renewal of license and voluntary assignment of license, denied.

WBBC, Brooklyn. Mod. of license to request facilities of WARD, WVFW and WLTH granted in part, in so far as its request for facilities of WARD and WLTH, and denied facilities of WVFW, renewal of license and renewal of aux. transmitter license also granted.

WLTH, Brooklyn. Denied app. for renewal of license and vol. assignment of license.

WVFW, Brooklyn. Granted renewal of license and CP for changes in equipment.

Brooklyn Daily Eagle Broadcasting Co., Brooklyn. Denied CP for new station.

WEVD, New York. App. for mod. of license denied.

APPLICATIONS RECEIVED
Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KGKY, Scottsbluff, Neb. Authority to transfer control of corp. to L. L. Hilliard, 42 shares common stock.

APPLICATION RETURNED
Louis P. Thornton, Gresham, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS DENIED
State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION
WSMB, New Orleans. CP for increase in power to 1 KW., 5 KW. LS., to be granted. 1320 kc., unlimited.

4 Join NBC Technical Staff

Three engineers and one sound effect man have been added to the NBC personnel. Engineers are Carlos Clark, Donald Ewert and T. Danielson. Clark, formerly with WNEW and RCA-Victor, joins the maintenance staff; Ewert, formerly chief engineer of WMFJ, will be a studio engineer; Danielson comes from WOR and will be stationed at the WJZ transmitter, Bound Brook, N. J.

The sound effects man is Frederic Slade, who comes to NBC from the CBC.

Ben Bernie Renewal

American Can Co. (Keg-Lined cans) on July 27 will renew the Ben Bernie NBC-Blue network program for 13 weeks. Show is broadcast Tuesdays, 9-9:30 p.m., over 62 stations from coast to coast. Fuller & Smith & Ross Inc. has the account.

Caesar to Write for Jolson

West Coast Bureau, RADIO DAILY
Los Angeles—Arthur Caesar will write material for the Al Jolson program which will be resumed Sept. 8. Negotiations are pending whereby Caesar may also write material for the Chase & Sanborn program.

13, to be aired via CBS Tuesdays and Thursdays, 11:30-12 midnight.

Mike Riley and the "Round and Rounders" have been re-booked through CRA to play the New Penn Club, Pittsburgh, for a month's engagement starting July 17. They'll air via KDKA and the NBC network from the New Penn.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NBC Studio Expansion Under Way in Key Spots

NBC has embarked on a comprehensive nationwide program of standardization of its broadcasting facilities—both from studios and from remote control points — to establish uniform standards of excellence throughout the country equal to those of the Radio City studios.

The improvement of remote control programs has been achieved by the replacement of all field apparatus. New equipment, developed after painstaking research, includes amplifiers, microphones, and high-frequency transmitters. Seventy field amplifiers of a newly developed type—built to NBC specifications by RCA Manufacturing Company at a cost of about \$35,000—were distributed among NBC's eight divisions all over the country. With them went 200 of the latest type microphones and 100 microphone stands.

In order fully to modernize short-wave facilities used in Special Events programs, four new types of high frequency transmitters with receivers and other field pieces—designed in NBC laboratories under the direction of R. M. Morris, development engineer—have been delivered to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco.

The new amplifiers are field equivalents of the studio control room, according to O. B. Hanson, NBC chief engineer. When used in combination with new microphones, they will put remote control programs on a parity with studio broadcasts. They are several years in advance of any now in use, and are, says Hanson, the only ones "capable of transmitting without distortion every sound audible to the human ear—from the highest harmonics of the violin to the deepest of bass tones."

Perfect shielding from the common interferences that beset remote control broadcasting is obtained in the new amplifier by use of shell-type transformer cores and a special lightweight alloy case. NBC engineers have thus been enabled to obtain perfect fidelity of the entire audio range from 30 to 15,000 cycles, and at the same time increase the amplification factor of the instrument to 100 decibels, a voltage gain of 100-

Station Improvements

Newburgh, N. Y.—WGNY has applied to FCC for construction permit to make equipment changes and increase power to 250 watts day.

Greenville, S. C.—Installation of directional antenna for night use and increase in power to 5 kw. day and night are included in CP being sought by WFBC.

Jefferson City, Mo.—KWOS is seeking authority to install automatic frequency control.

Rochester, Minn.—KROC plans changes in equipment and increase in power.

Wenatchee, Wash.—KPQ has applied for license covering CP for move of transmitter and new antenna.

Berkeley, Cal.—KRE is awaiting FCC license covering CP for new transmitter and antenna and move of transmitter.

Brooklyn—WVFW has been granted FCC authority to make changes in equipment.

Johnstown, Pa.—Authority to install automatic frequency control apparatus is sought by WJAC.

St. Augustine, Fla.—WFOY has applied for CP to make changes in equipment and increase power to 250 watts day.

Kilgore, Tex.—CP for changes in

000. This is fully 50 per cent greater than that of amplifiers now commonly used.

The four new transmitters—each considerably in advance of equipment available in the market—range from the tiny micro-wave "beer mug," capable of transmission up to one-half mile, to the intermediate frequency unit with transmitting power up to 300 miles. All are crystal-controlled, complying with the latest regulations of the FCC.

Studio expansion in various parts of the country includes complete air-conditioning, soundproofing and acoustical treatment, and lighting devices designed to reduce heat radiation to a minimum. New studios will be built in Philadelphia and Schenectady, a new building already under construction in Washington will be completed, and new facilities will be provided in Hollywood, San Francisco and Cleveland. Provisions are being made in these places for the space needed for future development of television facilities.

Ground has been broken for the construction of a new six-story building which will house the NBC studios and offices in Philadelphia. This building, at 1619 Walnut Street, where Station KYW, the Westing-

house Electric and Manufacturing Company's outlet of the NBC-Red Network, will be situated, is of the most modern type of construction.

equipment and increase in day power to 250 watts has been granted to KOCA.

Tuscaloosa, Ala.—New equipment and increase in day power to 250 watts have been authorized for WJRD.

Valley City, N. D.—Changes in equipment and boost to 250 watts day power have been okayed for KOVC.

Hammond, Ind.—WHIP has been granted mod. of CP for approval of transmitter site, new equipment and changes in directional antenna.

Meridian, Miss.—Mod. of CP to move station locally, install new antenna system and boost night power to 1 kw. has been granted WCOG.

El Paso, Tex.—WDAH has been granted mod. of license to move transmitter to location of KTSM's transmitter, increase day power to 250 watts and use KTSM's transmitter.

San Francisco—KJBS has been given permission to install new automatic frequency control equipment.

Albuquerque, N. M.—Authority to install new automatic frequency control equipment has been granted KGCM.

house Electric and Manufacturing Company's outlet of the NBC-Red Network, will be situated, is of the most modern type of construction.

WIP Antenna Completed

Philadelphia—One of the major units of WIP's new \$60,000 technical expansion program, a new vertical radiator antenna, has been completed at a central city site near the station. It will be in operation on July 20. The tower is all steel, 320 feet high and painted in colors purposely to serve as an aviation marker. The tower is the latest self-supporting type, manufactured by Blaw-Knox. Entire construction of this massive structure was under the direct supervision of Clifford C. Harris, WIP's technical supervisor.

KFBI Studio Remodeling

Salina, Kas.—Studio space is practically doubled as a result of remodeling plans for the local studios of KFBI. There also will be enlargement of the staff, which already included L. V. Butcher, manager, Paul Aurandt, Ralph Lewis, Frank McIntyre, Larry Sexsmith, Warren Burkholder, Jack Shumard and Fern Butcher.

Studios of New WRTD Ready Within 2 Weeks

Richmond, Va.—While the newly inaugurated station WRTD operates from temporary studios in the State-Planters Bank Bldg., work on the permanent penthouse quarters in the same building is being rushed for occupancy by July 15. New studios will occupy the entire 15th floor of the building.

Both the studios and offices will be constructed and furnished in a manner which will mark WRTD as one of the most modern and best equipped stations in the country. Completely air conditioned, the station will be a model of efficiency and working conditions.

Two studios, separated by an announcer's booth and the control room, will be constructed entirely of acoustone material, designed to eliminate sound from any source. The studios will be without outside windows; artificial lighting and air conditioning supplant these. Audition rooms will present the greatest of informality to their users, so as to relieve any possible strain on artists or listeners.

Each department will be separate, the manager or director of each occupying his own private office. The entrance lobby will open onto the roof, where WRTD's penthouse terrace will be located. Furnished with chairs and gliders, the terrace will present a means of relaxation for staff officials and visitors alike.

Entrance to the studios will be made through a lobby in which will be placed the desk of the hostess, Margaret Hickerson. Immediately within the lobby will be the entrance to three offices, which will be occupied, in order, by Bernard Dabney Jr., continuity director; Mrs. F. Cleveland Thomas, program manager.

(Continued on Page 7)

No 1937 Television

There will be no commercial television this year. James M. Skinner, president of Philadelphia Storage Battery Co., makers of the Philco radios, told dealers and others attending the recent convales of Philco distributors.

Philco factories are geared to turn out 2,000,000 home and auto sets this year, an increase of 200,000 over 1936.

New Philco line contains 67 models in 18 cabinet types, of which 11 are floor models, six table models and two chairside types.

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WE FURNISH
Electrical Lighting Equipment
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FOR RADIO STATIONS
244-250 WEST 49th STREET
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NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,085,008—Phase and Amplitude Modulated Wave Receiving Means. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,085,011—Modulated Carrier Wave Signaling System. William Theodore Ditcham, Chelmsford, England, assignor to RCA.
- 2,085,022—Method of Tuning Receivers Operating on Potential Resonance. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,085,068—Volume Control System for Amplifiers. George L. Beers, Merchantville, N. J., assignor to Westinghouse Electric & Manufacturing Co.
- 2,085,094—Gas-Filled Tube Circuits. William M. Goodall, Oakhurst, N. J., assignor to Bell Telephone Laboratories, Inc.
- 2,085,117—Radio Receiver. Howard Morrison, Morristown, Winfried E. Reichle, Maplewood, and Gordon N. Thayer, Glen Ridge, N. J., assignors to Bell Telephone Laboratories, Inc.
- 2,085,125—Radio Transmitter. Robert C. Shaw, Holmdel, N. J., assignor to Bell Telephone Laboratories, Inc.
- 2,085,196—Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.
- 2,805,223—High Frequency Circuits. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Company, Newark, N. J.
- 2,085,226—Antenna System. Wilhelm Moser, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,085,231—Mechanical Mounting of Electrodes in Discharge Tubes. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,085,232—Resiliently Supported Electrode in Electron Discharge Devices. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,085,402—Method of and Apparatus for Producing Electrical Waves. Arthur W. Vance, Philadelphia, assignor, by mesne assignments, to RCA.
- 2,085,403—Multirange Radio Receiver. Carel Jan van Loon and Herre Rinia, Eindhoven, Netherlands, assignors to Radio Corporation of America.
- 2,085,405—Detector-Oscillator Coupling System. Robert R. Welsh, Haddonfield, N. J., and John D. Reid, Ardmore, Pa., assignors, by mesne assignments, to RCA.
- 2,085,406—Electrical Device. Vladimir K. Zworykin, Philadelphia, Pa., assignor to RCA.
- 2,085,407—Amplifying Device. William Stoddard Barden, Grasmere, Staten Island, N. Y., assignor to RCA.
- 2,085,408—Diode Rectifier Circuit. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,085,409—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.
- 2,085,418—Variable Terminal Impedance Signaling System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,085,424—Synchronization System. De Witt Rugg Goddard, Riverhead, N. Y., assignor to RCA.
- 2,085,430—Radio Receiver. Poul F. G. Holst, Oaklyn, N. J., assignor to RCA.
- 2,085,434—Antenna System. Homer J. Loftis, Ironton, and Maurice F. McCarthy, Dayton, O., assignors, by mesne assignments to RCA.
- 2,085,444—Radio Apparatus. Laurence M. Perkins, Dayton, Ohio, assignor, by mesne assignments, to RCA.
- 2,085,448—Wireless Receiving Set. Theophile Elphege Ponsot, Roger Bataille, and Georges Kirsch, Suresnes, France.
- 2,085,488—Electrical System. Benjamin W. Woodward and John R. Hancock, Brooklyn, assignors to Walter C. Howey, New York.
- 2,085,576—Commutating Device. Allen B. DuMont, Upper Montclair, N. J., assignor to A'len B. DuMont Laboratories, Inc., Upper Montclair, N. J.
- 2,085,585—Emergency Antenna. Walter A. Hamilton, Kansas City, Mo., assignor to Transcontinental & Western Air, Inc., Kansas City.
- 2,085,595—Electric Valve Translating System. Orrin W. Livingston, Schenectady, assignor to General Electric Co.
- 2,085,601—Electron Discharge Device and Cooling Accessories Therefor. Otis W. Pike, Schenectady, assignor to General Electric Co.
- 2,085,605—Thermionic Cathode for Electric Discharge Devices. Henry Thomas Ramsay and

**New WDAF Transmitter
Is Placed in Operation***(Continued from Page 1)*

three degrees apart and 450 feet long, the new WDAF transmitter station recently completed in Johnson county, Kansas, is equipped throughout with the latest Western Electric transmission, power equipment and 110-A program amplifier. The new \$135,000 transmitter was put in operation Wednesday.

Joseph Flaherty, chief engineer of WDAF, actively supervised installation of equipment with the assistance of Alva Frasier, staff technician.

Joseph Allee, formerly of KFOR, Colorado Springs, has been added to the technical staff. H. Dean Fitzler is g.m. of WDAF.

**Studios of New WRTD
Ready Within 2 Weeks***(Continued from Page 6)*

ger, and Claude Taylor, production manager.

Further down the hall will be found the sales office and the audition-room, opposite which are located the ladies lounge; the office of Miss Mildred Williams, secretary to the manager; and Jack Maxey, station manager. Each office will be completely equipped for the work of the department occupying it.

KJBS Moves to New Site

San Francisco—After 12 years at 1380 Bush Street, Station KJBS recently pulled up stakes and went to a new site a block away, at 1470 Pine Street. New studios, a new 250-ft. vertical antenna and entirely new speech input equipment were put into operation between the hour of sign-off in the evening and 6 o'clock the following morning. Five studios are available on the ground floor of the building.

Erection of the new lay-out was under the direction of Ralph R. Brunton, general manager of KJBS-KQW, which comprises the Northern California Broadcasting System.

WIND's New Radiator Tower

Chicago—A third antenna tower has been added to WIND's Gary transmitter. With a 14-foot base, 8 feet underground, the new tower soaring 360 feet makes an equilateral triangle with the other two towers already in use. The three base system is said to effect a sharper and stronger signal. The Trucson steel tower is equipped with modernistic lighting and serves as an airplane beacon for traffic in and out of Chicago.

Al Mutter on Vacation

Long Beach, Cal.—Al Mutter, KFOX technician, has converted his "mixing" dials into reel handles and is pulling in trout at Big Bear Lake during his vacation.

Harold Percy Rooksby, Middlesex, England, assignors to General Electric Co.

2,085,672—Photoelectric Tube. Harvey Clayton Rentschler, East Orange, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

2,085,696—Electric Weld Timer and Method. Donald V. Edwards, Montclair, N. J., assignor to Electrons, Inc. of Delaware.

RADIO DAILY

is happy to play its modest part in the progress of the dynamic Radio Industry.

Its circulation is growing by leaps and bounds.

It is Radio's own daily newspaper.

RADIO DAILY

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RADIO DAILY

has proven itself in a few short months.

It is a definite part of radio and its daily activities. You'll hear plenty more of Radio Daily.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. Inc. (Kelvinator dealers), one hour weekly Kiddie Carnival; Ye Old Homestead (Picnic Grove), Scarsdale; and the following accounts placed through Associated Broadcast Advertising, New York; Reid Process Co. (clothes cleaners). Harold A. McGunnigle (decorative lighting), Camp Achvah, Catskill Mountains; Mallory and Brehoney Inc. (steamers to charter), Marcella Johnson School for Fashion Modeling; Post Dress Co.; J. Aug (bicycles and instruction); Merton Institute (vocational instruction); N. Y. School of the Theater.

WIS, Columbia, S. C.

Bulova Watch Co., continuing time announcements for 52 weeks, through Biow Co., New York; Carter's Liver Pills, 52 weeks, through Spot Broadcasting, New York; Monticello Party Line, 52 weeks over the "Carolina Combination" (WIS-WPTF), through Cramer-Krasselt Adv'g Agency, Milwaukee.

WDAF, Kansas City

Dodge Motor Co., Frank Morgan disks, twice weekly.

WMAQ, Chicago

Western Growers Protective Ass'n through J. Walter Thompson.

KTAR, Phoenix, Ariz.

Richfield Radio Reporter program emanating from Hollywood and released over the NBC-Red network.

KOA, Denver

Brown & Williamson Tobacco Co. 52 15-minute programs, through B.B.D.&O.; Montgomery, Ward & Co. 78 15-minute transcriptions.

KANSAS CITY

With the moving of WDAF's transmitter station to the new plant in Johnson County, Kas., the studio quarters in the Kansas City Star building will have more elbow room.

Karl Willis, KCKN program director, has returned from an Ozark vacation.

ONE MINUTE INTERVIEW

TIM RYAN

"Vaudeville comedians can thank radio for the fact that slapstick comedy has almost totally disappeared from the stage. Radio has created the demand for humor of a more subtle sort—and no longer do the long-suffering vaudeville comics throw each other around until they're black and blue, in order to elicit laughs from the audience."

★ Coast-to-Coast ★

ELDER LIGHTFOOT SOLOMON MICHAUX, the "Happy Am I" preacher of Washington, will propound an unusually interesting subject on his Mutual network broadcast next Monday night. Subject is: "It was the Gentiles and not the Jews who plaited and placed the crown of thorns on the head of Jesus Christ." Elder Michaux says it is generally thought, especially by those who are not Bible students, that it was the Jews who committed this act.

Lois Wilson, screen star, made her Connecticut radio station debut yesterday at WICC, Bridgeport. She is currently playing in a summer theater presentation at Milford.

Ted Maxwell, Eileen Piggott, Olive West, Bobbe Dean, Eddie Firestone Jr., Earl Lee, Lois Austin and Montgomery Mohn will be in the cast of the first episode of "Memory Lane" when it starts its revival Monday over the NBC-Blue Pacific Coast network, after being off the air several years.

Evan Fry, announcer at KCKN, Kansas City, Kas., has been doing a swell job and uncovering a lot of human interest angles in his handling of the "Job Wanted" program over that station. Fry has a knack of getting the job seekers to talk without shyness or reservation.

Earl H. Gammons, general manager of WCCO, Minneapolis, has been appointed to the Greater Northwest Committee of the Minneapolis Civic and Commerce Ass'n, according to H. J. Miller, president of the body. Naming of the committee was in response to many requests for prompt and official action by the association on matters affecting the near Northwest.

Having found a program that fitted their needs, the Kamm & Schellinger Co. brewers of Kamm's Export Beer, recently celebrated their thousandth anniversary of celebrating the 12:15 p.m. news broadcast heard daily over WOWO, Fort Wayne. Bob Wilson, WOWO's news commentator, handles the period, which is a daily feature.

The Vass family, NBC's Southern family of songsters, will be featured with Ben Bernie during the opening week at Manhattan Beach which will start tomorrow.

Ed Tacy, chief of announcing staff at WSPR, Springfield, Mass., will vacation in Maine for two weeks beginning Aug. 23.

O'Reilly's Irish Minstrels have returned to the air at WSPR, Springfield, Mass., after a long absence.

The first "Show Boat" excursion aboard the Mississippi River steamer Capitol operating from St. Paul was staged by the WCCO Artists Bureau

yesterday. A complete floor show plus deck entertainment was provided by the Bureau, according to Al Sheehan, director. Among the featured entertainers were the dance team of Johnson and Dean, recently of Connie's Inn, and many well-known WCCO radio personalities and Artists Bureau performers.

Marie Towle, continuity writer for WHBL, Sheboygan, Wis., for the past two years, was married last week to Richard E. Imig.

Conrad Rice, WISN's newest announcer, is pinch hitting for Neil Searles on "Man on the Street" while the latter is vacationing in Minneapolis.

"Rise and Shine," a new daily hour and one-half program, makes its bow July 4 over WTMJ, Milwaukee, with Doc Williams as announcer.

Franklin Tooke has been relieved from announcing duties at WOWO, Fort Wayne, and will confine his activities solely to producing broadcasts.

WDRG, Hartford, Conn., vacation lineup: Harvey Olson and Aurelia Divinere now away; Sterling V. Couch departs Sunday; Walter Haase starts July 18; Grace Legg and Bob Provan, Aug. 1; Gil Bayek, Aug. 29.

SAN FRANCISCO

Arthur Westlund, KRE station manager, being congratulated here on his being newly elected treasurer of the NAB.

Helane Peters, Berkeley Gazette radio ed., had appendix removed.

Johnny O'Brien's harmonica band just completed a week's engagement at the "Rancho San Pablo" in San Pablo, booked by Larry Allen of the NBC Artists' Service.

Carmen Dragon, NBC maestro, in Hollywood to work along with Meredith Willson on arrangements when Willson takes over the "Showboat" show.

Scott Paper Co. goes off the "Woman's Magazine of the Air" (NBC) July 21. They merely sponsored gab, no flesh.

Grace Cooper has the femme lead in "Pursuit of Happiness," at the Alcazar Theater.

Beryl Cameron, NBC blues singer, leaves tomorrow for Hollywood to let 20th-Century Fox film scouts give her the eye.

Lloyd Yoder, NBC Press Chief, his wife (Phoebe Clark on the air) and Mrs. Claude La Belle, wife of the dramatic critic of the "S. F. News," are in Hollywood for one of Lloyd's periodic visits of giving the southern city's press dept the once-over.

San Francisco Light Opera Co. will air "Ruddigore" and "The Mikado" via KGO on July 8 and 13, respectively. John Ribbe will produce the

PROMOTION

WTMJ Birthday Stunt

WTMJ, Milwaukee, in preparation for its tenth anniversary celebration July 25, is staging a three-week "Birthday Contest" with numerous merchandise prizes for the winners. Contestants are required to unscramble three lists of approximately 75 WTMJ advertisers containing the names of the sponsors, names of programs and names of products.

Song Title Contest

A new contest, "What's Your Guess," presented by Lee Authier over WSPR, Springfield, Mass., and tied up with the Court Square Theater, is making a big hit. Authier plays five songs and listeners are asked to guess the names. Winners get two passes to the theater. In an initial, surprise presentation, 218 responses were received, setting an all time high for the station.

DETROIT

C. S. Yarnell is a new partner in the Charles A. Mason Advertising Agency. Yarnell was formerly a partner in Herr-Yarnell Advertising Agency, Minneapolis, and was exec. v. p. of Minnesota State Life Insurance Co.

Campbell-Ewald Co. has been named advertising and public relations counsel for Mackinac Island. Campaign will begin at once to promote the island to summer visitors.

H. M. Hempstead is named advertising manager of Hupp Motor Car Corp., ready to go back into active operations after 18-month suspension. Hempstead comes to Hupp from General Motors.

shows and Warb Byron the continuity.

Janet Baird, of "Woman's Magazine," NBC, vacationing in H'wood.

Kenneth Spencer, Negro basso, starts a series of quarter-hour shows on KPO and Pacific Red net Sunday.

When Charlie Runyon, NBC organist, takes his vacation the latter part of July, George Nyklicek, KYA organist, is slated to sub for him.

Mrs. Lucy Cuddy, KSFO dramatic production mgr., wrote and produced a pageant with 200 actors last Sunday at the San Juan Bautista mission. CBS, via KSFO lines, aired a full hour over the Pacific net.

DO YOU KNOW

Jerry Cooper, baritone star of "Hollywood Hotel," was once a stevedore in New Orleans.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 3

NEW YORK, N. Y., TUESDAY, JULY 6, 1937

FIVE CENTS

Network Gains Continue

GRABHORN IS RESIGNING FROM JOHN BLAIR & CO.

John Blair & Co., station reps, is undergoing a reorganization of its executive set-up. Murray Grabhorn, general sales manager in charge of the New York office, is resigning from the company, and George Bolling, vice-president in charge of the Detroit office, is being switched to New York. Exact date when change will be made is not set as yet.

Adv'g Guild Meeting In CIO Member Drive

American Advertising Guild holds a meeting tonight in connection with its membership drive to bring workers in advertising agencies and publicity fields into the CIO fold. The Organizational Committee is working under the United Office and Professional Workers of America (the "White Collar" International, CIO).

Budget Bureau Holds Up Government Station Plan

Washington Bureau, RADIO DAILY
Washington — Although making every effort to obtain action before this session of Congress comes to a close, Congressman Emanuel Celler is checkmated on his bill to establish a \$700,000 Pan American radio station in Washington by a report of the Budget bureau, which is holding up hearings on the measure by the House Naval Committee.

All other Federal departments concerned in the erection and operation of the station, intended to promote cultural relations with Latin America and to combat Fascist radio propa-

(Continued on Page 2)

Cast of 73

New "Show Boat" series, which begins airing from the coast Thursday night over NBC-Red net with Charles Winninger back as the skipper, will have a regular cast of 73, according to Benton & Bowles, agency. There are 14 principal singing and comedy stars, a chorus of 20, Meredith Willson's orchestra of 27, and 12 others.

Neglected Event

Chicago — Outdoing the absent minded professor, Procter & Gamble passed up celebration of "Vic and Sade" fifth anniversary on June 29. Everybody connected with program would have forgotten about it had not Announcer Bob Brown given Art Van Harvey (Vic) a dime to buy himself a cigar.

"What for," asked Art.
"Your show is five years old today," said Brown. Records were consulted and Bob was found to be right.

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

Members of Ascap are receiving a communication under the signature of E. C. Mills, chairman of the administrative committee, which asks them to see that the Ascap insignia is placed on all sheet music and orchestrations directly under the name of the author and composer. Same

(Continued on Page 3)

Theodore Roosevelt Disk Will Be Heard on Mutual

The voice of the late Theodore Roosevelt, former President of the United States, will be heard on the radio for the first time, via WOR and the Mutual network on Thursday, 6:45-7 p.m. Robert Vincent, who at the age of 13, in 1913, invited Roosevelt to make the record will be interviewed by Jerry Danzig

(Continued on Page 2)

NBC June Billings Up 29.3 Per Cent — CBS Sets All-Time Record With Gain of 64.8 Per Cent

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

Injunction proceedings and damages of \$50,000 are asked in a suit filed Friday in the N. Y. Supreme Court, Brooklyn, as a result of plagiarism charges against Household Finance Corp.'s NBC-Blue network program entitled "It Can Be Done". Defendants, in addition to the sponsor, are the National Broadcasting Co. and Batten, Barton, Durstine & Osborn Inc. Counsel for all concerned have agreed tentatively to holding a hearing at the earliest possible time, Friday July 12.

Plaintiff in the action is Sol Rothschild, who, through his attorney

(Continued on Page 3)

Major Networks to Cover National Youth Congress

Realizing the importance of the coming American Youth Congress in relation to radio, the three major networks will cover the convention and will bring lines to the headquarters in Milwaukee to air the proceedings.

Less than a month ago the Youth Congress, represented by William Hinckley, chairman of the National Council of the American Youth Con-

(Continued on Page 3)

Business on the NBC and CBS networks last month continued to show substantial gains, both over the previous month and the corresponding period last year.

CBS gross billings for June reached the history making total of \$2,476,576, an increase of 64.8 per cent over the corresponding month last year. This is the highest gross figure ever billed by CBS during the month of June and is the highest percentage increase since September, 1936.

(Continued on Page 8)

LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

The WHN-ARTA case scheduled for hearings before the National Labor Relations Board last Friday was postponed to today at the request of Maurice Deiches, attorney for the motion picture operators' union. Lawyer claimed he had not had time to acquaint himself with all the facts in the case.

Scheduling of the hearing for July 2 was the result of a general mis-

(Continued on Page 8)

Willett Brown Appointed Vice-Pres. of Don Lee

West Coast Bureau, RADIO DAILY
Los Angeles—Willett Brown, assistant to general manager Lewis Allen Weiss of the KHJ-Don Lee chain, has been appointed a vice-president of the network.

CIO Ultimatum

West Coast Bureau, RADIO DAILY
Los Angeles — KMTR has been given notice by CIO organizer C. H. Jordan that American Radio Telegraphists Ass'n, Local 15, must be recognized as agency for KMTR employees in collective bargaining. R. E. Callister, representing station was given one week to file answer, which will be to the effect that KMTR is not engaged in interstate traffic.

☆ THE WEEK IN RADIO ☆

... NBC Spreads the Blue

By M. H. SHAPIRO

EXPANSION of the NBC-Blue network, more or less continuous in the making, took the long expected turn to the deep south and 10 outlets came into the fold. The many station relations men at the recent NAB meet, and the huddles there, worked toward this end...

Labor situation is beginning to make itself felt both in the ranks of the broadcasting stations and indirectly through strikes in plants in or affecting sponsors... at least three national accounts cancelled radio activities as a result of strikes in the

automotive industry... WGAR instituted a five-day week... The AGRAP passed a resolution enlarging its scope to take in free-lance script writers, production men, directors and technicians etc... At present AGRAP is not affiliated with either AFL or CIO... WCAU announced a pay rise and five-day 40-hour week for its announcers, on Sept. 1.

Figures compiled by Dun & Bradstreet indicate a possible sale in 1937 of 10,310,000 radio receiving sets... which would mean an increase of

(Continued on Page 2)



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

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Kraft Program Renewing On the NBC-Red Network

Kraft Music Hall time has been renewed on the NBC Red Network, Thursdays 10-11 p.m., effective July 29, for 52 weeks. Agency is J. Walter Thompson Co.

Love Bug Bites Two at WLW

Cincinnati — W. K. Hunter, traffic manager of WLW and the "WLW Line," took as his bride Vella Pauley of Iaeger, W. Va. on Saturday at Charleston, W. Va. Eldon Park, program coordinator of the "WLW Line," assisted in the ceremony in the capacity of the groom's best man.

Tom Slater, announcer and news commentator for WLW and WSAI, will march to the altar July 17 in Niles, O., with Helen Knight. Slater met Miss Knight while attending Miami University. She is supervisor of music in the Fostoria, O., public schools.

Quinn in New Philco Post

Frank Quinn, formerly advertising manager of Philco Radio & Television Corp. of New York, has been appointed Eastern division advertising head of the same company. He will be located in the Philadelphia offices. Succeeding Quinn at the New York headquarters will be Robert N. McKinney.

Bob and Margie on WLW Line

Bob Murray and Margie Ann Knapp, who sing on individual WHN programs, were heard together last night in a half-hour program which was sent over the WLW Line at 8-8:30 p.m.

RADIO EVENTS, INC.
 AN INDEPENDENT PRODUCING GROUP
 SERVING ADVERTISING AGENCIES
 535 Fifth Avenue,
 New York, N. Y.
*From script to production—
 that's extra something that's good radio*

★ THE WEEK IN RADIO ★

... NBC Spreads the Blue

(Continued from Page 1)

25 per cent over the peak established last year when 8,248,755 units were sold. Hearst Radio went into larger offices and the move is credited to double the volume of business done the past year as compared to the year before... and expectancy of further increase... Music publishers and writers are still wrangling over the right to collect the electrical transcription fees and each side has submitted an agreement in memo form... each side will probably give and take a little, but two major items are really the bone of contention...

AFM executive board will not meet before July 20 to take up the question of adjusting electrical transcription production and playing of disks on the air... In Tacoma, Federal court reserved decision in the suit brought by Ascaph to test the constitutionality of the anti-Ascaph law recently passed in the state of Washington... additional briefs are being filed... Copyright action in the Capital is unlikely this session, no hearings having been scheduled before

the middle of July on either the Duffy, Sheppard, of Guffey measures...

CBS president William S. Paley sailed for Europe, also several ad agency execs... more names for its Shakespeare cycle announced by CBS, which also has a first rate bally in connection with the series from the Coast... Education in radio due to hit new high, says Washington correspondent, and at the same time NBC signed Dr. James Rowland Angell, retiring president of Yale... NBC has been devoting about 25 per cent of its broadcast time to educational features... which about holds true of CBS as well... Classical music use showed 100 per cent gain on the NBC webs the past year...

WWJ, Detroit, announced a plan to balance radio fare next fall, and whenever one type of show plays a certain half hour, the outlet will flank it with an opposite type of entertainment... Arizona (which has no NAB members) passed a 1 per cent tax on radio advertising...

Budget Bureau Holds Up Government Station Plan

(Continued from Page 1)

ganda there, have completed their reports, Celler told RADIO DAILY.

The State Department, he said, has heartily endorsed objectives of the bill, but has not undertaken to pass upon his proposal for operation of the station by the Navy Department and preparation of programs by the Commissioner of Education.

Television Option Denied

Application filed by General Foods Corp. with NBC requesting option on the first commercial television broadcast has been turned down by the network. Web has had similar requests of this nature in the past. Whole episode was more in the nature of a publicity stunt to draw attention to General Foods' new Maxwell House "Show Boat" program. Ralph Starr Butler, vice-president in charge of advertising for General Foods, made the request to NBC through Roy C. Witmer, network's vice-president in charge of sales.

Chi Park Concerts on Mutual

In addition to NBC and CBS, the Mutual network will carry broadcasts from the summer series being given at Grant Park, Chicago. The series started Friday and will run to Sept. 4, with noted orchestras and conductors appearing.

Sponsor for Rose Kaye

Columbus, O.—Rose Kaye, who edits "Society Page of the Air" over WHKC, has gone under sponsorship of Allemania Building & Loan Co. Program is heard each weekday, 11:15-11:30 a.m.

Theodore Roosevelt Disk Will Be Heard on Mutual

(Continued from Page 1)

on this broadcast. Subsequently the voice of "T.R." Roosevelt will be heard in a plea for fair play and sportsmanship in civic affairs, in what appears to have been the first Presidential "fireside chat". The record was made on an old type wax disk at the Roosevelt home in Oyster Bay, 25 years ago.

Joy Hodges for Stage Musical

West Coast Bureau, RADIO DAILY

Los Angeles—Joy Hodges, who has been appearing with Jimmy Grier on the Joe Penner program, will have the feminine lead in the George Kaufman—Rodgers and Hart musical, "Hold Your Hats Boys," which opens at the Music Box Theater, New York, in October. Joy has also been signed for the feminine in the Buddy DeSylva film musical which he will produce for Universal.

Tobin in "Grand Stand"

Joe Tobin is the new announcer and master of ceremonies on WMCA's three-hour variety show, "Grand Stand and Band Stand," replacing King Lear. Tobin hails from Weymouth, Mass., having started in radio at Station WNAC, Boston, and was connected with a major network in New York before joining the staff of WMCA in April.

KMMJ

Clay Center, Neb.

The favorite family station

COMING and GOING

HENRY SPITZER, executive of Chappel, Crawford and Marlo music companies, leaves tomorrow for Chicago and then on to the west coast, returning to his desk within three weeks. FIBBER MCGEE and MOLLY left California yesterday with HARLOW WILCOX, announcer; BILL THOMPSON, dialectician and DON QUINN, script writer, enroute back to Chicago, from which city their future broadcasts will be aired.

RALPH EDWARDS, CBS announcer, will visit San Francisco on his vacation.

GEORGE J. BUSCH, traffic manager of KSD, St. Louis, is spending his vacation in New York visiting old friends in the entertainment world.

A. J. MOSBY, manager of KGVO, Missoula, Mont., has returned to the station after spending a week in New York setting up plans with his station representative and advertising counsel, Adrian James Flanter. Enroute he stopped off in Chicago to confer with agencies about "It's Barn Dance Tonight."

JIM W. WOODRUFF, station manager of WRBL, Columbus, Ga., arrived in New York on Friday to spend a few days before sailing on his honeymoon to Bermuda.

MAURICE COLEMAN, manager of WATL, Atlanta, has left New York for home after spending a few days contacting agencies and advertisers.

DONALD THOMPSON, WHO, Des Moines, production manager, left that city following the airing of "Leathernecks" on Sunday for a two-week vacation in New York.

VINCENT CONNOLLY, WOR announcer, sailed Saturday on the Champlain to attend the Oxford World Conference on Religion.

PARKYARKARKUS and the wife, THELMA LEEDS, left Hollywood on Saturday for New York.

DONALD THORNBURGH, CBS vice-president in charge of west coast activities, is enroute to Los Angeles.

FLORENCE MARKS, NBC press, is off on her vacation. TED CHURCH of the same department is due back at work today.

BILL HAUSSLER, NBC photo desk, to Washington this week to take pictures of new WRC-WMAL studios.

A. H. "DOC" MORTON, manager of NBC managed and operated stations, visited WBZ in Boston last Friday and spent the Fourth at his summer house on Nantucket Island.

BERNICE CLAIRE planned east Friday from San Francisco to join the St. Louis Municipal Opera Co.

MARTIN SPERZEL, MARSHALL HALL and JACK SMITH, singers featured on the Kate Smith show for the past three years, are in Hollywood and are lined up for some picture work.

THOMAS F. JOYCE, RCA Victor advertising manager, and E. J. ANZOLA of the export advertising department, sailed for Havana on Saturday to attend the convention of RCA Victor dealers.

OVID RISO, export advertising manager of RCA Victor, and HENRY KASNER of the display division left Saturday for Mexico City.

WILLIAM J. AVERY, RCA Victor export merchandise manager, is enroute to Hawaii, Philippines, China and India, while JOHN MIGUEL of the export sales department is visiting Central and South America.

JAMES E. FRANCIS, who heads RCA Telephone's West Coast activities and BARTON KREUZER, in charge of the recording operations there, are returning to Hollywood after spending a week in Camden and New York.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
 NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

(Continued from Page 1)

communication outlines the legislative situation as it confronts the organization, both in Washington and individual states.

Members construe the move as a propaganda idea intended to impress music users with the point that the major portion of the music they play or use is written and published by Ascaph members, and as a result make the general public as well as the trade Ascaph conscious. On the other hand, those not licensed to use Ascaph music for performances for profit, and not wanting to infringe, will be aided by such an imprint.

Non-members of Ascaph among the writers construe the move as a definite sign toward a closed shop.

"Tangled Tunes" Pulls Record Mail for WMT

Cedar Rapids, Ia.—"Tangled Tunes," a 15-minute program now being aired three times weekly over WMT, has in the last two weeks pulled more than 5,000 letters and has climbed from cellar position in mail pull to the top of the first division. From all indications, the show should pull the largest mail count of any program on the air over WMT.

"Tangled Tunes" was the brainchild of Doug Grant, program director for WMT, and features the musical quartet of Peggy Fuller at the piano, Tony Dvorak playing the vibraphone and guitar, George Julis and his accordion, and Verl Stirsky with bass fiddle. Bert Puckett and Benne Alter officiate and carry the keys to the mail bag which is opened every Monday, Wednesday and Friday morning at 11:30 just as the program goes on the air over WMT and KRNT in Des Moines.

Letters are picked at random from the mail bag and without rehearsing and in fifteen seconds by the clock, the quartet must play the number requested or send the lucky person a one dollar bill. Program averages a \$5 give-away on each fifteen minutes of air time. To date, Peggy has received letters from eight mid-western states as well as Canada.

Bert Parks Assigned

Bert Parks has been signed by Gulf Oil to take over the announcing duties on the Sunday night Gulf program for the rest of the series. Harry Von Zell, regular announcer for the series, is acting as emcee during the absence of Phil Baker. Program is aired from 7:30-8 p.m. over a CBS network of 59 stations. Young & Rubicam has the account.

NEW PROGRAMS—IDEAS

Bar Association on KSD

A series of programs under the auspices of the Missouri Bar Association, and with the co-operation of KSD, St. Louis, were planned to increase public interest in the legal profession. Among the prominent attorneys who participated on this program were: Harry C. Blanton, United States District Attorney; Kenneth M. Feasdale, president of the Missouri Bar Association; George L. Stemmler, president of the St. Louis Bar Association, and Charles M. Hay, Special Assistant to the United States Attorney General.

"Proud Papas Parade"

P. A. Janik, whose wife surprised him when she gave birth to triplets last Tuesday, went on the air to tell Clevelanders all about it on Wednesday. Janik was one of the first Cleveland fathers to be afforded the opportunity of telling the world about his new offspring on WJAY's "Proud Papas Parade," a feature of the half-hour comedy presentation "Don't Look Now," which is heard Monday through Friday at 4 p.m. EST.

"Don't Look Now" brings to WJAY listeners original jokes and fun-making by Gene LaValle and Jim Sands, who are rated Cleveland's top radio comedians. Louis Rich, UBC maestro, leads his orchestra in appropriate musical selections.

Major Networks to Cover National Youth Congress

(Continued from Page 1)

gress, expressed a willingness to cooperate with leading civic and educational bodies in a national drive for time on the air. Shortly thereafter, NBC announced that Dr. James Rowland Angell, retiring president of Yale, had been signed for the post of educational counselor of NBC.

CBS has as yet made no answer to the proposed plans of the new organization, but will probably await the outcome of the American Youth Congress convention the latter part of this month.

The drive for time on the networks will probably not begin until fall. Leaders have expressed an opinion to the effect that they will probably first contact the FCC with their proposed plans, then take action accordingly.

New CBS Song Series

"Song Time," with Gordon Graham as melody host, starts Monday as a new CBS six-a-week series at 7:15-7:30 p.m. Hollace Shaw and Ray Heatherton will be featured in the first program, followed by Ruth Carhart and Bill Perry on Tuesdays; Patti Chapin and Howard Phillips, Wednesdays; Doris Kerr and Russell Dorr on Thursdays, and Gogo de Lys and Jack Shannon on Fridays. The Saturday show will come from the coast.

John T. Vorpe, WHK-WJAY production manager, authorized the presentation to Janik of an entire box of cigars at the expense of the station. "I don't see why fathers should hand out cigars," he said. "They're the ones who do the suffering. They should be rewarded!"

Meet the Staff

Priding itself on the firm friendship which it holds with the people in its listening area, WPTF, North Carolina's Capitol City station in Raleigh, plans to get better acquainted with its public by presenting various members of the staff in a new series of informal programs, which will begin tomorrow and be heard each Wednesday morning at 10:30 thereafter. J. B. Clark, staff announcer and publicity director, will act as master of ceremonies and interview his co-workers before the microphone, revealing their talents, eccentricities, ambitions, and so on.

Samples Attract Listeners

Hal Nichols and Foster Rucker conduct the KFOX "Friendly Store" program, direct broadcast from a Long Beach, Calif. department store. Interviews with store customers are easy to obtain. Women customers forget their "mike fright" when given a sample of beauty aids.

Australian Radio Setup Is Outlined in Survey

A complete and authoritative study of the entire radio set-up in Australia, by W. A. McNair, a director of J. Walter Thompson Australia (Pty) Ltd., has just been published in Sydney. It explains the dual radio system in Australia, where government controlled stations that bar all commercial programs, and privately owned stations that are licensed to broadcast commercially, exist side by side.

The report gives detailed information as to the facilities of all stations in Australia, the power and territory covered by each, and data on the radio audience at various hours of the day, the type of programs now on the air, programs that have proved popular, and the like. Report represents two years of intensive research. Publishers are Angus & Robertson Ltd. of Sydney.

Frank Lewis Joins Mutual

Frank Lewis has joined the WOR-Mutual Artists Service.

LUCILLE & LANNY

"Two Voices and a Pianny"
WJZ-NBC Blue Network
Tuesdays & Thursdays 5-5:15 P.M. E.D.S.T.
Personal Representative
LESTER LEE
RKO Bldg. New York

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

(Continued from Page 1)

Samuel J. Schwartzman, alleges that "It Can Be Done" was pirated from a program he submitted to NBC for an audition and also from one he did on WRNY in 1925. Basically the idea is claimed as originating from a book of this same title written by Rothschild in 1925, following his partial recovery from a severe illness. In April, 1933, Rothschild further avers, he auditioned a program entitled "It Can Be Done" at NBC for John Royal, Phillips Carlin, William S. Rainey, et al., and they agreed it had merit and commercial possibilities, also that they would try to sell it.

In 1935, through an associate, the same idea was submitted to BBD&O agency. On April 20, 1937, it is set forth, Household Finance Corp. started a program on the NBC-Blue network which embodied the Rothschild idea completely. Exhibits showing the parallel of the scripts are attached to the complaint, claiming same theme, treatment, etc., and that an infringement exists.

According to Attorney Schwartzman, the show which originates in Chicago NBC studios is claimed by the sponsor to have been built around an idea that took gradual form and was worked out with Edgar Guest.

Kellogg Co. Will Sponsor Fordham Games on WINS

WINS has obtained exclusive broadcasting rights to all Fordham football games for 1937 season and they will be sponsored by the Kellogg Co. This marks the first commercial sponsorship of the Fordham games.

Among games to be heard over WINS are the Franklin & Marshall, Pittsburgh, TCU, Purdue and St. Mary's games, all at the Polo Grounds, and the North Carolina game direct from Chapel Hill.

Donald Peterson

PRODUCING
JUNIOR G-MEN of AMERICA
WOR—6:30 P.M. M.W.F.

There is no Substitute for Coverage

WSYR

Two Voices of Central New York

SYRACUSE, NEW YORK

AGENCIES

LEONARD BUSH, vice-president of the Compton Advertising Agency in New York, is in Hollywood for a week or two looking over the local field and doing a little one man "survey" of his own.

BATTEN, BARTON, DURSTINE & OSBORN, following a six months' study and test in Peoria, Ill., on behalf of the National Leather & Shoe Finders Ass'n, will handle a \$467,000 cooperative campaign planned by the group. R. F. Branch is account executive.

NORMAN B. FURMAN INC. is now handling the account of Hanford's Sweet Butter Co., formerly handled by Young & Rubicam.

FULLER & SMITH & ROSS will conduct the advertising promotion campaign for The Digest, new title of the merged Literary Digest and Review of Reviews. J. D. Adams is account executive, with Harry Price, advertising manager of The Digest, in charge.

W. H. SADLER, formerly connected with the Detroit and Philadelphia offices of N. W. Ayer & Son, has been appointed director of public relations for the Edward G. Budd Manufacturing Co., Philadelphia.

GEORGE TRIMBLE, director of media for Marschalk & Pratt agency, spent a day in Des Moines last week with Craig Lawrence, KSO-KRNT commercial manager, looking over the Iowa Network setup, the Des Moines Register and Tribune and Meredith publications offices.

Circus Aired by WCBS

Springfield, Ill.—Visit of the Hagenbeck-Wallace Circus here last week provided an unusually interesting broadcast for WCBS, with John Corrigan, program director and announcer, and David Meyer, circus publicity manager and commentator, cooperating in giving listeners the word picture.

Besides telling about the various circus features as they appeared in the arena, "Poodles" Hanneford and other celebrities of the sawdust ring were interviewed.

An interesting sidelight was the shooting of a motion picture sequence by M-G-M for its forthcoming film, "Here Today, Gone Tomorrow," and these activities also were described.

Femme Newscaster for WCAU

Philadelphia—Lucy A. Goldsmith, considered an authority in international business affairs, joins the WCAU staff today to become the station's first woman news commentator. She was the first woman export manager in this country.

New Thesaurus Subscribers

New subscribers to NBC Thesaurus are KVOR, Colorado Springs; KFXD, Nampa; KFAL, Salina. KVOR and KFAL begin the service on the 15th of the month. KFXD starts on the 20th. Renewal has been signed by CKQC, Saskatoon.



PETTY CASH VOUCHER Week Ending July 2nd

● ● ● Saturday... In the afternoon we drive out to the Riviera in our new car just to see the view from there while the sun sets and we encounter Taps.... From there to the New Yorker and Gus Arnheim's music.... Later at Lindy's we see the William Farmers with Shirley Brown and Ruby Bloom.... As the downpour begins we start for Conn. and drive listening to Stan Shaw's "Milkman's Matinee" until 5 a.m., when we throw stones on Lester Lee's window to awaken him.

● ● ● Sunday... Word reaches us that Vilma Ebsen, who in private life is Mrs. Robert Emmet Dolan, wife of the Sealtest conductor, has been signed for the new Howard Dietz-Arthur Schwartz musical, "Between the Devil", which will star Jack Buchanan and Evelyn Laye.... With the Lees we drive to the Arnold Johnson estate in Redding Ridge which was built at a cost of \$365,000!

● ● ● Monday... We hear from Raleigh, N. C., that the mike-men of WPTF there voted Harry Von Zell the best all-round announcer in radio, while Les Biehl chose Howard Claney for his diction and Wes Wallace likes Milton Cross because of his musical inclinations, while Graham Poyner chose Nelson Case and Paul Douglas.... J. B. Clark, Jimmy Little and Clay Daniel picked Von Zell and second place to Ken Carpenter.... Later we meet Harry walking east on 49th Street and he answers our request for news with a shrug of shoulders. "Nothing ever happens to me, Scoops".

● ● ● Tuesday... Nick Kenny in Dave's tells us that his song-writing partner (and brother), Charlie, is organizing a band.... For dinner at Bob Goldstein's where he is entertaining Joe Pincus of 20th Century-Fox and Irving Hoffman.... S. E. Ackerman writes to admit that he wasn't the originator of "Time Marches On" but a friend did.... Bert Gordon threatens to sue RKO for "misrepresenting him" in "New Faces".

● ● ● Wednesday... Sid Gary screams about a review and some one points out that every other critic had the same opinion.... If he could only transplant his humor from Lindy's to the air, Gary would be sensational.... For a real thrill you must read "Mussolini of Music" in the July Esquire. It's about Jimmy Petrillo of Chi.

● ● ● Thursday... Milton Berle, after seeing his picture debut, admits that the picture isn't a sensation, but very entertaining. Jimmy Fidler gave it four bells.... At the Pavilion Royal opening for Tommy Dorsey and Al Shayne, the singer ties the show up in a knot with seven songs which the audience clamored for and thus bears out our previous raves.... Among the guests present were Sam Lyons, Lennie Hayton and his wife, Harry Link, Mack Goldman, Shep Fields, Lee Wiley, Mac and Buddy Green, Belle Baker, Teddy Powell, Jack Bregman, Charlie Warren, Audree Collins and hundreds of others.... Wini Shaw got up to sing "They Can't Take That Away From Me" and thrilled the assemblage with her sober rendition in a Helen Morgan style.... Del Casino comes out on the floor playing a "hi-li" and we noticed that no one thought of calling upon Howard Phillips who was present.... In town we hear from Moses Gumble and Elmer White that Rudy Vallee was great at the Jack Osterman affair and that the crooner publicly stated that Jack could come on his show any time he wanted!

● ● ● Friday... Harry Salter at lunch thrilled over his click on "Hit Parade", while Bill Weisman pays for Bert Lehbar's lunch because it was a girl.... Kid brother graduates from law school and we buy him a thousand ENGRAVED calling cards with "L.L.B." on them.... Henry Spitzer plans his westward trek.
TOTAL EXPENSE..... Five dollars for the calling cards.
AUDITOR'S REMARKS..... Request denied!..... Only a hitch-hiker will know the cards are engraved—because they "thumb" their way across!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

National Broadcasting Co., Bellmore, N. Y. CP for new low frequency relay station. 1606, 2022, 2102, 2758 kc., 500 watts. License to cover same.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Western Audiphone Co., Ottuwa, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

Today: Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited. WDNB, Durham, N. C. CP for change in frequency and power to 600 kc., 1 KW., unlimited.

WBNS, Columbus, O. CP for change in power to 1 KW., 5 KW. LS., 1430 kc., unlimited.

July 7: Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power to 1360 kc., 1 KW., unlimited.

WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited. 1210 kc., 100 watts.

July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 15: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP for change in frequency and power to 940 kc., 1 KW., 5 KW., LS., unlimited.

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Hearst Radio Inc., Albany. CP for new station. 1240 kc., 1 KW., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. LS., unlimited.

EXAMINER'S RECOMMENDATION

KRKD, Los Angeles. Auth. to transfer control of corp. to J. F. Burke and Loyal King be denied.

KYW Artists in Stage Show

Philadelphia — An all-star radio revue, produced by the KYW Artists Bureau, will be presented at the downtown Earle Theater during the week of July 9. Henry Armetta, screen star, shares the billing with the KYW contingent, including the 'ell Sisters, Burt Balus, Three Naturals, Three Swanks, Ralph Elsmore, Bonnie Stuart, LeRoy Miller, and a staff announcer.

Two New WHN Series

A new series of variety programs, coming over the WLW Line from Cincinnati, started yesterday on WHN. Frim Sisters were heard yesterday, Three Spades will be on today, Allen Werner tomorrow and the Frim Sisters again Friday, all at 1-1:15 p.m.

"Racing Results," daily sports program with Jimmy Winchester at the mike, also began on WHN yesterday at 7:15-7:30 p.m.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

FLAMMER Music Publishing outfit to take the ether in the Fall... Delia Akeley, femme explorer, to offer her version of "what it takes" on Frankie Basch's "Success Stories" tomorrow at 8:45 over WMCA... "Myrt & Marge"iana... "Marge" giving a preview of silver foxes which become hers officially July 8, her birthday... Eve Evenson, the "Helmie" of the program, had an eye operation last week of which only a few friends were cognizant... she's feeling better, thank you... WNEW's music librarian, Kay Reed, who also provides musical atmosphere, via the organ, for that station's "Shakespeare a la Carte", was once a thespienne with a Shakespearean troupe up Boston-way... That anonymous voice on WNYC belongs to Armand Vecsey, Jr., who's been getting mike-experience that way... He's the ork leader's son and has a few orchestra plans of his own, from all indications...



Anna Roselle, ex-Met vocalizer, who's recently warbled at the Music Hall and on the Music Hall radio program, will do a repeat on the latter July 11... "Trouble House's" Carlton Young is pappy to an 8 pound boy, yclept Carlton Leonard Young... Mary Halpin, sec to J. W. McIver, Maxon account executive of General Electric "Hour of Charm", was married Saturday to Alexander T. McLean of Bayside, L. I.... Robert Allison of that agency was the house-guest of Mr. and Mrs. H. J. Heinz for the week-end, Mr. Heinz having been a classmate of his at Yale... When Sid (WNEW) Schwartz celebrated his birthday t'other day his spouse surprised him with some Kent brushes she'd ordered from Havana months ago....



What the well-dressed musician will wear seems to be a matter for feminine concern, with Vincent Travers selecting groups of showgirls each week to give the ork lads pointers on grooming... The Travers contingent parades before the lasses and any defects are pointed out with a view to immediate betterment... Evelyn Nesbit, beauty and storm-center of a quarter-century ago, was Adam Miller's guest on his "Theater Guide" program Saturday... One of the few femmes who can prove her contention that she was in the original "Floradora" sextette...

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 48 of a Series

WKY—Oklahoma City
900 Kilocycles—5,000 Watts L.S.

E. K. GAYLORD, Pres. EDGAR T. BELL, Sec.-Treas.
GAYLE V. GRUBB, Station Mgr.

WKY lays claim to being the third oldest commercial broadcasting station in the U. S. It was established early in 1920 by Earl C. Hull, its present chief engineer, only a short time after KDKA went on the air. Its first studio was the living room of Hull's home; its first plant, the garage in his backyard.

Today it possesses the most modern studios in the southwest, complete in 1936 and occupying an entire floor in the Skirvin Tower Hotel. Its new high-fidelity transmitter is located in the midst of a landscaped private park west of Oklahoma City.

WKY is affiliated with the National Broadcasting Co. and carries programs from both the Red and Blue networks. Its local shows and its promotion programs are of such calibre that it was awarded a plaque for showmanship in 1936, in the newspaper-owned station classification.

A recent power increase to 5,000 watts, daytime, gives the station virtually statewide coverage, with additional coverage areas in sections of Kansas and Texas. High-fidelity transmission and efficient engineering give it a consistent night-time coverage of virtually all of central and western Oklahoma and sections of Kansas and Texas. WKY operates an ultra high frequency station, W5XAU. Associated with WKY in management also are KVOR, Colorado Springs, Colo., and KLZ, Denver.

ORCHESTRAS - MUSIC

TED LEWIS and ork, who inaugurated an engagement on the Hotel Astor Roof Monday night, begin their local broadcasting activities with a special half-hour short-wave broadcast to London tonight, 6:30-7, with the last 15 minutes of the program aired via WABC and the Columbia network. Subsequently Lewis will be heard regularly over CBS network Fridays at 11-11:30 p.m. and Saturdays at 7-7:30 p.m., also Thursday nights over WOR and Mutual.

Rene Williams and his concert ork return to KFOX and the airwaves after a short absence from broadcasting, to be ethered Sunday evening at 7:30.

"Old Man Moon," song from the new Hal Roach-M-G-M picture, "Topper," and touted as one of the potential hits of 1937, received its first commercial broadcast on Sunday evening when it was played by Dave Rubinoff on the Chevrolet CBS program. "Old Man Moon" was written for the new film by Hoagy Carmichael, composer of "Little Old Lady" and "Stardust."

Victor Bay, musical director of the CBS Shakespearean drama series, which begins its broadcasts July 12, has been with Columbia since its inception. He began as first violin in the Howard Barlow musical aggregation, then achieved promotion to a musical directorship.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

The Beethoven Symphony No. 9 will be heard over WQXR on Thursday, 7-8:30 p.m., as a result of the listener poll in which it was the most requested selection for July.

WTMJ has 50,000 musical compositions in its active file, which represents an accumulation of 10 years. The library contains more than 3,000 special arrangements for all types of instrumentation. Nearly 6,000 of these pieces have been imported from far countries, many of them never having been played in America before WTMJ brought them over.

Dick Gasparre and his musical contingent take over at Chicago's Palmer House August 6, replacing Eddie Duchin. Spot has a Mutual wire.

Beginning Saturday last WOR-Mutual carries the music of a series of name bands from Manhattan Beach. Ben Bernie and his ork were aired Saturday and Sunday. They'll be followed on successive week-ends by Richard Himber, Ted Lewis, Tommy Dorsey, Shep Fields, Russ Morgan, Harold Stern, Benny Meroff, and Abe Lyman, with the wind-up occurring Sept. 6.

NEW BUSINESS

Signed by Stations

Boston

WBZ-WBZA: Procter & Gamble (Drene), 39 quarter-hour ETs, through H. W. Kastor & Sons, Chicago; Raymer & Bros., Pittsburgh (Lem-n-Blend), through Walker & Dunning, Pittsburgh; Western Growers Protective Ass'n, through J. Walter Thompson, San Francisco.

WCOP: Penrad Oil, 180 announcements, through Jay Lewis Associates, New York; International Ladies Garment Workers Union, New York, resigned for 13 weeks.

WCOP: Voice of Labor, through J. Viola, New York; New England Tel. & Tel., through Doremus & Co., Boston.

San Francisco

KPO: Richfield Oil Corp., through Hixson-O'Donnell Advertising Inc., Los Angeles; Duart Sales Co. Ltd., through Howard E. Williams, San Francisco; Pacquin Laboratories Inc., through William Esty & Co., New York.

KGO: Dorothy Perkins Co., Inc., through The Ridgway Co., Inc., St. Louis; The Mentholatum Co., through Dillard Jacobs Agency Inc., Atlanta; Procter & Gamble Co., through Blackett-Sample-Hummert, Chicago.

KJBS: Morris Plan, through Leon Livingston agency; Howard Clothing, through J. H. Diamond & Co.

WPTF, Raleigh

Procter & Gamble (Ivory soap), "Gospel Singer"; General Foods (Huskies), Bob Ripley, starting July 16; Quaker Oats, "Kaltenmeyer's Kindergarten."

WOR, New York

Baldwin Laboratories (Dwin-insecticide), Saegertown, Pa., through The Young Co., Erie, Pa., participations; Pioneer Division of Borden Co., through Pedlar & Ryan.

WPEN, Philadelphia

Italian Swiss Colony Wine Co., daily show for 52 weeks, originating from studios of WRAX, through Norman B. Thurman Adv'g Agency, New York.

WGN, Chicago

Benrus Watch Co., 52 weeks, time signals, through Brown & Tarcher, New York.



WILSON - ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

F. T. C. CASES**Cease and Desist Orders**

Oneida, Ltd., Oneida, N. Y. (silver-plated ware), has entered into a stipulation with the Federal Trade Commission to discontinue certain false and misleading advertising representations. This company distributes its products under the names of two of its subsidiary corporations, William A. Rogers, Ltd., and Simeon L. & George H. Rogers Co. The term "Special Sale" will no longer be used by the respondent company as descriptive of the price at which its products are sold, when in fact the so-called special sale price is not "special," but is the regular price.

Crystalstone Radio Corp., New York, has been ordered by the Federal Trade Commission to discontinue misleading uses of certain well known trade names in the sale of radio sets and appliances. Samuel Glick, of the same address, trading as Pontiac Radio Co., and acting as an officer and director of the Crystalstone company, is also named as a respondent. The order directs the respondents to stop using the trade names Edison, Victor or Brunswick or other trade names or marks of which they are not the legal owners, without the permission of the lawful owners thereof.

BOSTON

Richard S. Humphrey, president of the H. B. Humphrey Co., advertising agency, announces the election as vice-presidents of Julian L. Watkins, copy chief, account executive and a member of the board of directors, and John Chase Strouse, account executive. The latter has also been named to the board of directors. Both men have been associated with the company for four years.

Mr. and Mrs. Joseph L. Badger (he's head of the advertising agency of Badger & Browning) Boston, have sailed for a month's motor tour through France.

Frankie Doyle, tenor, heard regularly in song recitals through WORL, and Arthur Kohler, pianist with Joe O'Leary's Irish Minstrels for the past 20 years, are at present filling an engagement at the Wagon Wheels, the home town of both performers.

On vacations at WBZ are Ruth Higgins, secretary to office manager Cy Young, and sales manager Gordon B. Ewing.

The Happy Sisters, Olive, Muriel and Estelle, popular WBZ artists, go to New York for a week's engagement at Loew's State Theater with Arnold Johnson's orchestra. Will open on July 8.

Arthur F. Edes, program director at WEEI, will conduct a special summer course in radio at Emerson College here. His regular course will again open in the Fall.

Jean Lee, Roy Marks' secretary at WEEI, back from vacation.

**HAL KEMP - ALICE FAYE**

Liggett & Myers (Chesterfield)
WABC-CBS network, Fridays,
8:30-9 p.m.

Newell-Emmett Co. Inc.

HANDICAPPED START MADE BY SHOW WITH OBVIOUSLY GOOD POSSIBILITIES.

Though it has the makings of a first-rate musical show, this new Chesterfield program from Hollywood got off to a rather weak start last Friday night. Miss Faye appeared nervous—it is understood that earlier in the day she had a fainting spell on the movie lot where she is making a picture. This possibly explains the program's rather loose continuity, some raggedness in presentation and even the fumbling of a song cue by Alice Faye.

Only three brief numbers were sung by Miss Faye in the course of the half-hour show. "There's A Lull In My Life" was preceded by a brief dramatic prologue, and the others were "They All Laughed" and "Goodnight, My Love," all with choral backing. A male vocalist also came in for a trio of songs.

Hal Kemp's orchestra dispensed real melodic music, smoothly played and nicely modulated, so there was no complaint on this score. The interpolated dialogue, however, was weak.

OLSEN AND JOHNSON

Richfield Oil Corp.

KFI—Pacific Coast NBC-Red network, Wednesdays, 7:30-8 p.m.
PST.

VARIETY SHOW MAKES FAIR START AND SHOULD WHIP INTO SHAPE OKAY.

Richfield Oil, consistent user of radio time for several years, evidently upped previous budgets for this show, and signed Olsen and Johnson, Gertrude Neisen, George Hamilton and his band, Eddie Kane and others.

Olsen and Johnson have done some radio guest-ing, thereby learning a thing or two, and they appropriately moderated the tempo and timing of their well-known stage antics. Should become as "standard" in radio as they have been for years in theaters. Miss Neisen sang "Where Are You" and "St. Louis Blues" in her accustomed manner, and George Hamilton gave a good account of himself with some novel arrangements.

The producer, however, lacked something in originality, taking, as he did, production gags from most of the top-notchers.

Tommy Dorsey

For a nation that has gone sluggishly over swing, the summer substitute for Jack Pearl's comedy on the Kool-Raleigh Friday nights, WJZ-NBC Blue, 10-10:30, will fulfill more than is required. Tommy Dorsey, a

foremost exponent of swing, began this new series with "Song of India" and "Marie," tunes he recorded on wax which are selling throughout the country. Edythe Wright and Jack Leonard, with the Three Esquires, have numbers of their own which they do in grand style, backed up by this great band. Tommy is cut in for a few lines of introducing, which he handles well. Another hold-over from the previous series is Morton Bowe, as fine a tenor as you could want. However, Bowe's offerings of "Hum a Waltz" and Victor Herbert's "I'm Falling in Love" were out of place in this present set-up. It slowed the pace of an otherwise fast-moving show. Also, mention must be made of the commercials ably handled by Paul Stewart. After hearing these, one wonders if the program isn't sponsored by a premium concern rather than a ciggie outfit, since so much is stressed on the gifts one obtains from the coupons.

Victor Bay

Victor Bay and his orchestra last Thursday gave listeners a preview of the music to be played on the Shakespeare series which will begin July 12 over the CBS web. Music was taken from the 16th and 17th centuries and should go well with the dramas to be presented. Bay is a fine musician, and conducts his orchestra through the intricate passages smoothly and efficiently. Broadcast was a special feature of the CBS web, and immediately following the airing Bay prepared to leave for Hollywood to begin work on the new series which he will direct.

Mildred Fenton

Although the two brief numbers which she sang on Friday afternoon's 15-minute spot over WJZ, at 5-5:15 p.m., with The Manhattans orchestra, did not give a very conclusive impression of her talents, this vocalist sounds as though she has the necessary stuff. Her first song was in the blue line, something about Gabriel, and a little later she did a somewhat milder number, exhibiting quite good registry in both cases, though her voice and mike style are still in need of some development.

"Youth and Crime"

Henry W. Nichols, featured speaker on last week's broadcast, of this new WMCA sustainer, Thursdays at 9-9:15 p.m., brought a convincing message to Young America. His speech, entitled "Childhood Insurance Against Crime," brought home the dire need for social work among the poorer classes of adolescents. The series has a definite purpose on the

GUEST-ING

WALTER CASSEL, on Nellie Revelt program, July 13 (NBC-Red, 5 p.m.).

LUCY MONROE and GUS VAN, on Ben Bernie program, July 13 (NBC-Blue, 9 p.m.).

LINA CAVALIERI, opera singer; COUNTESS WALDECK, lecturer and writer, and OLIVER WHITING, BBC commentator, on "Let's Talk It Over," July 12 (NBC-Blue, 3:30 p.m.).

TIM HEALY, on "Hobby Lobby," today (WOR, 10:30 p.m.).

JEANNINE, former WLW singer who was recently signed by Columbia Artists Inc., has been set for two appearances on the Ford Sunday Evening Hour, July 4 and 11. Deal was set by Mack Davis, newly appointed head of the bureau.

TOMMY DORSEY, GOGO DE LYS, JOHN CALLI and TONY GATOSO, on Swing Club, July 10 (CBS, 8 p.m.).

DOUGLAS FAIRBANKS JR., LOUIS ARMSTRONG, ROBERT IRWIN and ADELAIDE KLEIN on Vallee Varieties, July 8 (NBC-Red, 8 p.m.).

MAY ROBSON and JEAN MUIR, on Sealtest Party originating from Cleveland exposition, July 11 (NBC-Red, 10 p.m.).

BEATRICE KAY, TEX LEWIS and his Wranglers, HAL GORDON and CASPER REARDON, on Town Hall Tonight, July 14 (NBC-Red, 9 p.m.).

GLADYS GEORGE, in "Personal Appearance," on Chase & Sanborn Hour, July 11 (NBC-Red, 8 p.m.).

DUKE ELLINGTON, on "Broadway Melody," tomorrow (WHN-WOR, 8 p.m.).

Whiteman NBC Airing Delayed

Fort Worth—The first of the twice-weekly NBC broadcasts by Paul Whiteman and his orchestra was postponed from June 30 to July 7, with the second broadcast set for July 10. These half-hour programs will be heard each Wednesday and Saturday through July and August, and will originate in the new Gulf Radio studio being installed on the grounds of the Fort Worth Frontier Fiesta, where Paul Whiteman is playing for Casa Manana Revue.

air and is doing a fine job of character building.

Patricia Ryan

Not much different from quite a batch of other young singers in the more or less torch line, this vocalist, caught Saturday at 11-11:15 a.m. on WJZ-NBC Blue, did very nicely by a couple of numbers, "Too Marvelous for Words" and "I'm Bubbling Over." Miss Ryan has a pleasing voice, a little fuller than most contemporary newcomers, and the samples she gave on this program augur very favorably for her.



Chicago

HENRY BUSSE, who returned to Chez Paree over the week end, will provide music for Fibber McGee and Molly when they return to Chicago from Hollywood on July 12. Thereafter Ted Weems will again be their music master.

Clark Dennis, NBC tenor, off on a motor vacation which takes him first to the Texas exposition and then to the North woods in Michigan. Due back July 17.

Don Bolt, formerly news announcer at KMBC, Kansas City, now handling "News to You" over WMAQ.

"Feather for Luck," a new serial by Margaret Thomsen Raymond, will be aired over NBC Blue starting Monday July 5. Show is replacing Linda Fairchild's "Mother," which is folding. It's a sustainer for the present.

Dick Marvin, radio chief of J. Walter Thompson, heading for Dallas tomorrow to do some recordings for accounts there.

Jim Dudley, Brooks Connolly and Al Hollender of WIND risked plenty to broadcast the reopening of the Inland Steel company plant at Indiana Harbor after the strike.

Roger Pryor's band and Will Osborne made one-day stands, respectively, at Aragon and Trianon on the Fourth. Dick Jurgens is opening for a stretch at Trianon on July 31.

Truman Bradley, WBBM commentator, will get only one day vacations this summer as his News Review for American Family has just been renewed for almost a full year ahead.

Youngest "idea man" in Chicago radio circles is Kaye Brinker's three-year-old Sonya. Her bright sayings and antics furnish inspiration for many an idea on Kaye's "Every Woman."

Walter Steindel, WLS orchestra pianist, directed his band in the Grant Park concert yesterday.

Ed Paul, WLS announcer, started July 4 for vacation at Estes Park, Colo.

Jimmy Evans, former Northwestern football ace, has a new Sunday evening sports review on WCFL.

Clara Nell, WBBM continuity editor, off on vacation to San Francisco and Los Angeles.

Bob Hafter, WBBM production chief, wants to trade his cabin in the Ozarks for a cabin cruiser.

Roy Glahn and Harry Creighton of WAAF started vacations on the Fourth.

The Novelodeons of the WLS Barn Dance crew off for personal appearances at Tuscola, Ill.

Tasteyesters Booked

Tasteyesters, vocal combination, have been set for the Michigan Theater, Detroit, the week of July 16, booked by Henry Frankel of the WOR Artists Bureau.

PROMOTION

"Show Boat" Handbills

White and colored handbills, illustrated with oldtime style drawings typical of the old showboat days, and using text matter and type to fit the same mood, are being distributed via the Benton & Bowles agency in behalf of Maxwell House's new edition of "Show Boat" which begins airing from Hollywood on July 8 over the NBC-Red network.

Captain Henry (Charles Winninger) and other members of the cast are duly exploited on the colorful sheets, and the various component parts of the "terrific," "colossal" and "stupendous" production are briefly described in a manner that is calculated to induce listening.

Mutual Network Booklet

The Mutual Broadcasting System last week released a 45-page booklet called "Along Different Lines," pointing out the manner in which Mutual differs from other major networks and the results made possible by these differences. The booklet lists seven services offered advertisers by Mutual, illustrating each with the story of an advertiser who selected each service.

PHILADELPHIA

Birthday greetings are in order for George H. Johnson, member of the Board of Directors of WFIL and president of the Lit Brothers store, part owner of station.

Elliot Lester, master of the current events bee heard on WFIL, is an English teacher at Central High School. But in his spare moments, he has found time to write numerous magazine articles and stories, two successful Broadway plays and at least one of his Hollywood scenario efforts have found their way to the silver screen.

Edynfed Lewis, former general manager of WFI, which joined with WLIT to form WFIL, is handling the music portion of the Demi-Heure program on WFIL, sponsored by the Strawbridge & Clothier department store.

Announcer Vernon Crawford and chief engineer Frank V. Becker give a weekly graphic word picture of the progress being made in the construction of WFIL's new studio plant.

Margolis & Co., sponsoring a quarter hour foreign language dramatic show over WDAS, will increase the show to 30 minutes next month. Product is Y.P.M. whiskey. Program features the Jewish Guild Theater, directed by David Gerber.

Marie Schaefer, blues singer, and Nat Ragone, pianist, staff artists at the experimental studios of Farnsworth Television Corporation, are presenting a weekly radio series over WHAT as The Televisionairs.

Vincent Travers, New York's French Casino maestro, at WCAU auditioning for the Pennsylvania State publicity programs to be presented over CBS this fall.

WBZ Sales Magazine

"The Air Way to Sales" is the title of a new picture magazine just launched by WBZ, Boston.

The magazine is designed to attract clients and prospects interest in the facilities and programs of WBZ-WBZA. "The Air Way" is to be a monthly house organ of the NBC Boston office. It is edited by George A. Harder.

WBZ-WBZA House Organ

WBZ-WBZA, Boston-Springfield, has released the first issue of its new house organ. Booklet is pocket edition in size and devoted to picture layout. First edition, printed on glossy paper, ran 12 pages. George Harder, WBZ-WBZA press head, is editor.

Typewriter Award

Contest conducted over WOR by Fischer Baking Co. for a best letter, in tieup with the "Junior G Man" program resulted a portable typewriter being presented to the winner last Saturday. Jerry Hughes of Remington Rand, Inc., made the presentation.

SAN FRANCISCO

Ernest Gill, conductor of NBC's "California Concert," was called back from his holiday to conduct the S. F. portion of Sunday's Independence Day program.

Theresa Aezer, KFRC music librarian, vacationing in L. A.

Starting July 25, the John Nesbitt "Passing Parade" show is renewed for 52 weeks. Sunday show to use KPO, KFI, KGW, KOMO and KHQ. The Monday repeat show will use KOA, KDYL, WEA, KYW and WMAQ.

Jim Morgan, KSFO prod. mgr., vacationing in H'wood.

Ralph Edwards, former S. F. mike man, now ace announcer in New York and currently heard on Major Bowes' show, planing westward to spend his vacation here.

It's Mrs. Claude La Belle (not Mrs. Lloyd Yoder) who is Phoebe Clark on the air.

Al White, KSFO ork leader, recovering at home from a cut tendon in his hand. L. M. Madsen is baton waving for him.

Philip G. Lasky, mgr. KSFO, skedded to be back here from the east July 7.

KJBS has a new Sunday half-hour show called "Golden Treasures" on the David Ross style with Dick De Angelis doing incidental poetry.

James Krieger, young NBC thespian of many local dramatic serials, enters Boalt Law School at the University of California in August. Wants training for an "ace-in-hole."

Paul Pendarvis, dance maestro who left with two of his boys for a Chicago visit on Thursday, denies his band is breaking up.



LUX RADIO THEATER wound up its season Sunday with Robert Montgomery and Madge Evans in "Beau Brummel," plus Amelia Earhart in a talk about her 'round-the-world flight. Producer Cecil B. DeMille and his associates resume the series on Sept. 13.

Much of the Magic Key of RCA program on Sunday emanated from the NBC studios in Hollywood. The West Coast contributions included the inimitable Irvin Cobb; Bobby Breen, singing songs from his current Sol Lesser picture, "Make a Wish," in a salute to the Boy Scouts and their International Jamboree; Marion Claire, soprano, in a song cycle of numbers especially written for the picture by Strauss, and Gertrude Berg of "The Goldbergs" fame, who wrote dialogue for Bobby's latest opus.

The dramatized detective tales of Nick Harris, which have been a popular weekly feature over KFI, Los Angeles, for several years, are now being heard Sundays over NBC's Red Network on the Pacific Coast. This program, which has been authored since its inception by Elizabeth McFadden Wright, also is produced by a woman, Carolyn Caro.

The Hollywood Playhouse, Vine Street, will house the Eddie Cantor Texaco show starting with the performance of July 11. Closed a "long run" at the Wilshire-Ebell with appropriate whoop-de-doo on Sunday.

Victor Young's music for the Jolson show last Tuesday was outstanding as always. The popular Vic now is vacationing somewhere.

Susie McKee, 14-year-old winner of Eddie Cantor's "Saymore Saymore" contest is in town. Eddie is putting her up at the Ambassador and is seeing that she is "wined and dined" like visiting royalty. The young lady is goggle-eyed.

Robert Armbruster, just arrived from New York to take over musical directorship of the W. C. Field's Chase & Sanborn show, threw a cocktail party one day after arrival that was the talk of the town. Drop-ins included about everyone listed in Who's Who in Radio locally.

Joe McElliott, CBS photographic whiz in New York, is another recent arrival. His camera wizardry will be evident in the new KNX-CBS Shakespeare "revival" propaganda. Will be in town three weeks.

Clem McCarthy, ace race track announcer and commentator, officiating for NBC at Bing Crosby's Del Mar track throughout the meet, July 3 to 31, inclusive.

KMTR is again garnering an always interesting and often hilarious half hour show with a perambulating mike at the Egyptian Ballroom, Ocean Park, where a "Walkashow" is now in progress. Stunt being repeated after a successful tryout last year.

NETWORKS CONTINUING INCREASE IN BILLINGS

(Continued from Page 1)

Cumulative total for the first six months of the year is \$14,803,265, up 33.3 per cent over the same period last year.

NBC exceeded \$3,000,000 in June for an increase over June, 1936, of 29.3 per cent. Gross billing for June, 1937 was \$3,003,387. Of this figure, the Red network did \$2,211,560 and the Blue contributed \$791,827. NBC increase over 1936 for the first half of the year is 24.2 per cent.

New "Gold Medal" Setup

"Betty and Bob," "Hymns of All Churches," Betty Crocker and "Arnold Grimm's Daughter," component parts of the "Gold Medal Hour," heard over CBS will be presented at changed times effective July 19. "Gold Medal Hour" will be heard at 1-2 p.m., instead of in the morning, with an afternoon rebroadcast as formerly. "Betty and Bob," five-a-week dramatic script, heard at 1-2 p.m., opens the period, with "Hymns of All Churches" immediately following, on Mondays, Tuesdays and Thursdays and Betty Crocker, cooking expert, on Wednesdays and Fridays. "Arnold Grimm's Daughter," continues the hour at 1:30-1:45 p.m. All of these features will originate in Columbia's Chicago studios.

"Hollywood In Person," replacing "Who's Who In the News," will come from California and will be broadcast during the last 15 minutes. General Mills sponsors "Gold Medal Hour".

Mack Davis Promoted

Lawrence W. Lowman, vice-president in charge of operations of CBS, last week announced appointment of Mack Davis as head of the radio division of Columbia Artists Inc. Davis has been in the CBS bureau since last August and formerly had a talent agency of his own. He will contact advertising agencies and artists for commercial programs. Position as CBS artist bureau head has been vacant since the resignation of Ralph Wonders several months ago. Lowman himself has been in active supervision.

ONE MINUTE INTERVIEW

VINCENT LOPEZ

"Many outcries have been raised against swing. The usual plaint is that melody has been sacrificed. Such people should practice the grand virtue of patience. Just as certain wines sweeten with years, so does time melodize new music. There were just as many ears unaccustomed to the clatter and clamor of the first stages of jazz."

★ Coast-to-Coast ★

POPULARITY of KDKA's "Strollers Matinee" continues to grow, with 48 NBC stations now carrying the Pittsburgh program. Bob Keller is getting a lot of national praise for his Elmer and Elsie rapid-fire monologues heard on the program. He will headline today's broadcast, along with Fred Lazier and Charles Grayson as guest vocalists.

KSD, St. Louis: Dick Sharp, continuity director, back from a two-week tour of the South, bringing a batch of new ideas . . . Frank Eschen, who has been gaining popularity with his 5:45 p.m. sportcast, now has an additional sports program at 9:15 p.m. daily . . . Kathryn Turney Garten's previews of the Municipal Opera are getting a good response.

WISN, Milwaukee: Alan Hale, sports commentator, is now president of the Frederic Vacant Lot Baseball Ass'n . . . Conrad Rice, newest announcer on the staff and who handles "Heat Wave," is pinch hitting for Neil Searles on "Even as You and I," while Searles is vacationing in Minneapolis . . . Ann Leslie, dramatic artist, continuity writer and commentator, will spend her vacation in New York picking up household and fashion hints to relay to her 10 a.m. "Scrapbook" listeners.

Jocko Maxwell, sports commentator of WLTH, saluted Gus Mancuso, New York Giants catcher, on the WLTH "Sports Parade" Saturday at 6 p.m.

Governor James V. Allred of Texas has announced his acceptance of the invitation of Clarence E. Linz to appear on the Southland Life Airvue on July 11. The Southland program will be devoted to the Greater Texas and Pan-American Exposition and will be broadcast from the stage of the McIba Theater through WFAA and the Texas Quality Network.

Thomas Anderson, well known Negro actor who recently made a four-thousand-mile tour for the Federal Theater Project in the Negro version of "Macbeth," has been added to the cast of "Louisiana Hayride," heard over the coast-to-coast network of the Mutual system on Saturdays 9-9:30 p.m.

Program Manager John Gihon, KDKA, Pittsburgh, is a grand-daddy.

Starting Aug. 2, "Myrt & Marge," broadcast Mondays through Fridays over the Columbia network, will be heard at 10:15-10:30 a.m., EDST, and will add a re-broadcast to the west at 4-4:15 p.m. The program, sponsored by Colgate-Palmolive-Peet for Super Suds, is currently heard at 2:45-3 p.m. Benton & Bowles is the agency.

Iola Josephson, KFOX actress,

spent her recent vacation at her mountain cabin at Lake Arrowhead.

Because Clay Daniel, vacationing WPTF (Raleigh) announcer, forgot to mail his entry in the Production Department's Summer "Pun Contest," he was hailed into Radio Court by his co-workers on returning and found guilty, much to the mutual delight of Prosecuting Attorney J. B. Clark and Judge Graham Poyner, who had arrived at a verdict before the trial. Sentenced to the ordeal of mailing a pun before resuming his duties, Daniel hied himself to the nearest postoffice forthwith for quick redemption.

Mr. and Mrs. Gene Furgason of Chicago and Mr. and Mrs. James Wade of New York stopped in Richmond on their Southern tour and were entertained at "The Havens" on the Rappahannock River, summer home of Wilbur M. Havens, president of WMBG. Furgason and Wade are connected in an executive capacity with Furgason & Aston, station representatives. Phil Merryman of NBC and Bob Mitchell of WMBG were also guests at the party.

Dorothy Godwin, book commentator and radio talker, will review best sellers each week over the p.a. system in the Fox Theater, St. Louis.

WMBG, Richmond, recently dedicated its new station equipment, along with increased power on 1350 kc. Station is now an NBC outlet. Another recent interesting item at WMBG was the airing of ceremonies dedicating the new Postoffice in Fredericksburg, Va., with Jack Hooper at the mike and Postmaster General Farley among the speakers.

Kenneth Roberts, noted author of historical novels, will make his first radio appearance for NBC on July 8 just prior to an autograph party being given him in Boston. Roberts, who will be interviewed over the NBC-Red network at 6:15 p.m., consented to break the rule of a lifetime as a gesture of appreciation to John F. Royal, NBC vice-president, who helped him get his literary start.

Third university fellowship of 1937 for advanced study in radio broadcasting with NBC has been awarded by the General Education Board, a Rockefeller Foundation, to H. M. Partridge, program director of the New York University Radio Committee. The appointment is for three months, ending Oct. 1.

Joe Rockhold will be chief commentator for WSPD, Toledo, under a new setup, while Stan Babington, in addition to his continuity writing, will turn out copy for a news program formerly broadcast by Ralph Sisson, who has been succeeded on this daily review of local events by

LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

(Continued from Page 1)

understanding. Hearing was originally set for July 1, then it was postponed to July 8. Later date did not meet with plans of Louis K. Sidney, WHN managing director, who wanted to be on the west coast by that time. Sidney now plans to fly to the coast. All the parties concerned, Mervyn Rathbrone, president of the ARTA; Harold Katan, ARTA head of the broadcast division; Sidney and their witnesses were present ready to go ahead with the hearing.

In the ARTA-CBS case, William S. Paley, CBS president, appeared before the NLRB before he sailed for Europe and the ARTA appeared to give its views last Thursday. Understood that CBS is going to fight the case. Network contends that the ARTA should sign up the CBS engineers as a national unit, taking in all its owned and operated stations instead of one station at a time.

Within the next 15 days, according to ruling handed down by the NLRB, RCA Communications must hold an election to determine whether its employees wish the ARTA to represent them. Union claims that they have over 90 per cent of the personnel handling "live-traffic" work, which includes practically everyone except messengers, and it is a foregone conclusion that they will elect the ARTA as its sole bargaining agent.

Join Philly Technical Staffs

Philadelphia—New additions to the technical staff at local stations brings James V. Thunell, Leslie E. Schumann and W. Sheridan Gilbert to KYW and LeRoy Nuss to WIP. Thunell was formerly with WOWO-WGL, Fort Wayne. Schumann was formerly with WHAT. Gilbert was formerly with WBIG. Nuss comes from North Wales, Pa.

Jack Fitzgerald, Edward Ames continues in his regular 10:30 p.m. position, and Elaine Wolf at 11:15 a.m., both of which broadcast news.

Carl Dozer of the WCAE announcing staff, celebrated a birthday last Friday.

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ORCHESTRA
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NBC NETWORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 4

NEW YORK, N. Y., WEDNESDAY, JULY 7, 1937

FIVE CENTS

Labor Case to Washington

SHIFT OF WGAR CONTROL IS AUTHORIZED BY FCC

Washington Bureau, RADIO DAILY
Washington—Reversing the recommendation of FCC Examiner R. L. Walker, the FCC has granted authority to transfer control of WGAR Broadcasting Corp., Cleveland, from G. A. Richards, Leo Fitzpatrick, John F. Patt and P. M. Thomas to WJR, The Goodwill Station, a Michigan corporation. The order is effective Sept. 14. Richards and Fitzpatrick also are the heads of WJR.

3 BIRMINGHAM STATIONS INVOLVED IN SHUFFLE

Birmingham—A change in network affiliations involving all three Birmingham stations, and the possible beginning of a new station, are latest developments in the wholesale shift of hook-ups recently announced. Effective Aug. 1, if approved by FCC, CBS will have 45 per cent control of WAPI, Alabama's most powerful station and an NBC outlet since its debut. Ed Norton and

Stanley Boynton Heads Detroit Radio Agency

Detroit—Stanley Boynton, former advertising and sales promotion manager for WJR, Detroit, has formed a radio time advertising agency known as Aircasters Inc. Officials include Boynton as president; Arthur W. Lenfestey, vice-president; Edwin G. Lenfestey, secretary-treasurer; Har-

KDAL Flying Squad
Duluth—For special event stunt purposes, and for handling its own coverage of spot news breaks in the area it serves, KDAL now has a fleet of three planes at the disposal of its special events department. Planes will enable KDAL mike-men to reach scene of news breaks—such as the forest fires which blanketed the area last summer for first-hand.

First Erie Net Feed
Erie, Pa.—For the first time in the history of Erie, an NBC-Blue network program was pumped from WLEU on the "Call of Youth" program. Speaker was Rabbi Curreck, and program hits the air at 12 noon on Saturday.

CBS EVENS UP WITH NBC BY SNEAKING AAU MEET

CBS coverage of the supposedly exclusive NBC A.A.U. track and field meet in Milwaukee last Saturday made front page news for Milwaukee papers. From atop the Apostle's Lutheran Church located outside the Marquette University Stadium, where the meet was held, Ted Husing and Jimmy Dolan, in a crow's nest, covered the event. In the 100 degree heat Husing, with the aid of binoculars and Dolan, broadcast the leading races to CBS audience. WISN, the local CBS affiliate, did not carry the broadcast because its local competitor, WTMJ, an NBC station, was taking the NBC service. CBS steal of the A.A.U. meet was

Fire Destroys KMED; Station To Be Rebuilt

Medford, Ore.—Fire which swept a downtown business block Sunday destroyed KMED. Owner of the station said yesterday that rebuilding will start in two weeks.

Two Newspapers Get Permits For Stations—Three Denied

Washington Bureau, RADIO DAILY
Washington—FCC last week heard five cases wherein applications for new stations by newspapers were concerned. Two applications, those of the Telegraph Herald, Dubuque, Ia., and Times Publishing Co., St. Cloud, Minn., were granted and the

Data in WHN-AFL-ARTA Controversy Is Sent to Washington for Decision Following Board Hearing

WGTM, WILSON, N. C., MAKES DEBUT JULY 18

Wilson, N. C.—WGTM, new station owned and operated by H. W. Wilson and Ben Farmer, signs on for its regular schedule at 9 a.m., July 18. The Grand Opening Program will be at 2 p.m. This will be a two-hour show with many celebrities from all parts of the state participating. A 14-piece orchestra under Hal Thurston, along with organ music and vocalists, will furnish the musical end. WGTM, which is in the world's greatest tobacco market, will have a staff of trained radio men. United Press teletype news service and MacGregor-Sollie transcription service are included in the studio equipment. Two modernly designed studios, reception room, control room and office space, RCA transmitter

R. H. Bolling to Manage Blair Office in Detroit

Chicago—R. H. (Skin) Bolling of the local sales staff of John Blair & Co., station reps, will take over management of the Detroit office, succeeding his brother, George Bolling, who takes over the New York post being vacated by Murray Grabhorn. Charles Dilcher, formerly with Scripps-Howard in Dallas, supplants R. H. Bolling here. Mary Duffy also has been added to the local staff.

Three-cornered controversy between WHN, American Federation of Labor and the American Radio Telegraphists Association, a CIO union, was aired yesterday before the National Labor Relation Board. Data will be sent to Washington for final verdict. Gist of the hearing revolved around refusal of American Federation of Labor to allow ARTA to solicit members in the entertainment field. ARTA had attempted to sign up the engineers in WHN, owned by Loew's Inc. Threat was made then, and reiterated yesterday, by James T. Brennan, I.A.T.S.E., the theatrical

WAGA INAUGURAL SHOW SCHEDULED FOR AUG. 1

Atlanta—Construction and installation are being rushed by The Atlanta Journal on its new 1,000-watt station, WAGA, with plans for its inaugural program Aug. 1. Studios and offices will be in the Western Union Bldg. downtown, with transmitter house and 375-ft. vertical antenna

Coca Cola Disks Are Set On Limit of 60 Stations

Coca Cola transcriptions have been set now on 60 outlets, which may be the limit decided upon. Disks, placed through D'Arcy agency and World Broadcasting System, feature Singin'

Joe Louis, Sponsor
Detroit—Joe Louis, heavyweight champ, is now the sponsor of a 15-minute daily program over WJBK. Titled "Brown Bomber Shambles," and featuring hot transcribed tunes, it advertises his Brown Bomber Chicken Shack. The Louis program is heard at 2:15 a.m. during the Night Owl stretch at WJBK, which is a 24-hour-a-day station.

applications of other three were denied. The Telegraph Herald order will become effective July 27 and grants power of 1340 kc., 500 watts, daytime only. Examiner John P. Bramhall, who investigated the case, was re-



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL (Tuesday, July 6)

NEW YORK STOCK EXCHANGE table with columns: Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

3 Join WTMV Staff East St. Louis, Ill.—New additions to the WTMV staff include Morrison Parker, announcer, formerly at KCMO; Florence Daniels, continuity writer, and Earl E. Bain, salesman.

New East & Dumke Series Ed East and Ralph Dumke will be featured in another series for Kellogg cornflakes, according to the terms of contract signed yesterday afternoon. Agency is Kenyon & Eckhardt.

New Quartet on WBAL Baltimore — "The Melody Men," new WBAL quartet, makes its debut today at 8 p.m. They sing without accompaniment in a new manner originated among themselves. Members of the quartet are El Gary, A. J. Woods, John Evans and Art Meekins.

REEVES STUDIO RADIO TRANSCRIPTIONS Noiseless Film and Wax Recording ALL WORK GUARANTEED 1600 Broadway MED. 3-1270 New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 3, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. Wed. this week because of Holiday.

Table with columns: Selection, Publisher, Times Played. Includes songs like 'It Looks Like Rain', 'Where Or When', 'Sailboat In The Moonlight', etc.

CBS Bureau Signs Dan Seymour Dan Seymour has been signed by Columbia Artists Inc. under an exclusive management contract. Seymour has been heard as announcer on the Gillette Community Sing program and with Major Bowes, among other shows, relinquishing the Bowes program to accompany the Gillette show to the Coast. With CBS Seymour will have the status of special announcer and will be available for a limited number of commercial spots.

"Five Hours Back" Resuming NBC on Friday will begin its third summer series of "Five Hours Back", music program featuring Dr. Frank Black and the NBC symphony dance orchestra with specialty artists, for relay to BBC in England. Program will be heard here at 2:30-3 p.m. over NBC-Blue. Carol Weymann, Floyd Sherman and Cavaliers Quartet will appear in the opening show.

Furstenau Joins WHBL Sheboygan, Wis.—H. P. Furstenau, formerly with WISN, Milwaukee, and also operator of the H. P. Furstenau Agency in Milwaukee, has joined The Sheboygan Press as promotion manager and will direct WHBL there.

All-Star Game on WNEW WNEW has received permission from NBC to air the All-Star baseball game to be heard tomorrow. This is the first time the station has utilized the networks facilities.

WMCA's Earhart Watch WMCA, which ordinarily signs off at 1:15 a.m., was on the air until 4:12 a.m. yesterday with intermittent flashes on the search for Amelia Earhart.

Joins WCKY Sales Staff Cincinnati—Thomas Mitchell, with theaters in this area for the past several years, has been added to the WCKY sales staff headed by Lloyd George Venard.

KGBN Aids Earhart Hunt KGBN, Honolulu, went into action to aid the hunt for the missing Amelia Earhart, taking and broadcasting messages early yesterday morning. Station's facilities were offered to the government and were accepted. Since then it has been acting as a clearing house for contacting planes and ship sources. Two special programs were broadcast and picked up by the CBS network.

"Music Moods" Off WOR "Music in Many Moods," Sunday afternoon musicale originating at WOV, will no longer be fed to WOR after July 11. It will continue, however, at the usual time, 1:30-2 p.m., over WOV, and will be fed to WAAB, Boston; WRAX, Philadelphia; and WSPR, Springfield. "Music in Many Moods" is directed by Julio Occhiboi.

Tearle as Shakespeare Narrator Conway Tearle, has been signed by CBS to act as narrator for its forthcoming Shakespeare cycle. Preceding the series by one day will be a broadcast from Stratford-on-Avon, Sunday at 1:30-2 p.m.

Rev. Jardine on Mutual Rev. R. Anderson Jardine, who officiated at the Duke of Windsor's marriage, will speak over WOR and the Mutual network Friday at 10-10:30 p.m. Rev. Jardine is here for a visit and lecture tour.

Awarded Radio Plaques For his coverage at the Spanish front last September, when he took his microphone on the field of battle, H. V. Kaltenborn, CBS commentator, will be awarded a plaque at the National Headliners Frolic in Atlantic City on Saturday. Awards for best domestic radio reporting go to Joseph Eaton and W. L. Coulson of WHAS, Louisville, for January flood coverage.

COMING and GOING

DON C. BRANDES, WCOL (Columbus) salesman, is taking a two-week vacation at his old home in New York.

DICK BARRY is in Atlantic City from Cincinnati, where he recently finished a series of electrical transcriptions for a tire company with the DeVore Sisters and the Eight Stout Men.

LILY PONS goes to Darien, Conn., on Friday to sing as star of a church benefit concert arranged by Frank La Forge, composer.

FANNIE BRICE is en route to the Coast.

WILLIAM A. SCHUDDT, Jr., general manager of WBT, Charlotte, N. C., is spending a few days at his summer home in Long Island. He motored from Charlotte to New York with BRANDON SMITH.

SHOLEM SECUNDA, musical director of WLTH, Brooklyn, has left for the Coast.

ED ETTINGER of Ruthrauff & Ryan planned to New York from the Coast and will remain here for six weeks prior to returning to the Al Jolson show.

DON CHESWORTH of KMBC, Kansas City, has left for a two-week vacation near Cape Cod, Mass.

CARL VANDAGRIFT of the WGL, Fort Wayne, Ind., continuity department, has returned to his desk after a vacation.

BILLY KNIGHT, salesman at WTMV, East St. Louis, and LES CROW, news editor, are on vacation. The former to Florida and Crow to Wisconsin.

BILL BARR, who last year with NBC put on the one-man show, "Grandpa Burton", expects to return here next fall from London, where he is airing for BBC.

JIM FLEMING, announcer at WGN, Chicago, is vacationing in New England.

HAROLD FELLOWS, WEEL manager, will be in town today and LINCOLN DELLAR, of CBS station relations department, is back in New York after an extended trip.

C. U. FRICE, manager of KFH, Wichita, is in town.

ROY E. BLOSSOM, manager of WFBM, Indianapolis, is in New York.

CHARLES GAINES of World Broadcasting has left town for one month, on vacation, but will arrive on Coast for a spell.

JAP GUDE of CBS station relations department got back yesterday from swing around southern territory.

DR. JOHN K. CURTIS, attending physician at NBC, left for California vacation with Mrs. Curtis. Dr. D. B. Fishwick, will pinch hit.

CLEM MCCARTHY has returned to New York after airing the Del Mar Race Track opening in California.

FELIX SALMOND, professor of the cello at the Juilliard School of Music, and MRS. SALMOND arrived yesterday aboard the Ile de France from Havre.

TOM MANNING, NBC sports announcer, will fly to Cleveland from Washington to broadcast the Grand Circuit trotting races at North Randall Track on Friday.

Pepper Uppers to Offer Summer Series July 11

Dallas—A new summer series will be inaugurated July 11 by the Pepper Uppers over the Dr. Pepper-Dixie Network. With Jimmie Jefferies as emcee, and Alexander Keese piloting the orchestra, new show will be in a lighter vein and will use guest talent from the Pan-American Exposition here and the Frontier Fiesta in Fort Worth. Jack Arthur will be Sunday's guest.

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

WHN-AFL-ARTA DISPUTE GOING TO WASHINGTON

(Continued from Page 1)
and stage hands union, that if WHN allowed the CIO group in the station, the AFL would call a strike in all Loew's theaters in New York.

Brennan admitted on the stand that if the International Brotherhood of Electrical Workers, an AFL union, had attempted to sign up the WHN members, no protest would have been made to the station. Brennan said that "95 per cent of the artists in the entertainment field are affiliated with the AFL." It was for this reason that the I.A.T.S.E. would not condone the CIO union in the field.

Testimony was also taken from Louis K. Sidney, WHN managing director, Jacob Rosenberg of the musicians union; Harold Katan, head of ARTA broadcast division; Harry J. Lane, representing the Actors and Artists of America, which includes Screen Actors Guild, Equity, etc. Case was presented before Samuel Gusack, NLRB examiner.

3 Birmingham Stations Involved in Shuffle

(Continued from Page 1)
Thad Holt, local business men, will have 42 and 13 per cent, respectively.

WBRC, CBS outlet, takes over NBC-Red network programs. WSGN, which has had no chain affiliation, becomes the NBC-Blue outlet. And Birmingham News Co., present operators of WSGN, has applied to FCC for permission to build a new station.

CBS plans to increase power of WAPI from 5,000 watts to 50,000 watts, and to obtain a full-time wave length, although no application has been filed. WAPI has always operated on a "split time" basis, caused by a wave-length conflict with KVOO of Tulsa, Okla. WBRC has already filed application with FCC to increase its power from 1,000 to 5,000 watts, day and night.

WGTM, Wilson, N. C., Makes Debut July 18

(Continued from Page 1)
equipment, Gates control panel with special keyboard wiring and other up-to-the-minute improvements are among the facilities.

Modarelli for WWVA Series

Wheeling, W. Va.—Antonio Modarelli will conduct the series of bi-weekly Oglebay Park symphony concerts scheduled over WWVA this summer.

BILL ELLSWORTH
RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

NEW PROGRAMS—IDEAS

Three WJBK Specials

Every Monday and Thursday, 24 big, healthy Detroit Police officers go to the WJBK studios to broadcast the very popular Detroit Police program. The 24-piece orchestra is directed by Sergeant Ernest E. Lindemeyer, the remaining four forming the police quartet. Last week a petty larceny suspect was looking for a spot to dodge the cops on the beat and chose the WJBK reception room which is located on the street floor. The nervous lad peered nonchalantly into the studio at the 24 cops (they were all in plain clothes). But when from out of the loud speaker came the words, "The Detroit Police orchestra will now play—." The suspect was "Gone With the Wind."

Preceding the Detroit Tiger road games, which are broadcast by Al Nagler over WJBK, jointly sponsored by the Good Housekeeping Shops and the local Coca Cola bottling works, the station presents "Tiger Tales" intimate stories of Tiger players and personal interviews with them. A different personality is interviewed or talked about each day. Bob Longwell handles this feature for Liberty Service Stores.

Always striving for new ideas in listener interest, WJBK broadcasts an automatic tone beat every hour on the hour, which gives the correct time. This is always followed by 5 minutes of late news bulletins with the caption, "News of the Hour, Every Hour, on the Hour." Twenty-five sign boards placed at advantageous points over Detroit tell the folks to tune in for the hourly news.

New "Man on Street" Wrinkle

Steve Willis, manager, of WPRO, Providence, is introducing a new

wrinkle in his "Man-on-the-Street" daily broadcast. The program opens with a 5-minute newscast featuring the latest United Press news. The quarter-hour period is completed by open-forum discussion and comment on the news stories by the public gathered around the announcer.

Art Wallberg, WPRO announcer, who has conducted the Providence Man-on-the-Street program daily for seven months, welcomes the new idea as a change and during recent weeks has experimented with it on his crowd of fans immediately following the program, while the public was still gathered around him. Crime stories invoke the greatest discussion, and differences of opinion quickly appear. Willis, who originated the plan, has so far tabooed the use of news items on subjects which might induce prejudiced and bitter attack. If the program settles down to keen, level-headed discussion, no subjects will be barred.

New WBAL Service Program

WBAL, Baltimore, today adds another program to its long string designed to bring special services to listeners. New weekly series, at 4:15 to 4:30 each Wednesday, is titled "Recreation with the P. A. L." and is under the leadership of Mrs. Ruth Garber Ehlers, field leader of Adult Recreation for the Playground Athletic League. Each program will be divided into three parts, the first being the P. A. L. Bulletin Board, which will announce the important recreational features for the coming week. The P. A. L. Radio Club will entertain and there will be guest speakers.

WAGA Inaugural Show Scheduled for Aug. 1

(Continued from Page 1)
tenna on Clifton St. three miles out. Two main studios, two auxiliary studios, a news studio and a clients' audition room are being built, besides office space. WAGA, formerly WTFI of Athens, Ga., will be an NBC-Blue network outlet.

Lanny Ross in Coast Concerts

Lanny Ross is to be presented in concert in Los Angeles this winter by L. E. Behymer, local impresario, followed by appearances in San Francisco and the Pacific Northwest.

Combs Blanford Joins WLBC

Muncie, Ind.—Combs Blanford of Indianapolis has joined the announcing staff of WLBC here.

4 Weekly for Lucille & Lanny

Lucille & Lanny have been given an increased schedule over NBC. The team will now be heard Monday, Tuesday, Thursday and Friday at 5-5:15 p.m.

Coca Cola Singin' Sam Disks on 60 Outlets

(Continued from Page 1)
Sam (Harry Frankel), five times weekly.

Strategy employed by Coca Cola was to test two sets of recorded programs, although at least one outfit did not know it was being pitted against another. World Broadcasting System program won out.

Puff for Petrillo

Chicago—Local broadcasters have received a request for a little personal publicity for James C. Petrillo, Chicago musician's union head, in connection with the free summer concerts from Grant park. Request being granted.

CRAIG & HOLLINGBERRY
Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

2 NEWSPAPERS GRANTED RADIO STATIONS PERMIT

(Continued from Page 1)
versed on the final decision. The Times Publishing Co., St. Cloud, order becomes effective Aug. 3. Station will operate on 1420 kc., 100 watts, unlimited time. Examiner R. L. Walker was sustained on the decision.

Applications received from Times-Herald, Vallejo, Cal., Courier-Post, Hannibal, Mo., and Marysville-Yuba Publishers, Inc., were denied. In all cases the examiners' reports and recommendations were reversed.

CBS Evens Up with NBC By Sneaking AAU Meet

(Continued from Page 1)
a direct answer to NBC's lift of the Poughkeepsie regatta which CBS had bought as an exclusive. Program from the church perch was fed directly to New York. Larry Fisk, WBBM field operations engineer, handled technical details of the broadcast.

Stanley Boynton Forms Detroit Radio Agency

(Continued from Page 1)
old Pursell, in charge of media and programs. Agency is handling WJR and CKLW among other accounts. Office will offer complete merchandising service in addition to selling, originating, writing and directing radio shows.

New WOR Musical Series

Corinna Muira will begin a new series of sustaining musical programs over WOR tomorrow night at 8-8:30 p.m. The series, known as "International Salon", will also feature Raoul Nadau and an orchestra and chorus under the direction of Bob Stanley.

Pope Pius on NBC Sunday

The message of Pope Pius on the occasion of the feast day of Saint Theresa will be heard in a special international broadcast from Vatican City on Sunday, 7-7:10 a.m., EDST, over the combined Blue and Red networks of NBC.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST



NELSON EDDY has completed recording 12 typically American songs by popular composers for RCA-Victor. Will be released as a six-record library in the manner of operatic recordings, and if successful, as anticipated, will be followed by similar cuttings by other artists.

H. M. Warner is in Hollywood, and the boulevardiers have it that the long-rumored NBC purchase of the old Warner Bros. lot on Sunset Boulevard will be on or off definitely before he returns to New York. Site in question is but two blocks from new CBS quarters, now under construction.

KHJ inaugurated a new type of juvenile program yesterday with "Screen Children's Magazine." Cora Sue Collins was set for the initial stanza, with Hollywood's juvenile prodigies to follow as available each week.

KFI will broadcast the start of the Evening News-Chevrolet "Soap Box Derby" on July 28. Local youngsters have entered "cars" designated "W. C." and "Charlie McCarthy," sponsored, of course, by Bill Fields and Charlie, respectively.

George Fischer has closed a deal with a major studio to produce 32 short subjects, presumably dealing with same personalities and subjects covered in his movie comment on the air. Shorts, to be released nationally in key cities to tie-in with broadcasts, are expected to prove a great build-up for Fischer.

Wilbur Hatch, bandmaster on "Vocals by Verrill," heard over KNX-CBS on Saturdays, is making a series of transcriptions of these popular programs for use in the forthcoming Community Chest Fund campaign. Special request of Chest officials with which Wilbur was happy to comply.

Les Parker's Ambassador Lido Orchestra will be heard over KFWB, 2:45-3 p.m. Tuesday through Friday. Hedda Hopper's rapid-fire "announcing" of the "clothes horses" at the Del Mar track was almost on a par with Clem McCarthy's.

Bob Barringer has joined the sales force at KFAC. Also will direct a new feature, "The Arkansaw Minstrels," 1 p.m., Monday through Friday.

• • • Belle Baker is set to head a Fall show featuring variety artists on NBC... Norma Fain of the Fleischer "Betty Boop" studios will wed CBSinger Kenneth Roberts July 15 at a private ceremony in Norma's house. ... Lucille and Lanny, after two sustaining shots as an NBC feature, were just given two additional shows on Mondays and Fridays... The reason Mrs. Harry Link doesn't speak with Harry is that she wrote a tune called "A Star Is Born" which hubby threw in the ashcan in preference to another version... Mills Music have tied up the publication rights to Gaumont-British songs with Jimmy Campbell set as London distributor of Master and Variety records... Ernie Watson is running up to Canada for six weeks to complete his "Sleepless Hollow Suite"... Marilyn Duke, a piano-pounder in a Boston club, is Jolly Coburn's new vocalist at the Claremont... A professional manager for one of the Big 5 firms has been given the ultimatum of delivering within 60 days or else!

• • • Listeners to the "Traveling Man at the Hotel" aired via WLBC, Muncie, Ind., got quite a kick out of the program last week. ... Otis Roush, chief announcer, was interviewing A. H. Johnson, representative of General Foods, in the lobby of a hotel... Roush went to another chair to continue the interview and asked the sit-downer his moniker... "A. H. Johnson, and I'm with General Foods," was the reply... Otis, sensing a unique situation, introduced both men to each other and Al and Art then told how it felt to not know each other and yet have the same tags working for the same firm. ... Minna Bardon, Cincy correspondent for RADIO DAILY, had her first novel published last week and therefore was selected by WKRC as the Personality of the Week, rating an air interview!

• • • Teddy "Blubber" Bergman has been set as a permanent feature on the Walter O'Keefe show... William Farmer's kid is down with the mumps... Clyde Lucas starts on a Paramount short this week... Ted Lewis did an international airing last nite from the Astor... Jerry Blaine had an "American Airliner" christened for him the other day... Mark Warnow returns to "Your Hit Parade" within a few weeks... Ernest Cutting, the NBC talent scout, listened to Mary Huntington on WBNX yesterday as a possible sustainer... George Negrete, Mexican baritone on NBC, plans a trip to get up on some folk songs from there... Arrangements are being made to display both sending and receiving television sets at the World's Fair... Teddy Powell walked into the Paramount Book Shop the other day and as a gag asked for the "Loves and Life of Teddy Powell." The salesman said that it was a funny thing but he's had more requests for that book than "Gone With the Wind" and had placed the item on his "wanted list"!

• • • When John "Jap" Gude, CBS station relations rep., found that he had overstayed his visit with Wm. C. Gillespie, vice president and general manager of KTUL, Tulsa, Scripter Charles Bush forsook his typewriter for the cockpit and flew Gude to Little Rock, Ark., 275 miles away for a confab with F. C. Vinsonhaler, manager of KLRA... Bush stayed overnite and the next day returned to his job on key-pounding at KTUL as though nothing had happened... Another scripter to make news is Frank Perkins of WJBK, Detroit, who usually has a snappy comeback for everything. Now he's tight-lipped due to a hit-and-run accident which resulted in a broken jaw and he has his teeth wired together for the next four weeks. Though people are now finding an opportunity to even matters verbally with Frank, he mumbles "Just you wait," and by the look on his face the pent-up feelings he's harboring are bound to explode shortly.

ROY SHIELD, NBC central division musical director, to take over baton of "Carnation Contented" hour in August while Frank Black goes on vacation.

Dorothy Masters of NBC press department on a European vacation.

Gene Fromherz, head of J. Walter Thompson spot dept., vacationing in Banff, Canada. Expects to visit KVI, Tacoma, before returning.

Thor Ericson (Yohnny Yohnson) of Kaltenmeyer's Kindergarten is doubling as juror at Cook County Circuit court.

Edwin G. Foreman Jr., head of local RCA office, sailed the other day for a vacation in Europe.

Sylvia Clark, NBC comedienne, making appearance at Beaver Dam, Wis., Fair over weekend.

Betty Reller of Betty and Bob attending family reunion at Richmond, Ind.

Olan Soule of "Bachelor's Children" vacationing in Des Moines.

Janet Logan of "Romance of Helen Trent" motored to Topeka over the Fourth.

Mercedes McCambridge, fresh out of Mundelein College, gets leading part in new NBC serial, "Feather for Luck." Also plays lead in NBC's The Guiding Light. Others in "Feather" are Laurette Fillbrandt, Raymond Johnson, Helen Behmiller, and Donald Kratz.

Quin Ryan, WGN manager, has prescribed "Let's Call the Whole Thing Off." Claims it's overworked.

Lola Lee Barker, assistant to Bess Johnson (Lady Esther), in Billings Memorial hospital with skull fracture incurred while horseback riding.

Steve Cisler, oldtime m.c. of National Barn Dance, visiting at WLS. He's now manager of WSIX, Nashville.

Dorothea Lawrence, radio and concert singer, in town.

Logan L. Thompson, assistant engineering supervisor at WBBM-CBS, and Vera Della Chiesa, sister of Vivian, the NBC soprano, have taken out a marriage license.

Bess Flynn, author of "We Are Four" and "Bachelor's Children," and who also plays in "Painted Dreams," is taking her radio acting family on a fortnight's vacation to a Wyoming dude ranch.

Comings and Goings: Hal Burnett, WBBM publicity chief, off for New Orleans and gulf coast vacation... Jim Fleming, WGN announcer, touring New England... Frank Rand of CBS back from Cincinnati... Fayette Krum, writes "Girl Alone," back from month at Pontiac, Ill., where she worked on daily paper... Clinton M. Stanley, NBC production man, taking in both Glacier National Park, and Lake Louise and Banff.

Pierre Andre, WGN-Mutual announcer, is emceeing the floor show at the Drake hotel.

BIRTHDAYS

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

July 7
Greetings from Radio Daily
to
Mark S. Wilder
Hal Schenker
Pauline Swanson

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

DOROTHEA LAWRENCE, whose vocal activities embrace radio and the concert field, spent the just-assimilated weekend in Chi, giving prospective sponsor pointers on a new program idea involving the use of vocal musical backgrounds for speech and orchestra....Dorothea did her relaxing at the Congress.... "Tuffy" Johnson, latest sports broadcaster for KOIL of Central States Broadcasting Co., debuted with a big league game....Learned about baseball from sports announcer Harry Johnson (her husband)....There IS a LASS who believes women belong in the home runs....M. H. H. Joachim, everybody's "Unseen Friend", to break into print with a tale of the Cinderella variety in "Charm"....Gene Salzer, "Babes in Arms" orchestral conductor with the radio resistance, goes the way of all flesh (of the Broadway variety) in the fall, when his own ork and a style of music he's evolving will be featured on a sizable commercial....

Margaret Brill, NBC's harpist, and Helen Traubel, recently of the Met, to blend their talents in a program of modern but not swing music July 11 and 18, 5:30-6...."What Girls of 1937 Think" will be the subject of Mrs. Livingston Farrand's (she's Margaret K. Carleton Standing, wife of Cornell's retiring prexy) cogitations on "It's a Woman's World", July 8....Jean Brown, formerly of WFBM, Indianapolis, has added a 15 minute period daily to her already substantial schedule....she's on the music staff of WOWO, Fort Wayne....Addenda to consist of a pipe organ remote originating from a theater in downtown Fort Wayne, to be called "Consolaires"....

Doris Webb, WLTH's 'Kitchen Limited's' exponent, celebrated a birthday and her second anniversary on the ether 'other day....She paid a forfeit for refusing to divulge her exact age, with ice cream sundaes for all the lads and lasses....WSPA's "Housekeeper's Helper" celebrating the arrival of a bundle from the kennel, in the shape of one terrier, named Pudgy, who's mike-shy and shoe-conscious....Marion Cole, hobby editor, breaks down and confesses she once had to slap an air-guest back to consciousness before going on with the show....

F. C. C. ACTIVITIES

ACTION ON EXAMINERS' REPORTS
Continental Radio Co., Columbus. Denied CP for new station. 1310 kc., 100 watts, unlimited.
Continental Radio Co., Toledo. Denied CP for new station.
Community Broadcasting Co., Toledo. Granted CP for new station. 1200 kc., 100 watts, daytime.
Marysville-Yuba City Publishers, Inc., Marysville, Cal. Denied CP for new station.
Telegraph Herald, Dubuque, Ia. Granted CP for new station. 1340 kc., 500 watts, daytime.
Times Publishing Co., St. Cloud, Minn. Granted CP for new station. 1420 kc., 100 watts, unlimited.
Michael F. Murray, St. Cloud. Denied CP for new station.
Clarence C. Dill, Washington. Denied CP for new station.
Times-Herald Publishing Co., Vallejo, Cal. Denied CP for new station.
Advertiser Publishing Co., Ltd., Honolulu. Denied CP for new station.
Fred J. Hart, Honolulu. Denied CP for new station.
WGAR, Cleveland. Denied permission to transfer control of corporation.
Courier-Post Publishing Co., Hannibal, Mo. Denied CP for new station.
Hannibal Broadcasting Co., Hannibal, Mo. Denied CP for new station.
Golden Empire Broadcasting Co., Marysville, Cal. Denied CP for new station.
George Harm, Fresno, Cal. Granted CP for new station. 1310 kc., 100 watts, unlimited.
Hildreth & Rogers Co., Lawrence, Mass. Granted CP for new station. 680 kc., 1 KW, daytime.
Old Colony Broadcasting Corp., Brockton, Mass. Denied CP for new station.
Loyal K. King, Pasadena, Cal. Denied CP for new station.
Harold Thomas, Pittsfield, Mass. Granted CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Central Broadcasting Corp., Centralia, Wash. Granted CP for new station. 1440 kc., 500 watts, unlimited.
Frank M. Stearns, Salisbury, Md. Granted CP for new station. 1200 kc., 250 watts, daytime.
EXAMINERS' RECOMMENDATIONS
WSMB, New Orleans. App. for increase in power to 1 KW., 5 KW. LS., be granted.

WBLK, Clarksburg, W. Va. App. for mod. of lic. to change hours of operation to unlimited be granted.
HEARINGS SCHEDULED
Sept. 7: KXA, Seattle. CP for increase in power to 1 KW. 760 kc., limited.
Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
Sept. 8: WCMI, Ashland, Ky. CP for increase in power and change of frequency to 1120 kc., 250 watts, 1 KW. LS., unlimited.
Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
Sept. 9: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.
Sept. 13: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.
Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.
Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.
United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.
A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.
Ellwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.
Sept. 15: Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.
Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.
Ohio Broadcasting Co., Steubenville, Ohio. CP for new station. 1310 kc., 100 watts, daytime.
CALL LETTERS ASSIGNED
Harold M. Finlay & Eloise Finlay, La Grande, Ore. KLBM.
Owensboro Broadcasting Company, Owensboro, Ky. WOMI.
Okmulgee Broadcasting Corp., Okmulgee, Okla. KHBG.

NEW BUSINESS

Signed by Stations

WBIL's "Your City and You"

Various phases of New York City's government are being presented in an interesting and informative manner in "Your City and You," daily 6:45 p.m. feature over WBIL. Heads of various city departments, from the commissioner of sanitation to Magistrates, corporation counsels, officials of the bureau of weights and measures, etc., appear as speakers.

WBT, Charlotte

Longines-Wittnauer Co. (watches), through Arthur Rosenberg Co., N. Y.; Piel Bros., Brooklyn (beer); Procter & Gamble (Ivory soap), disks, renewal, through Blackman Adv'g Co., N. Y.

WCKY, Cincinnati

Simmons Co. (beds), through J. Walter Thompson Co., N. Y.; Bunte Bros. (candy), through Fred A. Robbins Co., Chicago; Baldwin Laboratories (Dwin insect killer), through Young Adv'g Co., Erie, Pa.

KSL, Salt Lake City

Philco Radio & Television, Boake Carter; Bayer Aspirin Co.

WIP, Philadelphia

Longines-Wittnauer Co.; Steel Pier, Atlantic City; Carter Medicine Co., through Spot Broadcasting Inc.

WSPD, Toledo

Ralston-Purina, St. Louis, Tom Mix "Straight Shooters," starting Sept. 27; American Can, Ben Bernie; Oxydol, "Ma Perkins."

WCOL, Columbus

Chevrolet, Gus Haenschen disk series.

KSO, Des Moines

Montgomery - Ward, "Waker - Uppers," daily morning recorded show.

SAN FRANCISCO

Five concerts of chamber music played by internationally known string quartets at the University of California will be aired over the NBC Blue net with the initial program tomorrow. First half-hour of the Roth Quartet will go coast-to-coast, balance to coast stations here.

Dean (Budda) Maddox, who skips an amateur show via KFRC, has left for Hollywood where, 'tis said, he is dickering with M-G-M to become the "voice" for a new series of news shorts.

PHILADELPHIA

June Collins returns to the WIP program department this week to replace Marion Black, who leaves the station's staff to be married shortly. Miss Collins was formerly studio piano accompanist at WIP, leaving the station last year to return to her home-town, Connellsville, Pa.

Allen Franklin, new addition to the WFIL sales force, has two programs of his own creation that will soon make their debut over the local air-lanes. They're titled "Ship O'-Dreams" and Cozy Corner," and both had long successful runs on mid-western stations.

Birthday greetings were in order last week for Frank V. Becker, chief engineer at WFIL.

WFIL announcer Gene Morgan leaves this week for a two week vacation in Palm Beach, visiting his brother.

Milton Laughlin, WHAT station manager, begins his second year of "Keyhole Gossip" programs of movie chatter.

Sam Serota and Warwick Ogelsby conducting a series of spot interviews over WHAT with Tommy Lovett, sports writer of the Evening Ledger.

Although Ed Robson, WDAS announcer, shoots a poor game of golf, he has picked the winner of the last four big golf tourneys.

CINCINNATI

Howard Hayes has joined the engineering staff of WKRC. He formerly was at WBNS Columbus, Ohio.

An unusual experiment was conducted by WCPO and WSAI to direct a local aviation show. A conversation was held between plane and ground crew by employing an "Adams Apple" mike. This device transmits the throat vibrations rather than sound vibrations. The conversation was picked up by WSAI and clearly relayed to NBC.

Durward Kirby, former WLW announcer, has joined the NBC staff in Chicago and is auditioning for several fall commercials.

Dick Stabile's orchestra is heard nightly over WLW and WSAI playing from Coney Island in Cincinnati.

Mary Alcott, former WLW songstress, left for Chicago to join Benny Goodman and his orchestra.

Larry Lee and his orchestra open in Dallas this week. Lee is featured with Paul Whiteman in Billy Rose's Casa Manana show.

Larry Lynn of the WLW singing duo, Larry and Sue, marries Audrey Anson in his home town, Dayton, July 10.

WCKY goes on the air with its boosted power 10,000 watts, about July 17, according to L. B. Wilson.

"Wheaties Champions of Harmony"
KAY & BUDDY ARNOLD
Sponsored by General Mills
WMCA 2:30-5:30 Daily

★ Program Reviews and Comments ★

WERNER JANSSEN

Standard Brands
(Fleischmann's Yeast)
WJZ—NBC-Blue Network, Sun-
days, 7:30-8 p.m.
J. Walter Thompson Co.

GOOD MUSIC PROGRAM MARRIED BY CONDUCTOR'S EFFORTS AT COMMENTATING.

Whether Werner Janssen is "America's foremost conductor," as his radio announcers keep shouting that he is, will not be argued here. But he is a first-class conductor-musician and being such ought to be quite enough for his listening audiences. They don't expect him to be a good commentator, too, and it was his rather long and unnecessary introductory and explanatory remarks accompanying his various musical arrangements that broke illusion and marred an otherwise good half-hour.

Program, which succeeds the Ozzie Nelson-Bob Ripley show, opened with a George M. Cohan medley in which a little of Sousa also was injected. A combination of "Moonlight on the Ganges" and "Tiger Rag" was sung by Loretta Lee, who made a hot job of it. Another excellent arrangement embraced four Cole Porter songs, with Miss Lee vocalizing one of them and Janssen taking to the piano for another. A choral group enhanced the tout ensemble.

New show has a tieup with Arthur Murray, dancing teacher, whereby dance lessons in booklet form are given in return for so many Fleischmann yeast labels.

Del Mar Track Opening

There was quite a treat for radio listeners in NBC-Red's broadcast of the opening of the Del Mar race track in San Diego last Saturday. The 45-minute airing was packed with stars, from Bing Crosby, head man of the track, and Bob Burns, to George Jessel, Robert Taylor, Barbara Stanwyck, Bert Wheeler, Jack L. Warner, Una Merkel, Mary Carlisle and many others. Hedda Hopper was mistress of ceremonies on styles, while Clem McCarthy described the races and Don Wilson and Buddy Twiss helped in rounding up the celebs and some fans who engaged in some amusing informality with Crosby, Burns, et al.

Chase & Sanborn Hour

Taking over the duties vacated by Werner Janssen in Sunday night's Chase & Sanborn Hour over the NBC-Red network, Robert Armbruster and his orchestra made an excellent impression. From all indications, Armbruster will do all right on this program. Last Sunday night's show as a whole was entertaining, though not quite up to the pace set by W. C. Fields, Edgar Bergen and Charlie McCarthy in the opening weeks of the series. ZaSu Pitts was guest star, appearing in a skit with emcee Don Ameche and others.

JELL-O SUMMER SHOW

with Jane Froman, Don Ross, Freddie Lightner, Tune Twisters, D'Artega Orchestra
General Foods
WEAF—NBC-Red Network, Sun-
days, 7-7:30 p.m.

Benton & Bowles Inc.

WEAK ON COMEDY BUT OTHERWISE A FAIRLY SMART VARIETY SHOW.

Taking over Jack Benny's spot for the summer, this program suffered of weak comedy in comparison to what listeners were accustomed to getting in this period on Sundays. The comedy end was entrusted to Freddie Lightner, whose shortcoming probably was more a matter of not yet being thoroughly acclimated to the mike. His feminine stooge wasn't much of a help, either.

Musically, the singing of Jane Froman was tops and the D'Artega orchestra provided a distinctive background. The Tune Twisters also contributed. Miss Froman did "Tomorrow is Another Day," "Wake Up and Live" and "Gone with the Wind." An arrangement of "Night and Day" was the orchestra's highlight number.

Don Ross, as emcee, piloted the proceedings snappily.

Bob Murray—Margie Knapp

In a half-hour program Monday night over the WLW Line from the WHN studios, these talented newcomers showed considerable development and improvement since the previous time they were caught. Each sang two numbers, and it seemed that in each case the orchestra paced them a little too loudly. Murray sang "Stardust on the Moon" for his opener, while Margie did "I'm Hatin' This Waitin' Around." With their second numbers, however, the vocalists really went to town, Murray doing "The Monkey, the Organ and Me," in which he displayed plenty of vocal volume, tone and flexibility, and Margie sold "All God's Chillun Got Rhythm" for its top price, displaying a remarkable voice for a 12-year-old youngster. Irving Aaronson's orchestra provided the musical background.

"Rippling Rhythm Revue"

Departure of Frank Parker and entrance of Del Casino into the featured vocalist position of this CBS Sunday night program did not cause any material change. Both Parker and Casino are topnotchers, and both can do their bit of utility work in the comedy sequences when required. Casino sang "One Night of Love" and "Cuban Pete," the latter built up with a dramatized Cuban cafe scene, and choral backing, all quite effective. Comedian Bob Hope and the Shep Fields orchestra also were in their usual good form.

HARRY VON ZELL

with Stoopnagle & Budd, Vivian della Chiesa, Oscar Bradley's Orchestra
Gulf Refining Co.
WABC—CBS Network, Sundays,
7:30-8 p.m.
Young & Rubicam Inc.

FAIR VARIETY SHOW WITH VON ZELL STRUGGLING TO BE A COMEDIAN.

For those who can see Harry Von Zell as a comedian, this Gulf summer show which he heads in the capacity of emcee is fairly good entertainment. Otherwise it falls on Stoopnagle and Budd to provide the main comedy, which they can do well enough on occasion. And from a musical standpoint, the work of Oscar Bradley and his orchestra, the Christie Swing Choir, and the splendid singing of guest-vocalist Vivian della Chiesa, made the opening program of the new series very enjoyable.

The comedy was the usual type of foolery indulged in by Von Zell with Stoop and Budd in their former earlier afternoon spot on Sundays. It's amusing, in a goofy sort of way, and may register better when Von Zell becomes a little less heavy-handed on his end.

"Swinging the Blues"

Bowing in Monday at 12-12:15 noon over WABC-CBS, this batch of blues led by Raymond Scott is just what its title implies. New Orleans blues, Dixieland numbers and other old and modern bits were presented in the moods befitting them, and without vocals. A pleasurable quarter-hour of its kind.

Ted Malone

A very welcome visitor returned Monday noon to resume his "Between the Book Ends" over WABC-CBS. Aided by Fred Feibel at the subdued organ, this chap Ted Malone dispenses his get-acquainted poetry and philosophy in a most friendly, informally natural and altogether heart-warming manner. Program is being heard at 11:45-12 noon until Thursday, when it moves into the 1:45-2 p.m. spot.

Eda Frim

A quartet of songs was presented by Eda Frim at 1-1:15 p.m. Monday on WHN, coming from Cincinnati over the WLW Line, in a new series of daily variety programs that will feature various combinations of WLW talent. Opener was supposed to have had the Frim Sisters trio, but only Eda sang, with a string instrument and piano accompaniment. Numbers included "They Can't Take That Away From Me," "Exactly Like You," "If I Put My Heart In My Song" and "Way Down Yonder In New Orleans." Miss Frim sings pleasantly in an easy-going sort of way that contrasts with the breakneck tempo of so many warblers.

HORACE HEIDT'S VARIETIES

Sustaining
WOR-Mutual Network, Satur-
days, 8-9 p.m.

FAST MOVING HOUR OF MUSIC AND VOCALIZING FLAVORED WITH INFORMAL CHATTER.

This is the first hour musical show to make its debut as a summer program—that really is a summer show. Coming from the Moonlight Terrace of the Hotel Biltmore, where Heidt and his versatile ork are currently engaged, program tends to cater to the younger set who are sitting around in bungalows, driving in cars or dancing at the seashore. Adding the voices of the King Sisters to vocalize novel arrangements, interviewing members of his orchestra, etc., helped this hour pass sooner than many other shows.

Instead of using "way back when—" as a basis to revive an old tune, Horace called upon his men and asked them when they joined the band and what was the first song they played. He also intends interviewing guests in the Terrace on subsequent shows. Heidt did a bit of reciting on a satirical golf song which was pleasing.

"Arnold Grimm's Daughter"

Replacing "Modern Cinderella" in the latter half of the "Gold Medal Hour" over CBS at 10-11 a.m. Monday to Friday, this new serial made an interesting debut on Monday. Story, written by Margaret E. Sangster and produced by Edwin H. Morse in Chicago, is about the level-headed and favorite daughter of a tyrannical father. Opening chapter has Connie Grimm in love with a young man who is disliked by Arnold Grimm both because he prefers art to business and because he is the son of Grimm's enemy of long standing. It's the old Romeo and Juliet situation, with plenty of domestic complications and love interest promised. Margaret Shannon made a fine impression in the role of the daughter. Surrounding cast also excellent.

"Johnny Presents"

Dramatizing of the Gedeon murder case, and presenting the father of the dead girl on the air, was the highlight of the Russ Morgan-Phillip Morris broadcast over WABC-CBS on Saturday night. In this listener's opinion, the Gedeon piece was ill-advised—and it didn't make such very good drama, either, in view of the fact that everybody is familiar with much more of the case than could possibly be presented on a necessarily sketchy broadcast.

The skit opened with a city editor going rather hysterical on receiving a phone call offering the surrender of Irwin for \$5,000. The highly-theatricalized incident was as untrue to newspaper offices as movie versions of reporters and editors. Next

★ Program Reviews and Comments ★

came a flashback to the day of the murder, followed by the father being third-degreed by the cops. Later, when asked how he felt toward the arms of the law, the father showered praise on them. He also was asked how he felt toward the murderer—a question that seemed in very bad taste considering that the case is not yet closed.

Reenacting cases from old files is quite a different matter from presenting a current case in which public feeling and emotion are still alive. Just because some newspapers wallow in catchpenny sordidness is no reason for radio descending to the same level.

Col. Major—Bide Dudley

Radio's latest feud, involving Colonel Jack Major of CBS and Bide Dudley of WOR, turned out to be an entirely too amiable affair. Dudley, whose program of stage and movie news and reviews plus guest stars has been one of the most interesting features of its kind for some years, had Major on his WOR program last Saturday afternoon, and Major retaliated by inviting Dudley to take the air over CBS on Monday. But instead of ripping each other up the back like Benny vs. Allen and Winchell vs. Bernie they were comparatively nice to each other. However, they are entertaining conversationalists and did get off a few good stories against their respective points of origin. Paducah and Leavenworth.

This "Colonel from Kentucky" program, by the way, is one with possibilities for a much better spot. The Colonel, who is at his best when

SAN ANTONIO

KTSA Items: Salesman Charles Balthrope back from vacation . . . George Johnson, also of sales department, left recently for New York, then sails to Galveston . . . Jean Hatton is the new girl in the program department . . . Station Manager H. C. Burke has returned from Chicago, Milwaukee and New York.

KABC now has a Syrian program. Station also has Latin-American programs regularly.

Yvonne Wilson, songstress, has joined Johnny Fielder's ork which airs over KONO.

Billy Rubush, manager of the Dallas Consolidated Radio Artists, in town.

Charles Shea of Shea Advertising Co. now has a series of commercials over KMAC.

telling tall stories or relating anecdotes with human interest as well as humor in them, has quite a fund of original wit, humor and poetry that is going to waste in a Monday afternoon period. But maybe not all of it goes to waste, as it is nothing rare to hear stuff on a night program right after Colonel Major has used it in his afternoon show. A recent instance was last week when his opening "Hello" takeoff a la Jack Benny was duplicated the following night on the Fred Allen hour.

Freddie Rich's orchestra provide tuneful trimmings for the Major program, and last Monday's show also included Margaret McCrea singing "A Sailboat in the Moonlight," Russell Dorr in "I'll Take You Home Again, Kathleen," a harmonica specialty and other odds and ends, all combining to make up a rollicking variety show.

Bernhard Levitov

Long one of the top-rank musical conductors, Bernhard Levitov has been somewhat of a stranger to radio lately except through the medium of his transcriptions, one of which was caught Sunday at 10:15-10:45 a.m. over WHN. It was a half-hour of

really choice musical entertainment, harmoniously selected and arranged, conducted with fine smooth-flowing symphonic artistry and faultlessly played. Repertoire included "Chimes of Normandy," "Chanson Bohemienne," a "Lullaby," "Habanera," an excerpt from "Pagliacci," "Roses of Picardy," a special Levitov arrangement of Korngold's "Marietta Song" and "Rustling Spring."

Levitov has a deep feeling for music and a graceful facility that bridges the field from classics to modern pop stuff. In this day when there is so much manhandling of music—because a lot of band leaders lack genuine musical qualifications are trying to cover up the deficiency—real artists like Levitov should be on the air regularly, and in person, not via disk.

"Freshman Follies"

Caught Monday at 12:45 p.m., coming over WHN via the WLW Line from Cincinnati, this little program revealed an unusually bright and snappy routine of songs, music and light comedy. Jane Gerard and Hal Dickinson were the leading spirits in the potpourri of zestful melody and nonsense.

ORCHESTRAS - MUSIC

HOAGY CARMICHAEL, guesting on the Chase & Sanborn show last Sunday, sang two of his own compositions, as yet unpublished: "I Love You Like My Old Felt Hat" and "This Is How a Dream Should End".

Fred Waring and his crew open at the Los Angeles Paramount Theater tomorrow for Fanchon & Marco. Just completed chore in Warner's "Varsity Show".

Russ David, KSD, St. Louis, musical director, has been associated with a number of leading orchestras in varying capacities. He's written arrangements for Ben Pollack and Isham Jones; played with Paul Whiteman; and conducted Art Jarrett's band. At present Russ is working with Bert Block on a "bell" style of music.

Batoneer Carl "Deacon" Moore and ork, open at Buckeye Lake, Ohio, July 20, to remain there for the summer season. CRA set the deal.

Cally Holden and his Hollywood band began an engagement at the Col-Neva Club, Reno, Nev., July 2.

Rudy Vallee and his lads begin a week's engagement at Chicago's civic celebration on the lake front starting Aug. 23. Deal was set by Leo Salkin of the Chicago office of CRA.

Vincent Travers has turned inventor with a new type of cellophane

mute for the brass sections of orchestras, which he expects will revolutionize the instrumentation of radio bands. It produces what he calls "Filtered Music" and will officially be introduced to the radio public the early part of August, when Travers and the ork take to the airwaves again, via CBS.

Johnny Hauser and ork, now featured at Grossinger's, Ferndale, N. Y., and aired via WOR and the Mutual, will be heard on Monday, Tuesday, Wednesday and Friday afternoons, at varying times.

Milton Ebbins and ork, currently musicmaking at the Hotel Worthy, Springfield, Mass., air three nights a week via WMAS.

Maestro Charlie Verna, formerly a feature at the Hotel Walton, Philly, via WIP, is the orchestral attraction at Atlantic City's Traymore.

KYW's former musical director, Anthony Candelori, is responsible for the presentation of Sunday evening concerts at Cape May, N. J., Convention Hall.

With the inauguration of a series of free symphonic concerts in Schenley Park, Pittsburgh, Victor Saudek and his Little Symphony Orchestra this week added an interesting new chapter to their 15 years of history, and another innovation to the long list of new ideas initiated by this well-known Pittsburgh conductor.

Briefly

Radio division of the WPA Federal Theater did a robust and tuneful presentation of "The Gondoliers" over WQXR at 9-10 p.m. last Friday night. Many professional operatic companies have presented the Gilbert and Sullivan operetta less efficiently.

Elinor Sherry, WOR vocalist, is very much worth listening to.

"Your Inventions," conducted by Sam Hammer over WMCA, gets more interesting each time. And the new inventors presented on the program are genuine, serious-minded idea boys and girls.

Lovers of summer park concert music have ample choice and generous portions this year, what with the Grant Park series in Chicago being carried by CBS, NBC and Mutual; the Edwin Franko Goldman concerts from New York and the Robin Hood Dell concerts from Philadelphia over NBC, and others. Last Saturday's initial airings from Chicago, Philly and Prospect Park were first-class.

Patsy Norris, vocalist heard Monday at 9:30 a.m. over WOR, made at least one listener want to hear more of her.

The nine weekly "Pops" performances from the band shell in Schenley Park start at 7:15 p.m. and continue for one and one-half hours each Tuesday evening through Aug. 31. KDKA will broadcast 30 minutes of each program starting at 7:30.

Bobbie Grayson and the band, featured over WOWO nightly on a remote from Lake James, are heard at 10 p.m. for a half hour every weekday night, in one of the first long-distance, daily remotes attempted over WOWO, Fort Wayne.

Frank & Roebuck's Orchestra, ethered with the Polish-American program over WSPR, Springfield, Mass., is featured in recordings being made by Remy Recording Co. of that city.

Charlie Wright, WELI's program director, is using Harry Ahlberg and Lazy Martin's ditty, "Danceland", as theme song for his disk series by the same title.

Jimmy Zenker, erstwhile fiddler with Paul Specht, succeeds the maestro as music maker at Benny the Bum's, Philadelphia, with a WIP airing.

CLAUDE SWEETEN

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

GUEST-ING

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, in "Make a Wish," on "Hollywood Hotel," July 30 (CBS, 9 p.m.)

KITTY CARLISLE, on Gulf Oil program, July 11 (CBS, 7:30 p.m.)
RAY MILLAND, with Gladys George on Chase & Sanborn program, July 11 (NBC-Red, 8 p.m.)

New WHK Sports Series

Cleveland—"Sports Parade," with sport celebs as guests, starts today as a new series over WHK.

H. K. Carpenter, general manager of WHK-WJAY, also has arranged for today a special broadcast from Radioland at the Great Lakes Exposition of the 89th anniversary ceremonies of the Cleveland Chamber of Commerce.

State Advertising Campaign

Olympia, Wash.—Fully organizing and establishing permanent offices here, the State Progress Commission appointed by Gov. Martin has elected Eric A. Johnston, former president of the Spokane Chamber of Commerce, as chairman. This will be an advertising body equipped with an advertising fund for state progress.

Emery Deutsch at Paramount

Emery Deutsch and Orchestra make their stage debut tomorrow when they open at N. Y. Paramount Theater. Frank Parrish will carry vocal honors.

Legion Broadcast on Mutual

First broadcast on the American Legion's plans for its convention in New York, Sept. 20-23, was aired by WOR-Mutual last night at 6:45. Major Robert E. Condon and John Black were speakers.

New Record for NBC Tours

Persons taking a tour of NBC studios in Radio City set a new 1937 record over the week-end when 11,967 from all parts of the U. S. inspected the studios in three days.

ONE MINUTE INTERVIEW

M. H. H. JOACHIM

"The radio producer, who undertakes the dramatization of human problems, as I do on the "Your Unseen Friend" series, has a tremendous responsibility to his unseen audience. My correspondents regard me in the light of a spiritual adviser. They confide their troubles and their inmost secrets unhesitatingly. I am constantly on the alert against giving any advice which might mislead or misguide them."

☆ Coast-to-Coast ☆

WSPA, Spartanburg, S. C., was almost swamped with offers to sponsor last week's baseball game between local American Legion and the Greenville contingent. City Motor Car Co. got the game, with Staton Dixon. WSPA sports announcer, at the mike, assisted by Jimmie Coggins in the field and J. D. Mugford handling commercials.

Richard Pattison of the WSPA announcing staff is vacationing back home in Indianapolis.

Fred K. Finlayson, formerly of WDYJ, Salt Lake City, has left to join James B. Kevsor Co. as business and production manager.

Glenn Thayer, engineer at WOWO, Fort Wayne, married Bettu Van Campen of Grand Rapids last week.

Pat Crowe bows off the air at WCOL, Columbus, until fall.

Mrs. Demarchus Brown has completed her "Godabout" talks on WIFE, Indianapolis, and is en route to France for the summer. She will be back in September with the "Ezra-Rake" Acme Evans Milling Co. program.

Stan Reese of KDSL, Salt Lake City, will wed July 20.

Bill Featherstone and Annabel Lee of the KSL staff are back from vacation. Russel Stearn and Tommu Arpsen are recuperating from hospitalization.

WTMV, East St. Louis: Paul Wills sports announcer, hobbling with care due to a leg infection. . . Marie Love Cross is in St. Mary's hospital with appendix trouble. . . Woody Klose, program director, making himself obnoxious showing pictures of his month-old son. . . Bobby Roberts going out for the emcee marathon title having signed to officiate at continuous floor show in Elks Tavern at Illinois State Fair, Aug. 14-22.

WJBK, Detroit: James F. Hopkins, manager, so busy he won't take a vacation this year, satisfying himself with some week-ends. . . Bettu Roberts, Woman's Hour hostess, preparing programs in advance for Mildred Van, who will sub while Bettu vacations at Virginia Beach, Va., next month. . . Eva Woodbridge Victor returns from vacash Sunday to resume her Poetru and Prose stint. . . Uncle Nick and Mrs. Nichols are on their way north to Eagle Harbor for a summer rest, with Charlie Sterritt carrying on for Nick.

WELI will salute a few of the older business firms in New Haven and environs in a new series captioned "The WELI Honor Roll," on daily at 6:30 p.m., EDST.

Lillian Marcus who has been featured on WELI's Sunday Variety show for the past few months, now sings a program of her own Saturdays at 7:30 p.m., accompanied by Mildred Marsh.

WTIC's (Hartford) Betsy Sterns, formerly on the Guy Hedlund Playhouse program, was successful in her Paramount screen test and is at present attending training school in New York.

Jack Henry, New Haven WBRV super, is doing relief duty in the Waterbury studios in addition to keeping an eye on the Elm City.

Mrs. Morgan Mercer, president of the New Haven Women's Club, and conductor of WBRV's "Women in the News" series, is vacationing for the summer.

WBRV has moved the New Haven Chamber of Commerce of the Air, with Robert Lancraft, to Wednesdays at 8:30 p.m., and added Jack Reilly, crooner, for the Monday 8:30 spot.

Mary Little, Des Moines Register and Tribune radio editor, is conducting a program popularity poll in her columns. Miss Little and Gwen McCleary, continuity writer for Iowa Broadcasting System, recently returned from California vacations.

Wilbur Chandler, tenor at KRNT Des Moines, is back at the station minus one appendix.

Nat Vincent of the Iowa Network's Happy Channies returned home from a New York business trip with first copies of "Kitty Lou," the Channies' new song, just published by Mills.

KFRU, Columbia, Mo.: Emmett Heath latest addition to the Rural Ramblers, came from WMC, Memphis. . . An open house Barn Dance formed around the Ramblers hill-billy unit, is being held every Wednesday night. . . Night baseball games of the Columbia Merchants team are being aired under sponsorship, with George Guyan and Clair Callihan at the mike.

A series of fifty-two possibly more in the future, scripts from successful weekly radio shows heard over KSL in Salt Lake City will form the basis of a nationwide script syndication, according to Irma F. Bitner, KSL producer in charge of "In Between Times," an offering of the Salt Lake Junior League. The scripts are being prepared for national use by the organization. Local group writes the show, which is jointly sponsored by KSL each Saturday Dialogue will run 15 minutes.

In a letter to Major Edneu Ridae managing director of WBIG, Greensboro, N. C., W. Capers White of the

PROMOTION

New Uncle Don Contest

Uncle Don, pioneer children's radio entertainer heard over WOR Monday through Saturday at 6 p.m. and Sundays at 9:30 a.m., inaugurated a new contest Saturday among his radio club members comprising thousands of youthful listeners throughout the Eastern part of the country. The contest, which will run for four weeks, will have as its objective the selecting of the most healthy boy and girl in Uncle Don's radio club.

The two children chosen will be flown by American Airlines to Albany where they will be received by Governor Herbert H. Lehman at the State House.

This marks the third contest to be conducted by Uncle Don during the past six months. With this group Uncle Don also plans to fly the winner of the New York Post Soap Box Derby to the executive offices in Albany.

WCAE Ad Series

"A Station of Stars" furnished WCAE, Pittsburgh, with a theme for a series of seven newspaper advertisements run as part of its June promotion campaign. The Pittsburgh Sun Telegraph got the business, four columns by 15 inches on Sundays and three columns on Wednesdays. The ads were placed on the radio page.

The series was concocted primarily for public appeal, each broadside stressing the fact that WCAE broadcasts each week an unusually large number of topflight programs. Ads were divided into three classifications—humor, drama and modern music, with a general ad—calling attention to all three divisions—starting the campaign. Reactions from outsiders indicated that the series out across "The Station of Stars" idea in good style.

WRAC Statistics

WRAC, Williamsport, Pa., has issued a folder giving facts and figures about the station, "with all the ballyhoo left out." Intended for the busy radio time buyer, the booklet presents vital statistics about the station, including coverage maps and listening charts.

N. C. State Highway and Public Works Commission said that signs had been posted in all the camps notifying the approximately 1,000 prisoners of the CBS Shakespeare series. All of the camps have radios, and White stated that WBIG was a very popular station with the men.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 5

NEW YORK, N. Y., THURSDAY, JULY 8, 1937

FIVE CENTS

New Probe Bill is Filed

WJBK VS. W. U. CASE NOW BEFORE THE FCC

Detroit — Complaint of WJBK against Western Union, charging unfair discrimination on the part of the telegraph company in refusing to supply baseball scores on out-of-town games to the station, has been formally presented to the FCC in Washington.

In the complaint, Jame F. Hopkins, president of James F. Hopkins Inc., operators of the station, contends that W.U. is a "common carrier" and should be required to furnish the same service to WJBK as it is furnishing other stations.

Appeal to the FCC follows a recent action in the District Court, which

(Continued on Page 3)

National Union Radio Shows Higher Earnings

National Union Radio and subsidiaries, equipment manufacturers, had a net profit of \$47,548 in the fiscal year ended April 30, according to a preliminary report. This compares with loss of \$90,434 in the preceding fiscal year.

Spot Accounts Increased By Axton-Fisher Tobacco

Continuing to increase its list of spot accounts, Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes) is sponsoring a blow-by-blow description of the Hollywood Bowl fights over KFWB, each Friday beginning tomorrow at 9:30-10:15 p.m., PST. On July 12, WCFL, Chicago, begins a quarter-hour commentator series six nights a week, with Dan Norman before the mike. McCann-Erickson Inc. is the agency.

They Listen and Buy

Chicago — Northwestern R.R., which has a suburban hour on WMAQ under Norman Ross' direction, reports daily requests of from 40 to 100 for travel information. And 80 per cent of all who request info buy some kind of a tour. On anniversary of broadcast and on his recent birthday Norm Ross asked for mail and got respectively 4,000 and 6,000 letters.

Communion Via Air

New Albany, Ind.—Broadcasting of a regular communion service in its entirety by WGRC, which has studios here and in Louisville, has brought inquiries from many cities where pastors desire to institute the same service. Held from a Methodist church, the service is intended particularly for shut-ins. Arthur Harris, president of WGRC, is responsible for the idea.

LARUS BROS. MAY ADD MORE STATIONS IN FALL

Larus Bros. & Co., Richmond (Edgeworth tobacco and Domino cigarettes), this week started its new series of WBS disks entitled "Alias, Jimmy Valentine" on 10 stations — WHN, WGR, WNAC, WCAU, WLW, KSFO, KFI, KOMO, KGW and KLZ. Quarter-hour disks are aired three times weekly in night-time spots. Possibility station list will be increased in the fall. Blackett-Sample-Hummert Inc. has the account.

Radio Set Production Jumps 41% in Canada

Ottawa — Production of radio receiving sets in Canada during the first quarter of 1937 amounted to 40,434 units valued at \$1,418,438 factory selling prices. This was an increase of 41 per cent in number of sets and 8 per cent in value over the corresponding period last year.

Amos-Andy Campbell Deal Set Running Three Years on NBC

Government Station Bill Stands a Good Chance

Washington Bureau, RADIO DAILY
Washington — Bill proposed by Congressman Emanuel Celler to establish a Pan-American radio station for purpose of combating European propaganda in Latin-American countries has "every chance in world of passing this session," according to an FCC spokesman yesterday. "Every-

(Continued on Page 5)

Resolution by Senator White Calls for a Sweeping Investigation of the Entire Industry and the FCC

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent
Washington — Impasse on the radio investigation confronting Capitol Hill since passing of Congressman Conery, author of the House measure to investigate the industry, was broken Tuesday night when Senator Wallace H. White, Maine Republican, introduced in the Senate a sweeping resolution for full-fledged investigation and study of activities of the entire industry and the FCC.

White, one of best informed men in Congress on radio, told RADIO DAILY after introducing the measure that his resolution was conceived to

(Continued on Page 3)

ACTORS' EQUITY STARTS RADIO FIELD ROUNDUP

Actors' Equity Ass'n has formally started the work of organizing its membership for collective bargaining and definitely expects to present demands in behalf of the radio actors within the next six weeks at the latest. Authorization blanks are being distributed this week to the rank and file of actors and actresses, the blanks, in substance, being an individual authorization which gives Equity the right to represent the signator.

AEA officials are optimistic over the potential results and believe they will have enough names to go to the front and state that the majority of actors have designated Equity to represent them. Preliminary talks

(Continued on Page 2)

M-G-M Radio Series Is Still in Formation

The radio series being built by Metro-Goldwyn-Mayer to be sold commercially for a reported \$25,000 per airing is not yet ready for any dickering, it was revealed yesterday. The program is still in a formative stage, and final arrangements will not

(Continued on Page 3)

GOV. HOFFMAN LOSES BOAKE CARTER ACTION

Trenton, N. J.—Governor Hoffman's slander suit against Boake Carter, Philco Radio commentator, collapsed yesterday when the Court of Errors and Appeals, by 10 to 3, sustained the New Jersey Supreme Court setting aside service for four summonses on corporate defendants. The Su-

(Continued on Page 2)

Cabinet Members To Talk In New Columbia Series

CBS on July 16 will inaugurate a new series in which members of the Cabinet will be featured. First three members to be heard, in the order

(Continued on Page 2)

Dog Days

Kansas City — In connection with its daily spot announcements on behalf of Strongheart Dog Foods, WHB is airing a lost dog service. Descriptions of three lost dogs are broadcast each day on the morning spot, and listeners are asked to report the finding of any of these dogs to the station. Series is on a 13-week contract.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169	169 3/4	+ 1/2
Crosley Radio	21 3/4	21 1/4	21 1/2	+ 1/4
Gen. Electric	55 1/2	54 3/4	55 1/4	+ 5/8
North American	26 3/4	25 3/4	26 1/4	+ 3/8
RCA Common	9 3/4	9 1/2	9 1/2
RCA First Pfd.	69 3/4	69 1/4	69 1/4	+ 1/4
RCA 55 Pfd. B	(95 Bid)		110 (Asked)	
Stewart Warner	18 3/8	17 7/8	18 1/4	+ 1/2
Zenith Radio	35 3/8	34 7/8	35 3/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/2
Majestic	2 7/8	2 7/8	2 7/8	+ 1/4
Nat. Union Radio	2	2	2

OVER THE COUNTER

	Bid	Asked
CBS A	29	30 1/2
CBS B	28	30
Stromberg Carlson	13	15

Gov. Hoffman Loses Boake Carter Action

(Continued from Page 1)
preme Court decision was based on grounds that the defendant companies were not amenable to N. J. jurisdiction. Carter has not been in the state since the broadcast which is the basis of the suit, and was not served.

Suit had to do with comments on the Hauptman case. Defendants also included CBS and Philadelphia Storage Battery Co., the Philco parent organization.

Insurance Expose on WMCA

Morris H. Seigel, insurance analyst, begins a new series on WMCA on Monday at 10:45-11 a.m., exposing conditions in the weekly premium life insurance field which, it is claimed, cost American policyholders some \$750,000,000 a year.

FURGASON & ASTON

Representation with Concentration

Commerce Dep't May Add Radio Division

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Strong indication that a new bureau may be established in the Department of Commerce solely for the radio industry was revealed by Secretary of Commerce Daniel C. Roper at a press conference yesterday. The department would aim at first to help the industry in marketing sets and parts abroad. New division would not conflict with the FCC, as it would deal only in the manufacturing phase of the industry.

Actors' Equity Starts Radio Field Roundup

(Continued from Page 1)

have already been held with representatives of NBC, CBS and large independent stations. While the networks are not going out of their way to aid Equity in its move, there is a very definite change in their attitude, one considered favorable. Unofficial conferences also have been held with advertising agency executives. Other activity held to be important will not be divulged for the present.

Last Equity survey of the field taken about three and one-half years ago, revealed 58 per cent of radio's actors and actresses in the AEA fold. This figure may now be exceeded. In Equity's opinion, and when the time comes, this percentage of authorizations will be brought to the front should Equity's position be challenged.

The Equity radio committee and other members working in the field report that a great many signatures have been obtained the past few days, but that here and there actors who have no kick coming have balked at placing their names on the bottom of the authorizations. However, the great majority who have no steady programs, or feel that they are being underpaid, have hastened to sign. Actors with long term contracts feel that they do not wish to jeopardize their affiliations by placing their signatures on the authorizations, but will back up Equity in spirit and lend support later if it is needed. They are AEA members of long standing in many cases.

At least three large advertising agencies are held to be responsible for most of the so-called evils of low salaries per show and plenty of rehearsing. In some cases the artists believe that the agency heads do not know of the numerous doings of their hirelings. However, it is conceded that both the agency and network would rather do business with Equity than either the CIO or other agency. Asked if Equity would be ready by fall, an official reiterated that something would happen long before that time.

Cabinet Members To Talk In New Columbia Series

(Continued from Page 1)

named, are Attorney General Cummings, Secretary of Commerce Daniel Roper and Secretary of Labor Frances Perkins. Series will be heard Fridays at 10:30-11 p.m. The United States Marine Band will supply the music before and after the speakers are heard.

WNEW Signs With INS; Amplifies News Periods

WNEW yesterday announced the purchase of the INS news service on a 20-hour daily basis. At the same time it was revealed that Richard Brooks, ace commentator, has been signed to an exclusive contract for one year by the station. Beginning July 26, Brooks will become the WNEW news commentator, and will be given full powers in that department. In addition to regular periods, he will have authority to break in on any program during the broadcasting day with special news bulletins.

Starting with the July 26 airings, the regular news broadcasts, with Brooks at the mike, will be aired at 9:45 a.m., 12:30 p.m. and 5:15 p.m. A fourth broadcast, to be heard at 10 p.m., will be inaugurated in the fall following the baseball season. In addition, Brooks will do two broadcasts a week for Warren & Arthur Smadbeck Inc. These will be heard Saturday, 9-9:15 a.m., and Sunday, 10-10:15 a.m. Series begins July 10.

WNEW will attempt to sell all news spots and is offering schedules beginning July 26. INS will cost WNEW about \$10,000 a year.

Harry Albus Joins WINS

Harry Albus, formerly assistant to Dinty Doyle on the New York American, has been appointed publicity director of WINS. Albus, a recent graduate of law school, who has already passed bar examinations, assisted Doyle with the radio column of the American, but left newspapers when the American folded two weeks ago. He succeeds Sylvia Press in his new position.

Illinois Central's Plans

Chicago—Illinois Central R.R. plans a more elaborate program this winter. Prior to last year the road had used WMAQ, NBC outlet locally, for winter vacation show. Last year it switched to CBS midwest network using talent from NBC artists service. Now NBC is trying to woo them back with an attractive spot following "Magic Key of RCA." Caples & Co., Chicago is the agency.

DON KERR

Master of Ceremonies
WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

COMING and GOING

A. L. ASHBY, vice-president and general counsel of National Broadcasting Co., sailed for Europe last night aboard the Hansa, to investigate and discuss copyright matters with the principal foreign copyright concerns. Ashby will visit France, Italy, Belgium, Switzerland, Austria, Czechoslovakia, England and possibly other countries. He is accompanied by Mrs. Ashby, his daughter Margery and his son John. They return the first week in September.

E. M. (Tiny) RUFFNER of Ruthrauff & Ryan radio department, who returned from the Coast the other day, will remain in New York for at least three weeks. He is conferring with R. & R. officials on fall activity of the agency's shows, and plans to have the Eastern angles worked out completely before returning to the Coast.

LANNY ROSS and his wife, OLIVE WHITE, left yesterday for a two-week vacation in the country. No announcement as to the singer's plans will be made until his return. Ross is scheduled to leave for the West Coast shortly after his return to New York.

GEORGE HARDER, WBZ, Boston, press department head, planed back to Boston last night.

FRED WEBER, MBS general manager, leaves town next month on a business trip.

JOHN H. HARTLEY, assistant director of special events, and BILL STERN, sports announcer of NBC, will be in Newport, R. I., on Monday to lay plans for the America Cup broadcasts. From there they trek to Boston to do the Yale-Harvard-Oxford-Cambridge track meet on July 17.

RALPH KIRBERY is back after a three-week vacation.

SHIRLEY JOY ELLIS, who has appeared over KOMO and KJR, Seattle, and was selected as "Miss Western America" visited Radio City yesterday on her return from abroad. She is planning to San Francisco.

JOHN MCCORMICK, general manager of WKRC, Cincinnati, is in New York on business.

MILDRED BIRNBAUM, secretary to WLW's Bill Bailey, is vacationing in New York and then goes to Chicago to visit NBC's studios there before returning to Cincinnati.

DON WITTEMORE of the NBC engineering staff is now aboard the MacGregor expedition ship Greeley, en route to the North Pole. He's tuning up air equipment for the NBC broadcasts, and leaves the ship at Halifax.

HUGH CORRIGAN, managing director of the Arcadia Ballroom, has returned from a month's vacation to Mexico, where he signed several bands.

BILL BURTON of the Rockwell-O'Keefe office is in Boston.

KITTI CONTI of WCAE, Pittsburgh, is vacationing at Virginia Beach.

Bierstadt Renewed for Lawes

Edward Hale Bierstadt, author, playwright and radio writer, now associated with McKnight & Jordan Inc., has been signed to write the Warden Lawes radio program which begins early in the fall. This marks Bierstadt's sixth consecutive year as writer for this series.

NO BIZ DAYS LOST

Don't waste valuable biz days in travel. Fly United to LOS ANGELES or SAN FRANCISCO in 17-1/6 hours. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA. 2 other fast flights to west daily.

UNITED AIR LINES

NEW PROBE BILL FILED BY CONGRESSMAN WHITE

(Continued from Page 1)
be "more detailed" in scope than the Connery resolution. Investigation of chains, he added, would represent only one phase of prospective probe. White added that his idea in introducing resolution at this time was to allow for its passage after Senate completes present discussion of the moot Supreme Court issue. This, he pointed out, would allow for subcommittee or full committee of Senate Interstate Commerce Committee, to which the measure is referred, to carry on its investigatory activities during the Congressional recess.

The Maine senator would have probers assemble all facts during latter part of summer and fall, to allow for definite action in the new session opening the first of next year. "There is a lot of sentiment, both in Democratic and Republican ranks, for this radio study," White said. "We want all the facts."

M-G-M Radio Series Is Still in Formation

(Continued from Page 1)
be completed until Louis K. Sidney reaches the coast. It is believed that Chevrolet and Palmolive both are interested in the series and have made a bid for it.

Just when Sidney will be free to go to Hollywood is uncertain. ARTA trouble at the station has delayed him to date. Despite the fact that a similar series planned last year failed to materialize, it seems fairly certain that the new undertaking will become a reality early in the fall, with Sidney handling all production for the show from Hollywood.

WJBK vs. W. U. Case Now Before the FCC

(Continued from Page 1)
held that the matter was one for the Commission to decide.

Hopkins asks an investigation of the contractual relationship existing between W.U. and other radio stations here in connection with the service involved, and payment of damages alleged to have been sustained.

Cutting "Time" List

When Time Inc. takes over the sponsorship of the "March of Time" from Servel Inc on July 15, the CBS network will be clipped to 34 stations, the same list Time used last spring. Servel at present is using 56 stations.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

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

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

NEW PROGRAMS—IDEAS

"Musical Headlines"

A sprightly quarter-hour program labelled "Musical Headlines," on WCAE (Pittsburgh) Sunday at 1:15 and Tuesdays at 5:15, is attracting considerable attention. During this feature, Writer Phil Davis of the WCAE continuity staff, matches musical selections with stories in the news.

Anti-Tuberculosis Talks

One of the most educational talks featured over WGL, Fort Wayne is broadcast every Tuesday and Thursday afternoon when Maxine Biebesheimer of the Anti-Tuberculosis League gives a short educational talk on Tuberculosis as it pertains to children and adults, how to detect the ailment, and procedure of conquering it.

Rotating Ministers

WGL, Fort Wayne, has devised a plan whereby every minister in Fort Wayne is heard over the air at least twice a year. The ministers are scheduled regardless of sect, and their talks are non-sectarian as well. The hymns of the respective churches are played at the opening and close of the period, and the clergy may utilize the fifteen minutes as they see fit. This feature alone has created more listening interest to WGL from the church-going public than practically any other feature. The "Devotional Period" is heard daily at 10:15 a.m. CDST.

Traffic Lessons

Traffic lessons three times a week will be inaugurated by KFOR, Lincoln, which will air a Police Traffic Lieutenant interviewing patrolmen and traffic officers, as well as accident victims. Program will interpret a traffic law each night, tell what it means, why passed, and give correct procedure in driving.

"All-Star" Juvenile Show

Uncle Tom's Playhouse, aired over WOW, Omaha, every Saturday morning with a juvenile cast locally trained, recently had an all-star program featuring boys and girls under 14 from Omaha and surrounding territory.

Uncle Tom (Announcer Tom Chase) conducted a contest in which he received more than 4,000 letters from Nebraska, Iowa and neighboring states casting votes for young artists. Then the youngsters were used on the program.

"Sunny Smile Club"

Seven-year-old children's program on WSPD, Toledo, has been renamed the "Sunny Smile Club," sponsored by a firm of dentists, and is inaugurating five-minute juvenile dramas in the program. Skits are actual incidents from life wherein a child has done something heroic. The show is conducted almost entirely by kids, with a girl and boy as emcees. Sponsor also conducts a weekly

contest, with prizes for children displaying the sunniest smile.

Organ Stories

Salt Lake City's Z. C. M. I. department store, through KSL producer Alvin G. Pack, has introduced "Organ Stories," a copyrighted feature which presents a story teller lady who pauses at suggestive spots in her presentation while Gene Halliday interpolates the balance of the thought to music. Prizes are awarded for ten best submitted letters containing the song title and word thought as interposed. Alvin G. Pack originated the feature now heard once weekly as a companion show to "These Crazy Humans" also heard on KSL in Salt Lake City twice weekly.

"Sunday Morning Revue"

WISN has inaugurated a new series of programs entitled "Sunday Morning Revue." During the program, which runs from 9:30 to 10:15 a.m., birthdays and anniversaries being celebrated on date of program are generally honored. The show, like the Early Risers club, in addition to providing entertainment, will be of real service to the public, giving weather, temperature and correct time at five minute intervals, an aid to those planning a day's outing at some local resort or lake. Latest dance hits, electrically transcribed, will be featured.

Feminine Charm

"It's Fun to be Charming" is the title of a new weekly series for femme listeners being directed by Mrs. Laura Morgan Button over WIP, Philadelphia. Program discusses helpful hints in charm-acquiring, together with answers to questions sent by listeners.

Ralph Bates on Air in Spain

Ralph Bates, author, is now broadcasting every Tuesday and Friday via short-wave over EAR in Spain. He is heard at 7:30-7:45 p.m. A special series of news broadcasts will also be aired by Bates every day at the same hour.

Flying Boat Arrival on NBC

The arrival in Montreal today of the Imperial Airways flying boat Caledonia will be covered exclusively by NBC in cooperation with the Canadian Broadcasting Corp. and will be heard at 3:30 p.m. over the NBC-Blue network, or as close to that time as the arrival of the plane will permit.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

M., T., Th., Fri. 5-5:15 P.M., E.D.S.T.

Personal Representative

LESTER LEE

RKO Bldg.

New York

AMOS 'N' ANDY SIGN 3-YEAR CAMPBELL DEAL

(Continued from Page 1)
the entire deal. Sponsor now has two shows on CBS, "Hollywood Hotel" and the Ken Murray program. Whether either of these shows will be cancelled when the Amos 'n' Andy series begins, H. F. Jones, advertising manager of Campbell Soup, was not sure. Jones said "that was something for the future to decide."

This is the first time Campbell has contracted for time on NBC. It always has been an exclusive CBS account. Five-a-week series by the soup manufacturer makes it certain that its 1938 radio expenditures for time and talent will reach an all-time high figure for the company.

WNEW Adds 2 to Staff

Alfred L. Seelye has been added to the WNEW sales staff as a salesman and Albert A. Eisenscat has been appointed sales promotion manager of the station. Eisenscat is the first man to be retained as a permanent sales promotion manager. In the past the station's policy was to call in special men to fill the position whenever it was necessary.

WFAS Summer 'Pop' Concerts

In keeping with an expressed desire by Westchester listeners for music of a better nature, WFAS, White Plains, has installed a series of Summer Pop Concerts, broadcast each Sunday night at 8-8:30 p.m.

The programs are prepared by using disks of concert works familiar to layman music lovers, introduced with appropriate remarks pertaining biographically to the composer, and program notes explaining the selections. At present, alternate Sundays are given over to symphonic orchestra, and brass concert band renditions, respectively, with an invitation for listeners to send in their observations as to which unit is endowed with greater qualities for effective interpretation of the more complex forms of composition.

The programs are designed, and the continuity prepared and delivered by Frank A. Seitz.

Henry Dagand Moves

Henry Dagand, artists' representative, has moved his headquarters to the RKO Building, Radio City.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

AGENCIES

BAXTER PICKERING, who recently resigned the presidency of Kelsey-Pickering Inc., advertising agency, has established an agency under his own name and will specialize in radio advertising. Offices for the new organization have been leased on the 17th floor of the RCA Building in Radio City.

BROOKE, SMITH & FRENCH INC., Detroit, will handle the promotion for the new line of home appliances being put on the market by the newly-formed Bendix Home Appliance Inc., an affiliate of the Bendix Aviation Corp. First announcement will be on a fully automatic washing machine.

HOWARD LAW has become a member of the J. M. Korn advertising agency in Philadelphia.

GUEST-ING

ANN PENNINGTON and REINALD WERRENATH, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.).

SHEILAH GRAHAM, Hollywood correspondent for North American Newspaper Alliance, on Campana's "First Nighter" from Chicago, tomorrow (NBC-Red, 10 p.m.).

CONNIE BOSWELL, return guest on Ken Murray program, July 14 (CBS, 8:30 p.m.).

BERNARD SIMON, press agent and former dramatic editor, on Charlotte Buchwald program, tomorrow (WMCA, 2 p.m.).

HENDRIK WILLEM VAN LOON, on "Your Hit Parade," July 17 (CBS, 10 p.m.).

SUSANNE FISHER, SHEP FIELDS and orchestra, THE KIDOODLERS and JEAN SABLON, on "Magic Key of RCA," July 11 (NBC-Blue, 2 p.m.).

WYNN MURRAY, on Ben Bernie's American Can program, July 27 (NBC-Blue 9 p.m.). Set by Herman Bernie.

MILTON BERLE, on Ben Bernie's American Can program, July 20 (NBC-Blue 9 p.m.). MISCHA LEVITSKY, on same program, July 27.

CORINNA MURA, soprano on "The Other America," July 13 (NBC-Blue, 10 p.m.).

Radio Sets in Belgium
Show 16 Per Cent Rise

Brussels—Official Belgian statistics show the existence of 923,814 radio sets in the homes, as of May 1, compared with 794,852 in 1936, a gain of over 16 per cent.

Time Buyers Vacationing

Ned Midgely, radio time buyer for Batten, Barton, Durstine & Osborn Inc., expects to leave on his vacation this Friday. Jack Latham, spot time buyer for Young & Rubicam Inc., is taking part of his vacation time this week and will be back at the office on Monday.



• • • When Horace Heidt leaves the Biltmore July 29 for the Drake in Chi for four weeks with his Alemite and MBS shows. Ted Weems may go into the Biltmore until Heidt returns in Oct....Gus Arnheim with June Robbins will leave the New Yorker the 28th and open at Loew's State the day after. Glen Millar, Clyde Lucas or Jimmy Dorsey succeed Gus.... Charlie "Mousie" Warren's brother, Frank, is ailing seriously....Mike Nidorf won't return to his desk until Sept....Effective today, James G. Ralston of the NBC Guide staff, starts in the press dept....Though Phil Baker is off for the summer and is on the coast, he will do two guesstar shots from there shortly....A preview of "High, Wide and Handsome" which was slated for Hollywood Hotel on the 30th was cancelled because Johnny Green played the score on his Packard show the other nite.... With Tommy Dorsey opening at the Penn Roof, Bunny Berigan at the Pavillon Royal, Eric Madriguera at the Surfside and Bob Crosby up in Boston, all slated for tonite, the music boys are hoping for two more—so as to make the sheet!

• • • Charlie Hicks of WSOC was working a golf course pick-up with a pack transmitter the other day, and while waiting the arrival of some golfers he decided to sit down on a little mound under a shady tree which he soon discovered with an ANT-HILL! ...From Chicago comes word that the Four Bachelors of the College Inn and CBS—Bob Rice, Bobby Borger, Henry Russell and Jack Gifford—each have put up \$100 in cash as a guarantee of their staying single....If any should marry, his dough is to go into a pot for the other three singletons....Jerry Fairbanks, WJBK announcer, coaches Elaine Beason (otherwise Mrs. Fairbanks) by remote control....When Elaine appears with the WJR dramatic shows, Jerry listens in on the station's private phone loop, and after the airing offers constructive criticism!

• • • Cole Porter has just signed an exclusive contract with Henry Spitzer of Chappell which binds the tunesmith until 1940 with the publisher!...Jean Paul King's Household Finance air reports folded Saturday for the summer....Stuart Canin, the 10-year-old violinist who appeared on the Fred Allen show playing "The Bee," thus starting the Benny-Allen feud, is slated to start another air war when he appears on the Harry Von Zell show....Donald Flamm, proxy of the Inter-City net, now touring Europe, is taking candid camera shots of unusual scenes there and sending the pictures back to the U. S. as postcards to friends....Pick and Pat are preparing an old-fashioned minstrel show for the fall....Wini Shaw goes into Riley's at Saratoga, July 26....Imagine someone's face when Dave Apollon arrived in Hollywood the other day with his band. He was hired because they were making a Russian picture and required Russian musicians. Dave got off the train—followed by his Filipino orchestra!

• • • WTMV's "Trading Post," the show wherein the station offers free time to its listeners who wish to buy, sell, or trade goods, has turned up some nicely completed deals. Automobiles, canoes, tennis racquets, shot-guns, dogs—all these and more have been sold to other listeners. Woody Klose and Fred Moegle, announcers, have been offered everything from cash to baby chickens as commission....However, the prize offer was received the other day from a fellow who described his wife's qualifications and pointers and offered to peddle her "for anything you can get."

PROMOTION

Articles on Shakespeare

As promotion for its Shakespearian series which starts Monday, CBS is releasing to the press a series of articles by William A. Brady, dean of Broadway producers and also an actor, dealing with Shakespeare. First article is titled "The Melancholy Dane Goes on the Air."

Popeye Club Popular

WDNC's Juvenile Popeye Club from the stage of the Carolina Theater, Durham, N. C., on Saturday mornings at 10:15 is becoming increasingly popular with the youngsters of Durham and vicinity. The broadcasts are sponsored by the Durham Dairy (Ice Cream), who at each performance present the kids who have had birthdays during the past week with a pint of Gold-Seal Ice Cream. During the performance, the Carolina Theater screens two cartoons, a feature picture and one chapter of a serial.

WSOC Beauty Contest

WSOC recently staged a bang-up beauty contest at the Wilamette Swimming Pool near Charlotte. Thousands of people jammed the regular bleachers and specially constructed grandstands, and at the last minute, more thousands were forced to watch through the wire fence. Beside the main feature, the Beauty Contest, WSOC put on aquatic attractions such as sprints, high-diving and comic-dives. Even "Hot Shot Elmer," the station's hill-billy comedian was present in a specially designed bathing costume labeled "Miss Hot Shot Elmer."

The contest was planned and produced by Announcer-Salesman Dewey Drum and Salesman-Singer Byron Smith of the WSOC staff. Twenty-one Charlotte beauties paraded their pulchritude before the spectators and judges, and the purpose of the contest was to determine who would represent the friendly city in the state-wide contest to be held at the Wilamette Pool at a later date. Each girl in the WSOC show represented a local business concern.

John Ward, WSOC's remote control supervisor, and engineer L. L. Caudle handled the technical equipment for the broadcast from 8 to 9 o'clock in the evening, relayed to the station by the Mobile Unit short wave relay-broadcast transmitter WAAK. Program Director Paul Norris introduced the performance to the radio audience and then Announcers Dewey Drum and Dick Faulkner kept up a rapid fire description of the progress of the contest. Boe Norris, WSOC's musical director, had his orchestra in the bandstand to furnish music.

WHN Cuts Half Hour

WHN, effective immediately, will sign off at 1 a.m. instead of 1:30 a.m. New time schedule allows WHN to broadcast 18 hours daily. WHN recently attempted to insert a 24-hour schedule, but was not successful.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

SATURDAY A.M.'s the 22nd floor of CBS studios is the scene of much impromptu entertaining on the part of juvenile talent...Vocalists unleash the suppressed desire to tap-dance...Actors warble or coax sound out of unaccustomed instruments...Entire personnel sits back at intervals to hear Ted Wick rhythmize, which he does by stroking the keys of a grand piano with one hand and twanging the celeste with the other...Ted celebrates his first year as CBS producer Aug. 1...Gogo De Lys is all set to take over the femme ping-pong championship of the studios...Mary Edith Stahl, Bill Bacher's Remington and Gregg gal, received belated birthday gifts from the "Hollywood Hotel" cast because she only told them after the program...Guest of honor at "Sunday Mornings at Aunt Susan's" rehearsals is a canine monikered links, property of Ruth Garland of "Pennywise" fame...his weaknesses are air-mindedness and an undoggy passion for candy...Alvino Rey, consort to Louise King of King Sisters fame, is royal in his own right, Rey being Spanish for King.

Kathryn Craven's July 12 offering will be a play-by-play of Shakespeare; a behind the scene description of Burgess Meredith and the other thespians of the CBS Bard cycle...Meredith and wife Margaret Perry will make their first studio appearance together in the new series...Meredith in Hamlet starts the CBS cycle...Grace Moore's parting tributes to Announcer Don Forbes and Technician Bill Lawrence were monogrammed silver cigarette boxes...Dwight Cook and Whittin Badger, ranking producers, rated initialed gold cuff links...Jacques Renard's 14-year-old offspring, Sylvia, has been deposited at a mountain camp for the duration of the hot weather.

Martha Dulin of WBT, Charlotte, introduces songs played by organist Marie Davenport and pianist Jane Bartlett on her Philco and Leonard Morning Melodies quarter hours by original verse, the poetry output averaging four pourings of the muse per diem...Beatrice Wain (Four Stars) munches carrots around the studios...Doris Kerr to swell the ranks of the self-appointed pilots...All that debris at Jones Beach over the weekend was occasioned by the "Myrt and Marge" picnic.

RADIO PERSONALITIES

No. 48 in the Series of Who's Who in the Industry

JOHN E. PEARSON, who last month became manager of national accounts for stations KWTO and KGBX, Springfield, Mo., has quite a bit of radio and newspaper experience under his belt despite his mere 31 years.

From 1930 to 1936 he headed the KWTO-KGBX news and market departments, which he organized. In November, 1936, when KWTO became a 5,000-watt station, Pearson was placed at the head of a promotion department of five members. The post assigned him last month was newly created by Sales Manager Ralph D. Foster, to devote greater attention to national sales and promotion.

Before "going radio", Pearson was a newspaper reporter and editor. He also has had more hours on the air than any other announcer connected with KWTO-KGBX.

Since his appointment to his present post, with Carl Ward as assistant in charge of promotion and Terry Morse in charge of NBC traffic, the KWTO-KGBX business chart is understood to have grown more interesting.



Among those who came up from newspaper ranks...

ORCHESTRAS - MUSIC

KAY KYSER wound up a two-week run at the Boston Ritz-Carlton last night and embarks on a series of one nighters, beginning with Dorney Park, Allentown, tonight. Tomorrow he makes music at Scranton's Masonic Temple.

Shep Fields and his "Rippling Rhythm"-ers begin a series of one-nighters today throughout the East, appearing in cities close to New York in order to return for their Sunday night WJZ broadcasts. After five weeks they return to New York and add an engagement at the Paramount Theater to their radio activity.

Hughie Barrett has augmented his ork on the NBC Monday night "Melody Revue", bringing the number up to 16. Verilye Mills is his harpist. With the departure of Casper Reardon for Hollywood, the Barrett aggregation is scheduled to remain at the Central Park Tavern on the Green for the entire summer.

Abe Lyman, "Waltz Time" maestro, whose band airs on several other commercials each week, celebrates the completion of his 20th year as band leader tomorrow. His band's been on the ether for six years without one weekly lapse.

When the Harold Jordy cocktail ensemble takes over the Fountain Room of the New Orleans Roosevelt, Marion Sutter will contribute the trumpet touch to an otherwise strictly reed, string and percussion outfit. Leon Prima has added a dance to his trumpeting with his band at the New Orleans Penthouse.

Batoneer Dave Winstein takes over the duties of emcee in addition to his musical activities from time to time at the New Orleans Club Plantation. Last extra-musical job he performed was to act as secretary to the

committee which drafted the price list and by-laws of the horn tooter's union.

KTUL, Tulsa, is carrying seven night-time quarter hours weekly of Herman Waldman and band from the English Village, Tulsa's open air night club. Regular commercial rates apply on all such remotes, according to W. C. Gillespie, general manager.

Bunny Berigan and band take musical command of the Pavillon Royal, Valley Stream, L. I., today.

Earl Mellen and his Carolinians debut on the Pleasure Beach WICC broadcast July 11 at 11:30 p.m.

Don Voorhees, "Cavalcade of America" conductor, will serve as music director for two Broadway shows next season. He's busy working on "Virginia", a Laurence Stalling and Howard Dietz opus, and is scheduled to direct "Between the Devil", by Dietz and Arthur Schwartz.

Donaldson, Douglas & Gumble is the publisher of "You'll Never Go to Heaven if You Break My Heart", one of the past week's most played tunes on the air. Leo Feist was inadvertently credited as the publisher in yesterday's issue.

Larry Kent's musical aggregation, pinch-hitting for that of Sterling Young at the Los Angeles Wilshire Bow, is being aired regularly over the stations of the Orange Network. Features of the orchestra are Mary Lou Cook and Arvin Dale, Booth Bertram, comedy drummer and the music of an electric organ.

Benny Meroff will follow Art Shaw at the Plaza Ballroom, Wildwood, N. J., broadcasting nightly by remote via WIP, Philly.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED

Knickerbocker Broadcasting Co., Inc., New York. CP for new high frequency station. 26550 kc., 100 watts.

Reading Broadcasting Co., Reading Pa. CP for new exp. relay station. 31100, 34600, 37600 and 40600 kc., 10 watts.

SET FOR HEARING

William C. Smith, Bogalus, La. CP for new station. 1310 kc., 100 watts, unlimited.
M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

ACTION ON EXAMINER'S REPORTS
John S. Allen and G. W. Covington, Jr., Montgomery, Ala. Remanded to docket for further hearing.

Central States Broadcasting Co., Council Bluffs, Ia. Denied CP for new station.
C. W. Corkhill, Sioux City, Ia. Denied CP for new station.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station granted. 1420 kc., 100 watts, 250 watts LS., unlimited.

State Capital Broadcasting Assn., Austin, Tex. Granted CP for new station. 1120 kc., 1 KW., daytime, specified.

Falls City Broadcasting Corp., Falls City, Neb. Denied CP for new station.
Radio Enterprises, Lufkin, Tex. Denied CP for new station.

Red Lands Broadcasting Assn., Lufkin. Granted CP for new station. 1310 kc., 100 watts, daytime.

Virgil V. Evans, Gastonia, N. C. Denied CP for new station.

I. B. Roberts, Gastonia, N. C. Denied permission to extend completion date of construction on WJBR.

APPLICATION RECEIVED

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

HEARINGS SCHEDULED

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSN, Inc. 1440 kc., 500 watts, share-WSAN.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 KW. LS., unlimited.

United Theaters Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for new high frequency station. 15250, 21460 kc., 50 KW., unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.

Government Station Bill
Stands a Good Chance

(Continued from Page 1)
body is behind that measure," RADIO DAILY was told, "I don't think there is any opposition at all. In fact there is definite movement to put it through this session."

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

July 8
Greetings from Radio Daily
to
Bernie Foyer Gertrude Niesen
John Brewster Fritz Clark

★ Program Reviews and Comments ★

"ADVENTURES IN EXPLORATION"

Sustaining

WABC—CBS Network, Tuesdays, 5:45-6 p.m.

INTERESTING DRAMATIZATIONS OF EXPEDITIONS FOR MUSEUM EXHIBITS.

Prepared by the CBS educational department in association with the Museum of Natural History Magazine, this series promises to be adventurously thrilling as well as informative. First broadcast dramatized how the "Dragon of Komodo," one of the Museum exhibits, was hunted and trapped by a far east expedition. The kids especially should go for the series.

"NBC Night Club"

Ercece Morey Amsterdam was in his funniest form on last Tuesday night's edition of the "NBC Night Club" emanating from Chicago over the NBC-Blue network. It was the best show of the series to date. Jackie Heller was a guest star, doing a nice combination of "Charmaine" and "Diane." The Vagabonds also dispensed some swell vocal rhythm. And there were others, not forgetting the Kogen orchestra.

PHILADELPHIA

Al A. Cormier, WIP vice-president and general manager, back at his desk after a rambling auto tour vacation.

Karl Barron, former WIP announcer, now doing his mike splicing for KYA, San Francisco.

Ben Gimbel, WIP prexy and Leslie Joy, KYW station manager, clearing desks before setting out on their vacations.

A surprise shower was tendered Clarice Mayer, KYW woman news commentator, at the Arcadia International House. Among the KYW artists present were Jane King, Mrs. James P. Begley, Rosalind Stuart, Edith Roday, Paula Markmann. Miss Mayer will middle-aisle it with Dr. Joseph L. Garfield on Aug. 1.

WCAU records reveal that three staff members were bitten by the marriage bug in June. Agnes Rush and Kathryn Fahy were the two young ladies, while Charles Smith was the only male radio groom.

Dave Walls, WIP warbler, is doubling in brass, emceeing the floor show at Venice Cafe.

Pat Stanton, WDAS general manager, will take a combination trip the latter part of July in the form of a vacation, business trip and honeymoon. Sets sail on the matrimony seas with Mary DeMey on July 24. His sojourn also marks the completion of the ninth year for Stanton's Four Province Irish Hour.

Bob Street, WCAU station manager, sporting a healthy share of blisters after some healthy spade work at his new farm household at New Hope, Pa.

Joe Connelly, WFIL publicist,

"SKYWAYS REPORTER"

W. Wilderotter Sons Store
WAAT, Newark, Tuesday-Thursday-Saturday, 6-6:15 p.m.
William N. Scheer Agency

AIRPORT INTERVIEWS AT NEWARK FIELD PRESENT GOOD POSSIBILITIES.

As a variation of the man-in-the-street interview this remote from the Newark airport ought to prove quite entertaining. Aside from the listener interest that it provides for its sponsor, the program is a nice break for the airlines and also contains quite a few good showmanship possibilities.

Bob Becker handles the microphone, and the initial program had an appropriate introductory interview with the airport manager, followed by talks with a number of airplane passengers and others, all very interesting because of the different and distant origins of the travelers, the reason for their trips, etc., all brought out in an easy informal style by Becker.

"Early Risers Club"

Seven o'clock in the morning is an early time to start listening to the radio, but there are plenty who do so and among them ought to be quite a few fans for this 7-8 a.m. period over WMCA-Intercity. Starting off with

martial music, which is all the better for waking 'em up, there follows a brief news summary, then more music of various kinds, both lively dance tunes and some of the symphonic kind, interspersed with philosophy, verse and other talk. At about 7:40 the schedule of steamers arriving and sailing that day is read off. Then some more music until 7:45, when the morning news report is presented.

Alun Williams handles the program and does it very well. Listeners are invited to send in their favorite verses for reading.

Richard Maxwell

Among the most likeable of the "songs of cheer" programs is the 9:30 a.m. program presented over WABC-CBS by Richard Maxwell. It is no easy job to drum up a quarter-hour of cheering musical numbers and talk, five days a week, without making it sound like mechanical routine, but Maxwell is one of the few such artists who can turn the trick very neatly. A pleasing voice for both singing and talking and a happy faculty for weaving nice thoughts in and out of his musical numbers are among his assets.

Briefly

After nearly dying the death of a dog in company with Helen Broderick on their own radio program, Victor Moore took another tumble as guest on Benny Goodman's show Tuesday night over CBS. On stage and screen, Moore is as funny as they come. But on the air he is as lost as Mickey Mouse would be.

Those "Console and Keyboard" stints performed by the industrious Louise Wilcher (console) and Pauline Alpert (piano) over WOR are very pleasing interludes.

Sandwiched in between the blare of Benny Goodman's swing orchestra on CBS and the more restrained but still jazzy Johnny Green band on the NBC-Red network, the songs and melodies dispensed by Frank Munn, Lois Bennett and the Arden orchestra on the NBC-Blue on Tuesday nights are like a restful oasis.

That fellow Ed Fitzgerald has earned himself a good vacation by his always entertaining 9 a.m. stint over WOR in behalf of the Bamberg store—not forgetting his weekly evening variety show.

BOSTON

Jean Abbey, who airs regularly over WEEI for the Home Companion magazine, returned from a honeymoon-vacation trip. Away from the mike she is now Mrs. Claude Higgins.

Mal Hallett, New England's favorite maestro, played his only two dance dates in these parts over the holiday week-end. The band is booked to open a theater tour on July 21 at the Paramount in New York, then to Washington, Detroit, Atlantic City and finally Boston's Metropolitan on Sept. 9.

Lewis S. Whitcomb, assistant manager and publicity chief at WEEI, ill for the past six or seven weeks, reported greatly improved. Whit is now able to sit outdoors several hours a day.

SAN FRANCISCO

Tom Wallace, "horse sense philosopher" on KYA, has received more than 8,000 pieces of mail in response to his offer of a "dream book" made two weeks ago.

Ann Smith, a vocal "discovery" of Ken Stuart, KYA talent scout, is winning popularity in frequent appearances on "Listen Ladies," CRS afternoon variety show.

spending his week-ends at the family manse beside the sea at Wildwood. Stan Lee Broza, WCAU program director, back at his desk after a trip to Pittsburgh.

Carlotta Dale, vocalist with Jan Savitt's KYW-NBC Top Hatters, will be back on the air in the fall, recovered from an auto mishap.

LOUISVILLE

Red Nichols and His Pennies, in town for a week stand at Iroquois Gardens, airing nightly over WAVE.

Three members of the University of Kentucky radio staff have obtained summer jobs with radio stations. George Jesse, University student announcer, is with WAVE, Phil Sutterfield, also an announcer, is with WGRC, New Albany, Indiana, and John Boyers, technician at the University studios is operating at WHAS.

The father of George Patterson, WAVE program director, recently passed away at Ravenna, Ky. The Oertel Radio Theater (erstwhile National), which houses the Tuesday night broadcasts for a local brewery, was recently air-conditioned, and attendance has been at virtual capacity during the hot spell.

Salt and Peanuts, harmony team, which started at WLW and drifted from there to KDKA and WSM, now warbling over WHAS.

NEW ORLEANS

Tony Almerico and his orchestra are jumping from LaPlace, La., to Chez Paree at Henderson Point, Miss., to replace Ned Bradley's orchestra, which opened the new spot. Broadcasts scheduled over WGN.

WWL is definitely moving to eliminate its surplus of hillbilly programs.

Mildred Butz and her ensemble opened at the St. Charles bar last week, as that spot found it did need music, especially of the feminine variety. Ensemble consists of Mildred Butz, violin; Barbara Lawrence, piano; and Julie Huith, formerly with Alex Hyde, reeds. Aired over WBNO.

KANSAS CITY

WHB will carry three thirty-minute band concerts weekly through the summer from the Mid-Western Music camp at the University of Kansas, with Ludwig Hebestreit of the Chicago Rhythm Symphony conducting.

Mr. and Mrs. Morris H. Straight have left for a vacation in Colorado. Straight is head of the WHB Client Service department.

Milton F. (Chick) Allison, KMCB publicity chief, has been elected vice-president of the Kansas City chapter of the International Exchange Club, a luncheon and service club devoted to assistance of underprivileged and crippled children.

Jim Simmons, KCMO program director, spent the fourth in Joplin, Mo., visiting friends and relatives.

KCMO has sold the Advance Baking Co. six quarter hour news broadcasts weekly for a period of 13 weeks. Baking company is placing posters on all of its trucks to advertise the show and KCMO, while 1,500 posters and window streamers announcing the radio feature are being placed in retail groceries in Kansas City and the adjacent territory. Laymon Cameron is handling the news for the broadcasts.

Paul Snyder, who has been connected with several local stations, is temporarily filling the vacancy on the KCMO announcing staff created when Jack Wolever went on the road with a summer rep show.

★ *Coast-to-Coast* ★

FOUR KOMO-KJR (Seattle) staff members are saying "I do." Gladys Belle Miller, head of music department, and Byron Peter Lyman of the production department become Mr. and Mrs. in a few weeks. Aileen Barton, the hello girl, and Gladys Niemeyer, sec'y to Manager Bert Fisher, will middle-aisle it with respective grooms in Sept.

Harry Bason, musical director at WIRE, Indianapolis, is back on the job after being out two days due to a slight injury.

Ray Gerosa of New Haven is a new broadcaster over WICC, Bridgeport.

John Ward, remote control supervisor, and Paul Norris, program director, of WSOC, Charlotte are on a two-week vacation in Florida. Charles Glenn Hicks Jr. is program chief during the interim, while Engineers Cy Carter and L. L. Caudle share Ward's work, with Dick Faulkner, announcer, handling the overflow of remotes.

John F. Neblett, who recently joined WBNS, Columbus from KWK, St. Louis, is conducting the Street Reporter broadcast besides his special events announcing.

Carl Dozer, announcer, is pinching hitting for Dave Olsen on the "Grandpa and Snuggins" program over WCAE, Pittsburgh, while Olsen is on vacation.

KTUL, Tulsa: Fenton Jeffers, assistant manager, expected back at his desk soon after being out two weeks due to an infection. . . . Nate Wilcox, chief engineer, is proud papa of an eight-pound son. . . . Mary Mosher, formerly of Hollywood, is the new hostess.

Herb Hollister, in his latest "Weekly Letter," about KANS, Wichita, Kas., points out that in May of last year KANS was just "a glint in my eye," and in May of this year '34 Wichita merchants used the station to sell their products.

WMCA Chatter: Dick Fishell and Bert Lebharr start their tennis feud this week-end. . . . All desks at the station are littered with flowers these days; Al Rose is pattering with his garden. . . . Jack Coombs, assistant program director, on vacation. . . . Alun Williams, genial announcer, kept pretty busy, taking the air when the station opens at 7 a.m. with the Early Risers Club, followed by 5-minute news stint and then four other regular shows scattered throughout the morning. . . . Frankie Basch, Roving Reporter, goes everywhere that news is in the making. . . . having met a few of the outstanding automobile race drivers, she

decided to go down to the track to see what it's all about. . . . Hal Janis is the proud possessor of two female puppies, answering to the names of "Amos" and "Andy". . . .

Billy Dcaver and Laverne Alewel have been engaged for the summer by the D. & C. Lines whose steamers cruise the Great Lakes. They are the 13-year-old discoveries of Uncle Nick who handles WJBK's Children's Hour and the Teen-Age Follies.

There is an apartment house on Seward Avenue, Detroit, that could well be called "WJBK's Haven." For in this building live announcers Jerry Fairbanks and Charlie Sterritt, Program Director Sybil Krieghoff, Mildred Van of the production department, O. J. Neurath, actor, and Sterling Beason, character man.

KCKN's airing of the Kansas City Kansas Soap Box Derby was a highly successful affair. Evan Fry and Karl Willis, announcers, and Leonard Brann, control operator, were at the starting line, with Announcers Ralph Nelson and Randall Jessee and Chief Engineer Clark Smith at the finishing post.

"Opportunity Knocks" is a new program being aired each Tuesday and Saturday at 7:30 p.m. C.S.T. over WRJN, Racine, Wis., featuring interviews with individuals desiring employment.

For his last presentation before leaving Des Moines for New York on his vacation, Donald Thompson, WHO Playhouse director, chose "Leathernecks," by Ronald Dawson, a story of the American Marines during the occupation of Haiti. The program, presented Sunday and dedicated to all branches of the United States service, had a cast including Glenn Goodwin, Donald Thompson, Bob Eaton, Patricia Thompson, Irma Hershe, William H. Rodgers Jr., and Robert Blaylock, Sr.

WCPO, Cincinnati, Scripps-Howard station, has 15 newscasts daily, all sponsored by local retailers. Station has opened a new studio on Walnut St. where a UP teletype is installed. Local news is handled in conjunction with the Cincinnati Post.

WRJN, Racine, Wis., has signed for Transradio Press Service.

Norwood Bradshaw, Arnold King Jr. and Bernard Marcus, all of the WLTH technical staff, are very secretive these days. They absolutely refuse to reveal the results of their own private poll on WLTH programs, though they do say that Norman H. Warembud, special events announcer, will be very sore if they talk.

RADIO FOLK

are cordially invited to drop in when visiting New York.

Come up and chat.

In fact why not make your New York headquarters with

RADIO DAILY

Paramount Building

24th Floor

Times Square

Use our phones

Have your mail sent here

Make appointments here

In fact as time goes on we think you'll like

RADIO DAILY

S E R V I C E



NORMAN ROSS INC., radio consultants, has installed RCA speech and Presto recording equipment in its audition room.

Claire Oldsen of WGN program department is back from a New York vacation.

Kay Kyser will wind up his Willys series here in WGN studios on July 25.

Jim Fleming, WGN announcer, forced down in storm at Detroit flying back from New York.

Carl Meyers, WGN chief engineer, back from business trip to Washington.

Goldenrod Ice Cream is launching a three-a-week adventure show for juveniles titled "Adventures Abroad" on WGN. Written and produced by Virginia Lee, show features veteran child actors Frank Armstrong, Cornelius Peeples, Jerome Walter and Jacqueline Feurman. Songstress Rosemary Dillon also in cast. Salem N. Baskin agency.

Martha Helen Norcross of NBC Norcross sisters and Charles E. Lewis, WBBN chief announcer, Buffalo, are honeymooning on a Great Lakes steamer.

Ann Lester is singing with Nino Rinaldi's band at the Yacht Club.

Jeri Renard is the new songstress with Wendell Phillips ork at the Tiffany room, Hotel Chicagoan.

Al Barker of NBC continuity department quitting staff work to devote all his time to writing NBC Minstrel Show and "Don Winslow of the Navy."

Resignation of regular rector at church of Atonement (Episcopal) leaves the Rev. J. Oren Weaver temporarily in charge. During the week he is "Buck" Weaver, WBBM news editor.

June Meredith of "Wife vs. Secretary" and "Curtain Time" on WGN will be guest of honor at the Mummies ball at the Traverse City, Mich., Cherry Festival on July 16.

ONE MINUTE INTERVIEW

JOHNNY GREEN

"Radio has made 'Home, Sweet Home' a reality, instead of just a phrase, to musicians. In the old days, musicians were always travelling, drifting from place to place, filling engagements in hotels and theaters from New York to San Francisco. Today, the average instrumentalist remains either in New York or in Hollywood for his broadcasts, and leads an orderly, domestic existence."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 49 of a Series

WSPA—Spartanburg, So. Car.

920 Kilocycles—1,000 Watts Daytime

VIRGIL V. EVANS, Owner and Gen. Mgr.

JAMES D. MUGFORD, Program Director

JACK MURRAY, Commercial Mgr.

WSPA in Spartanburg, the Trade Center of the Piedmont section serving over a million and a half listeners, had its inception in February, 1930. It was first opened as a 100 watt and later went to 250. On Aug. 21, 1934, the FCC, realizing the job WSPA was doing in its territory, granted an increase to one thousand watts.

WSPA is one of the very few independent stations in the South that has managed to hold its head above water during strikes and depressing times. The very capable management of the station owner, V. V. Evans, has been the outstanding factor in the success of the Pioneer Radio Voice of South Carolina.

The present staff consists of: Jack Murray, commercial manager; James D. Mugford, program director; Robert Wallace, chief engineer; George Tate, junior engineer; Broadus McSwain, announcer; Billy Steadman, control operator; Clarence Morse, control operator; Staton Dixon, continuity writer and news reporter; Richard Pattison, announcer; Boyd Staton, control operator; Ruth Haley, organist; Mrs. Pearl Felder, bookkeeper, and Grady Newman, relief announcer.

Several programs which began when the station went into operation are still on the air today without a break in all this time.

The studios of WSPA at present are at the corner of Avant and Ravenel streets. The transmitter is located three and a half miles Northeast of the city in Evanston Heights. Within the next three weeks the studios will be moved to their new location on South Liberty Street. These studios will be modern throughout, consisting of five large studios, five offices, an auditorium seating 400, and a spacious reception room. With the new set-up WSPA will be one of the finest broadcasting plants in the South.

WFAS Adds German Time

The response which has consistently greeted the Wednesday afternoon German Broadcast Hour inaugurated last October over WFAS, White Plains, by Bruno Klohoker, member of the staff, has been responsible for a renewal average of better than 90 per cent among sponsors of the feature.

To accommodate the demand for another German broadcast, a new Saturday morning half-hour series has been installed, at 9:30-10 a.m. Both programs are open to participating sponsorship. These two programs represent the only departure of WFAS into the foreign language field.

Beauty Contest Buys Time

Kansas City—WHD has sold time for daily quarter hour broadcasts to the promoters of a beauty, charm and personality contest being staged cooperatively by local beauty shops and various retail establishments at Fairyland Park, July 21. Contestants for the free trip to Hollywood are interviewed on the air. The programs will run until the date of the contest.

2 New WINS Musical Series

Two new musical series make their debut Monday on WINS and the New York Broadcasting System. "Three Quarter Time," featuring waltz music exclusively, under the direction of Louis Katzman, will be heard Monday through Friday at 1:15-1:30 p.m. "Four Men in a Groove" will be presented immediately following, with Hank Silvern as the "key man" of the outfit.

Happy Lewis with Harold Stern

"Happy" Lewis, emcee with Louis Katzman's Swing Orchestra on WINS and the New York network, has been engaged to appear with Harold Stern at Manhattan Beach and Brighton Beach, starting July 11. He will continue on the Katzman program throughout the summer.

Duchin's Record Business

Chicago—Eddy Duchin hung up an all time record at the Palmer House Empire room for three nights over the Fourth—doing \$11,670 in business, some \$2,000 better than the Lombardos did last year for the same period. Room only seats about 600 persons.

Dramatized Songs on "Key"

Old-song dramatizations, written by Edmund Birnbryer of the NBC script division, will be a summer feature of NBC-Blue's "Magic Key of RCA" broadcasts starting Sunday. First song to be put in story with dialogue and music will be "Only a Bird in a Gilded Cage."

Thesaurus Renewals

NBC Thesaurus has two more renewals. They are WIRE, Indianapolis, and WJDX, Jackson, Miss. On Aug. 1, both outlets will begin their third season as subscribers.

Dick Blaine at WNEW

Dick Blaine, regular announcer for Barney Clothing Stores on WMCA, is now handling the Barney broadcast from WNEW. Blaine does only that one show from the WNEW studios.



BING CROSBY will play three starring roles at the same time tomorrow, when he will be heard over the NBC-Blue network as host, master of ceremonies and NBC sports announcer of the Motion Picture Handicap Race to be run over his new million dollar Del Mar Race Track. Broadcast is scheduled for 9-9:20 p.m. EDST. NBC announcers Ken Carpenter and Buddy Twiss will be on hand to help Bing.

KMPC offers George Hamilton's music from the Beverley-Wilshire, six nights weekly.

Peenie Elmo and Bud Harrison, blackface duo formerly featured on Gilmore Circus, have under consideration an offer from an Eastern sponsor for a six-nights-weekly 15-minute spot. Fly in the ointment is that deal might necessitate their going East and both boys are confirmed adopted-Native-Sons, after playing Keith-Orpheum, Publix and Fanchon & Marco routes for years.

Patricia Ann Royale, screen actress, slated to present her "Royale Collection of Poems" on Kraft Music Hall in the near future, with assistance of Conrad Nagel as guest.

KMPC inaugurated a new policy over the weekend of devoting five minutes of the regular news period to "Women in the News."

Summer Symphonies on WHKC

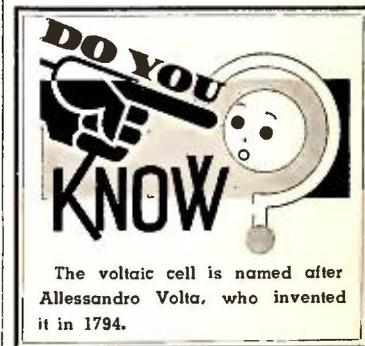
Columbus—WHKC is carrying a new series of Symphonic Musical Programs from Olentangy Park. Orchestra is under the direction of Abraham Ruvinsky, director of music for WHKC.

Ala. Radio Talent to Compete

Birmingham—Talent from a number of Alabama cities will compete for cash prizes in a state-wide radio broadcast over WSGN, during the Alabama Merchants Convention here Aug. 4-5, it is announced by the Birmingham Chamber of Commerce.

Daughter for Frank Gill

Frank Gill, script writer on the Texaco program, became the father of a daughter last Sunday.



The voltaic cell is named after Alessandro Volta, who invented it in 1794.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 6

NEW YORK, N. Y., FRIDAY, JULY 9, 1937

FIVE CENTS

Drama Trend Spreading

LEATHER ASSOCIATION PLANS SPOT CAMPAIGN

Chicago—National Leather & Shoe Finders Ass'n, which recently placed its account with Batten, Barton, Durstine & Osborn, is reported planning a spot campaign to start in the fall. Budget for year is \$467,000.

WJAY Exposition Series Will Be Fed to CBS Net

Cleveland—Rea Matey, blonde vocalist and member of United Broadcasting Co.'s Golden Girls Trio, will be one of the outstanding guest artists on the initial presentation of the "Great Lakes Review", new WJAY talent show which is to be fed weekly to CBS network from Radioland at the Great Lakes Exposition. Larry Roller, director of public events and special features for WHK-WJAY, announces the series will continue throughout the summer, being heard Saturdays at 4:30-5 p.m. Each week, different guest stars on
(Continued on Page 2)

"Cy" Rapp, Ed Cunniff Are Promoted at KMA

Shenandoah, Ia.—J. "Cy" Rapp, formerly in charge of advertising and sales promotion, has been elevated to station manager of KMA. Ed Cunniff, former director of merchandising, is now commercial manager.

Oberfelder in New Post

Theodore I. Oberfelder, formerly sales promotion manager of Hearst Radio, will be connected with the sales staff of the New York Broadcasting System starting Aug. 2. He will vacation until then.

Braille Drama on Air

Chicago—The Braille Theater Guild of Chicago will present its first radio drama over WLS at 7:30 p.m. July 14. Play is entitled "Negatively Speaking" and was written and will be produced by Bill Meredith of WLS staff. Eight blind actors will put on the production under guidance of their regular director, Dorothy Proesch.

In His Back Yard

While Arthur Mosby, manager of KGVO, Missoula, Mont., was in New York pounding the pavements to drum up business for his 1,000-watter, the Coca-Cola boys slipped into his home town and bought his popular "Man on the Street" program. Show will be renamed "Vox Pop." Mosby wonders what would happen if he took a trip around the world.

500 RETAIL DRUGGISTS BUY TIME OVER KCMO

Kansas City—Five hundred local druggists of the Kansas City Retail Druggists Ass'n have bought time on KCMO for a weekly quarter-hour show. Educational in tone, the druggist-sponsored program will feature a review of the week's scientific developments in the field of medicine, surgery and dental surgery, presented in the language of the layman. Art Ellison of the station's dramatic staff will handle the comment.

Injunction Is Denied In Lydia Pinkham Suit

Boston—A full bench of the State Supreme Court yesterday issued an injunction restraining Mrs. Caroline P. Gove, only daughter of Lydia Pinkham, and her daughter, Lydia P. Gove, from interfering in the conduct of the Lydia Pinkham Co., patent medicine concern.

Decision climaxed a family feud over control of the company with
(Continued on Page 3)

Mutual Network Expansion In the Northwest Area

New Move by Hoffman In Boake Carter Suit

Trenton, N. J.—Middlesex Circuit Court will be asked by Harry Green, counsel for Governor Hoffman, to set date for trial of \$100,000 libel suit for radio criticism of Hoffman action in the Hauptmann case. Defendants are Atlantic Broadcasting Co. and
(Continued on Page 2)

WOR to Offer "Les Miserables" Series With New Technique by Orson Welles --Bernard Shaw Play on NBC

STERLING IS REVIVING DRAMA SERIES ON CBS

Sterling Products Inc. (Bayer Aspirin) on Aug. 3 will start the Famous Actors Guild series again with Helen Menken in the leading role. Series will be heard coast-to-coast on 31 CBS stations, 7:30-8 p.m. Program, produced by Air Features Inc., will be keyed from New York. Contract is signed for 52 weeks through Blackett - Sample - Hummert Inc.

Clarence T. Hagman Named WTCN Manager

Minneapolis—Clarence T. Hagman of St. Paul has been made manager of WTCN, the Minneapolis Tribune-St. Paul Dispatch Pioneer Press station. Hagman has been with the station three years in sales and commercial posts. He is starting an intensive program survey as part expansion plans, which include the building of a short wave experimental station.

Archie Gillis Joins WCOP

Boston—Archie Gillis, formerly sales manager of WSAR, Fall River, has joined the WCOP sales staff here.

Radio's dramatic trend, which got under heavy steam when NBC and CBS decided on Shakespearean series almost simultaneously, followed by plans for an O'Neill cycle by NBC, took two more leaps forward yesterday. WOR announced that Orson Welles, prominent actor and director, would present Victor Hugo's "Les Miserables" in a series of seven installments starting July 23, at 10-10:30 p.m. At the same time NBC announced that George Bernard Shaw's five-play cycle, "Back to Methuselah", would be aired in a 75-minute radio version, specially prepared by Shaw himself, on Aug. 30 at 9:30-10:45 p.m. over the NBC-Blue network.

The WOR series, to be heard
(Continued on Page 3)

SIMMONS CO. TO LAUNCH LIVE SPOT CAMPAIGN

Simmons Co., Chicago (mattresses) during the later part of next month will start a live spot announcement campaign on a large list of stations. Complete list not set as yet. J. Walter Thompson Co. has the account.

W. T. Grant Stores Start Spot Series in September

W. T. Grant Co. (chain stores) on Sept. 5 will start a spot radio series on 19 stations scattered around the country. Program will be quarter-hour series, broadcast three times weekly. List not set as yet. N. W. Ayer & Son Inc. is the agency.

Television Type

Philadelphia—Carol Weymann, former KYW songbird now heard with NBC, has been selected as a "perfect television subject" by the Farnsworth Television Corp. Miss Weymann is 23 years old, light-complexioned and has clear-cut features. She comes here from New York each week to participate in Farnsworth's experimental television transmissions.

Actual work of looking over the territory is being left to Don Lee
(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 3/8	168	168	- 1 3/8
Crosley Radio	21 3/4	21 1/2	21 3/4	+ 3/8
Gen. Electric	55 3/8	54 5/8	54 5/8	+ 5/8
North American	26 1/2	26	26 1/4	+ 1/8
RCA Common	9 5/8	9 3/8	9 1/2	+ 1/4
RCA First Pfd.	69 1/2	69 1/2	69 1/2	+ 1/4
RCA 55 Pfd.	18 1/2	18	18 1/2	- 1/4
Stewart Warner	18 1/2	18	18 1/2	- 1/4
Zenith Radio	18 1/2	18	18 1/2	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	+ 1/8
Majestic	3	3	+ 1/8
Nat. Union Radio	2	2

OVER THE COUNTER

	Bid	Asked
CBS A	29	30 1/2
CBS B	28 1/2	30
Stromberg Carlson	13	15

KLMP Expands Activity In Special Events Line

Minot, N. D.—KLMP is showing considerable enterprise and activity in the special events line these days. On July 4 the station aired a three-hour broadcast, sponsored by RCA and dealers in this area, from the North Dakota State Fair Grounds. The Governor, Premier Patterson of Saskatchewan and other dignitaries were present, with the famous Abilene, Tex., Cowboy Band, the Regina Boy Pipe Band and the Minot Baby Symphony all part of the program.

The state fair is being thoroughly covered all week by KLMP, with much time spent on boy and girl 4-H clubs and Home Makers' clubs.

Bob Chapman, a member of the Great Plains Area executive office, is presenting news from the National Scout Jamboree as a daily feature of KLMP.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

Free Political Discussion Asked in New Bill

West Coast Bureau, RADIO DAILY

Washington, D. C.—Senator Lewis B. Schwelienbach yesterday introduced in the Senate a three-part bill designed to promote uncensored discussion of political and economic issues on the radio. The bill provides that stations must allot certain desirable time during the day and evening for such discussion on a non-profit basis, and with time equally divided between opposing parties.

New Move by Hoffman In Boake Carter Suit

(Continued from Page 1)

WCAU Broadcasting Co. Green added he intends to serve Boake Carter, whose remarks caused filing of suit against him and the radio corporation, should Carter be found in Jersey. Green says new efforts will be made to serve the four defendants against whom summonses were ordered dismissed by Court of Errors and Appeals should their agents be located in Jersey.

WLBC Aids in Strike Situation

Muncie, Ind.—Mobilization of the National Guard by Governor Townsend of Indiana in readiness for strike duty in the Calumet district found WLBC rendering another public service. Station received flash shortly after orders were issued. Otis Roush, chief announcer; Donald Burton, owner; Francis "Jake" Higgins, special events announcer and Fred Ayer, merchandising director; rushed remote equipment to Army and in 10 minutes started broadcasting. As mobilization progressed WLBC made appeals to listeners to telephone relatives and friends if they knew members of the guard. One hour after station went on the air the entire personnel of the local National Guard units reported at the Army.

Mutual Aids Al Smith

WOR-Mutual staged a fast special event late yesterday afternoon when Dave Driscoll interviewed former Governor Alfred E. Smith as he stepped off the liner Manhattan from an extended European trip. Smith was interviewed on his talks with foreign big-shots, conditions, etc., as well as the local political situation. Closing was a plug for the empty offices in the Empire State Building. A transcription of the interview was rebroadcast at 10:30 p.m. to hit a wider audience.

Barkas Joins Mills Music

Sonny Barkas, administrative director of public relations, has resigned from the government to inaugurate the exploitation department of the Jack Mills Music Corp. This department will specialize in the electrical transcription and motion picture phases of the business.

Jack Lacey Joins WNBC

New Britain, Conn.—Jack Lacey of Hartford has joined the announcing staff of WNBC here for the summer months. He goes back to his studies at Teachers' College of Conn. in the fall.

WJAY Exposition Series Will Be Fed to CBS Net

(Continued from Page 1)

the regular UBC staff will be heard, in addition to featured network artists from New York and Hollywood who will be appearing at the Exposition.

Entire series will feature the popular tunes of Myron Roman's Radioland orchestra. This will be augmented by "Doc" Whipple, who plays a Hammond electric organ in specially-chosen numbers.

Kraymore to Handle Show

Harry Kraymore, announcer, has been placed in charge of WNEW's "Shakespeare a la Carte," heard Saturdays, 8:30-9 p.m. Richard Brooks, former conductor of the show, has been forced to drop it because of other commercial commitments. Kraymore has handled the announcing duties on the show to date.

Joyce Kalowe, winner of the first prize offered on the show, has been offered a screen test by Paramount.

Expo Talent to Repeat

Officials of the Cleveland Exposition have decided to employ a new schedule for talent which is heard from the grounds over the Mutual network. Beginning with the next few weeks, the best acts heard to date will be recalled for repeat performance. Two acts already set for repeats are the Buccaneers Quartet and Alexander Gray.

Juanita Hall Singers on WNYC

The Federal Music Project's "Negro Melody Singers," under the direction of Juanita Hall, will start a four-week series Monday at 8-8:30 p.m. over WNYC, succeeding Lehman Engel's Madrigal Singers. Oliver W. Nicoll is in charge of the production.

Winchell Back to the East

Walter Winchell and Blayne Butcher, Lennen and Mitchell production director, leave Hollywood tomorrow for the east. Stop over will be made in Chicago for Sunday night's broadcast. First one from New York will be aired the following week. Winchell plans to stay in the east until time to start work on his new picture with Bernie, entitled "Love and Hisses."

Alexander Gray at Roxy

Alexander Gray, baritone star of the stage, screen and radio, headlines the stage show opening today at the Roxy Theater. Gray just returned to New York from Cleveland, where he was featured at the Great Lakes Exposition.

COMING and GOING

JOHN G. PAINÉ, general manager of Ascop, sailed for home yesterday on the Rex, from Naples.

E. L. GOVE, technical supervisor for United Broadcasting Co. and WHK-WJAY, Cleveland, departs July 17 for a two-week vacation in Canada.

COLONEL JACK MAJOR left yesterday for the Thousand Islands upstate, where he will spend several weeks, commuting to New York for his weekly CBS program on Mondays.

NAT FREELING of Remick leaves for a two-week vacation up in the Catskills.

AUDREE COLLINS of Chappell leaves today for a vacation in Canada.

ROBERT L. RIPLEY returns from Alaska on Wednesday.

GENE STAFFORD, copy chief of Langlois and Wentworth, is back at his desk after a short vacation.

RALPH C. WENTWORTH, executive of Langlois and Wentworth, has left for a two-week fishing trip to Maine.

JAMES TANSEY, who plays the role of Danny O'Neill in the serial, "The O'Neills", was a Milwaukee visitor last week, appearing on a show via WTMJ. He returns to New York on July 15.

MRS. WENDELL HALL has left Chicago to visit her husband in New York.

CHARLES SCHENCK has flown East after a four-year absence from New York.

NORMAN WEISER of the editorial staff of RADIO DAILY flew to Chicago yesterday for a week-end visit with his family.

M. E. WAGNER, vice-president of Studebaker Motor Co. sails today for Europe aboard the Ile de France.

ABE LYMAN sails tomorrow for California via the Canal.

WALTER WINCHELL, and BLAYNE BUTCHER of Lennen & Mitchell agency, arrive in New York from the coast next week.

JOHN H. BACHEM, NBC sales department, returns to Radio City today after an extensive trip visiting national advertising accounts.

PHILIP KERBY, NBC copywriter, returns from Washington today.

TOM RILEY and DON GODDARD, NBC press and news department, return from Washington today after covering the Boy Scout Jamboree.

LESTER GOTTLIEB, MBS coordinator of publicity, leaves town today on two-week vacation.

EARL LEWIS of Columbia Concert Bureau flies today to the Coast.

Fitzgerald Elected V.P.

Clifford L. Fitzgerald, who recently became associated with Fletcher & Ellis Inc. after having been president of Fitzgerald Advertising Agency, New Orleans, has been elected vice-president and director of Fletcher & Ellis in charge of the Chicago office. Appointment becomes effective July 15.

Richard Barrett, former manager of the Chicago branch, will divide his time between Chicago and New York in the future.

I KNOW WHO THE "COLONEL FROM KENTUCKY" IS! Do You?

No? TUNE IN MONDAYS 3:00 - 3:30 E.D.S.T. WABC COLUMBIA NETWORK

TREND TOWARD DRAMA IS GAINING MOMENTUM

(Continued from Page 1)

Fridays at 10-10:30 p.m., will employ a new technique which Welles describes as a "projection", instead of a dramatization.

A narrator will read the descriptive and background passages of the book, and all dialogue will be read from the book by a group of well-known actors. Other theatrical effects, further differentiating the "projection" from a mere reading, will be supplied by sound effects and Alfred Wallenstein's orchestra. Welles believes that this series, frankly an experiment, will prove radio to be the best medium for the authentic theatrical presentation of a great classic.

It will be the first time, says Welles, that radio has taken advantage of the fact that it has no visible audience instead of trying to overcome it. Interpretation by a second writer is now unnecessary and scenes such as the burial ceremony and Jean Valjean's soul torment can now be reduced to theatrical terms.

Boston Concerts on Mutual

Twice-weekly concerts from the Charles River Esplanade in Boston will be presented by Mutual starting Sunday. Series, scheduled for four weeks, will be heard Sundays at 8:30-9 p.m. and Mondays at 9:30-10 p.m. Arthur Fiedler will conduct a symphonic orchestra composed of 52 members of the Boston Symphony. WAAB, Boston outlet for the network, will feed the program to web.

NEW ORLEANS

Reports that Loretta Lee, New Orleans songstress not radioing from Hollywood, was to return here and march to that tune from "Lohengrin" were emphatically denied by Miss Lee's mother, Mrs. Joseph Vieages.

Arthur Daquin is taking the vocal choruses with Russ Papalia's orchestra.

Carl Lelky, pianist leader of a local radio station, probably holds a record for lengthy employment in a radio studio, finishing five years steady employment and being the conductor of the only radio staff orchestra in the city.

NEW PROGRAMS—IDEAS

WROK's "Not for Publication"

A new program idea, "Not For Publication," will be introduced over WROK of Rockford, Ill., in August.

The program will feature a series of 13 interviews with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who will tell of his experiences in covering murder stories during the years he served as photographer for Rockford and Chicago papers.

Because Brudon will tell for the first time some of the "inside" facts which attended the murder cases he covered, the program has been given the title, "Not For Publication."

The program will be in the nature of an interview with Brudon discussing prints of the various cases. The prints, unpublished "candid" shots of the various corpses and persons incident to the crimes, will be on display following the broadcasts.

Norman Brinsley, a former newspaper reporter, will handle the interviews with Photographer Brudon.

Motorist Interviews

WROK of Rockford, Ill., claiming to be the first station with a sponsored Man-on-the-Street program, recently sold a variation of the idea,

in the form of Motorist Interviews to the Hart Oil Co. of Rockford.

Program is conducted much after the fashion of a "street" program. A traffic patrolman flags down motorists in front of the Rockford police station where Announcer Morey Owens has a remote hookup and an extension mike, conducting his interviews from the car running boards. Each motorist interviewed receives a free greasing job at one of the oil company's stations.

"Backstage" Series on WOAI

WOAI, San Antonio, is inaugurating a new summer series to be heard every Tuesday night at 9:30. Programs will give listeners an idea of the workings of the various departments of the station. On these programs listeners will be taken through the technical department, sales department, merchandising and publicity department, news and sports departments, commercial department and production department. Also, the various sustaining programs heard over WOAI will be presented to listeners as a means of explaining the program and talent department. The idea of this series is for promotion of the station to listeners and to business men.

KANSAS CITY

Jimmie Sams has been added to the KXBY announcing staff. He began his radio career here 16 years ago with WOQ, now extinct.

Lee Roberts, KCMO announcer, is playing a dramatic part in 105 Frank Farrel disks which Russell C. Comer Adv'g Co. is re-cutting.

Jay McShaw, negro pianist, who has been connected with KOB and KGGM, now is on the KXBY staff.

ST. LOUIS

Arthur Casey has been made assistant program director at KMOX.

Richard Mills, baritone on the "Velvet Varieties," KMOX feature, is a local product who won vocal popularity on WOR in New York.

"Pappy" Cheshire, headed for vacation, waxed a number of one-minute greetings to be used on his KMOX program while he's away. He will visit Dallas, El Paso, Los Angeles, Salt Lake City, Omaha and other cities.

OMAHA

Mark Tyme has arrived from St. Paul, to take an announcer's job at WOW.

William Ruess, personnel director for WOW, has returned from the national convention of the Woodmen of the World at Los Angeles.

Marjorie Whitney, "queen" of the King's Jesters, will be guest of honor at a tea to be given at the Omaha Women's Club tomorrow. Miss Whitney has been vacationing at her former home in Lincoln.

PHILADELPHIA

Mr. and Mrs. Frank M. Lario are the parents of a son born July 2. Using the stage name of Marie Manda, Mrs. Lario is a well-known radio and stage singer around these parts.

The character Uncle Gabe in WFIL's new candid camera program is played by announcer Fred Weber.

Sam Serota becomes the "Old Salt" on a new series about fishing and fishermen which makes its bow this week over WFIL.

Marie Louise Sanderson, dramatic actress who starred in WIP's "Philadelphia Parade of Events," leaves local radio row for New York, where she has already been spotted in an opus for next fall.

W. LeRoy Anspach, WCAU engineer, will appear as piano soloist with the Philadelphia Orchestra Saturday.

DENVER

T. A. McClelland, KLZ chief engineer, is back on the job after having pneumonia for six weeks.

Fred Foley, salesman for KLZ, has gone to the Hower agency in charge of radio commercial department.

Dick Leonard, just out of high school, has been added to the news staff on KVOD.

Eleanor Leffingwell is now the "Breakfast Guest" on the Campbell-Sell Baking Co. program over KLZ, replacing Les Weelans, who went to KDYL, Salt Lake City.

MUTUAL NET EXPANSION IN THE NORTHWEST AREA

(Continued from Page 1)

chain, whose officials are well acquainted with the Northwest, and any recommendation made by them will carry weight with Mutual. Possibility also that the Northwest expansion will actually be part of the Don Lee group, and of course added to the Mutual web.

Injunction Is Denied In Lydia Pinkham Suit

(Continued from Page 1)

the Pinkham end of the family, three grandsons of the original Lydia, as plaintiffs, and the Goves as defendants.

Each faction owns 50 per cent of the stock and the failure to agree on business procedure caused suspension of advertising by the company with a slump in gross receipts.

A few months ago Erwin, Wasey & Co., New York, and Northeastern Advertising Agency, Lynn, Mass., were appointed by court order to handle the firm's advertising for a temporary period. Former agency has the western territory, with Northeastern handling the eastern part of the country.

GUEST-ING

CLAUDIA MORGAN, stage and screen player, on Radie Harris program, tonight (WHN, 8 p.m.)

ABBIE MITCHELL, added to lineup including Ann Pennington, Reinald Werrenrath and Charles Magnante, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.)

EDNA THOMAS, on Carl Carmer's "Your Neck o' the Woods," July 12 (CBS, 10:30 p.m.)

MARGIE ANNE KNAPP, 12-year-old singer, on Colonel Jack Major's program, July 12 (CBS, 3 p.m.)

GRACIOLA, Cuban singing guitarist, on "Our American Neighbors," July 11 (CBS, 5 p.m.)

JACK NORWORTH, on "Universal Rhythm," July 18 (CBS, 9 p.m.)

CLYDE BURKE, return appearance on "Movie Pilot," Monday (WEAF, 7:30 p.m.)

ILKA CHASE, NIELA GODELLE, STUART CANIN, and CROSS & DUNN, on Gulf Oil show, July 18 (CBS, 7:30 p.m.)

"Congratulations!"

... The July issue of the National Radio Register is an excellent start of a much needed service for radio production companies and agencies."

Allan M. Wilson
of Conquest Alliance Co., Inc.

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

DO YOU KNOW

Vincent Lopez was the first to conduct a commercial broadcast in radio.

PROMOTION

WSAN Children's Party Tieup

A weekly Children's Party paves the way for some attractive commercial announcements for the J. B. Liebman Co. (furniture), Allentown, Pa. Commercials emphasize "Child Health and Happiness," and tie in exceptionally well with electric refrigeration, home comforts and conveniences in the furniture line.

A contest for popularity was started ten weeks ago with a new Majestic radio as the grand prize, and weekly prizes of merchandise and theater tickets, through arrangement with Wilmer & Vincent Theaters. Weekly winners were placed on the tenth program, and returns numbered exactly 3,740 cards. Grant Knauer, district manager for the J. B. Liebman Co., does the program planning. Friday—7:30 to 8:00 p.m. is broadcast time. George Snyder does production, Chas. Petrie, continuity.

Studio As Convention Hall

To bring advertisers and local dealers into closer contact with the station. KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. During the last six weeks more than 2500 have attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows broadcast from the KMOX-Columbia playhouse. Station's execs feel this promotion highly beneficial in familiarizing advertisers and retailers with station's selling power and facilitating successful exploitation of programs.

Space Texas In Directory

In line with his policy of placing KFRO, Longview, Tex., before the public as much as possible, President James R. Curtis has taken the back cover of the Interstate Directory, which is published to include the cities of Longview, Gladewater, Greggton and the Main Street of Texas. The station also has the inside back page of the directory.

Kellogg's Theater Tickets

Kellogg Co., as prizes in its limerick contest, will award 25 pairs of tickets to a Broadway hit beginning July 23. Ed East and Ralph Dumke, the "Sisters of the Skillet," will accompany the 50 guests each Friday night. First show the winners will see is "Having a Wonderful Time." Program is aired over WJZ locally.

600 For "Mary Marlin"

The 600th episode of the "Story of Mary Marlin" will be aired tomorrow. Program has been on the air for a number of years for various sponsors. Current one is Procter & Gamble.

Loretta Lee Set for 7 Weeks

Loretta Lec has been signed by J. Walter Thompson to sing on the Werner Janssen Sunday program for the next seven weeks.



● ● ● Lawrence Tibbett succeeds Frank Parker on the Chesterfield show when the latter completes his 13-week chores... Julian Woodworth had \$500 worth of instruments stolen from the Lido in Larchmont while across the street at Charlie Barnett's place some one absconded with \$1800 from the till... Zeke Manners and his Gang of hillbillies are set for an August date on the Gulf show... Abe Lyman leaves for Hollywood tomorrow to recuperate for six weeks... Songsmith Harry Warren is rushing from the coast to the bedside of brother Frank... Baby Rose Marie will be screen-tested by RKO, Metro and Fox next week... Sid Gary was released from his agreement with the William Morris office... The Jules Nassberg child entered the "ring" weighing seven pounds and will be tagged "Shelia Lois"... Select Music paid Harry ("Sweet Leilani") Owens \$1000 advance on "Dancing Under the Stars"... Paul Tremaine with his new band are out at Trenton for a couple weeks and will be in N. Y. shortly with a wire... Buddy Clark has tagged his child "Thomas"—a non-commercial tag. Buddy will NOT appear in flickers but continue "dubbing" for Jack Haley, thus becoming an "Invisible Man" for seven years!

● ● ● Greek met Greek on the KMOX, St. Louis, "Man on the Street" show last week... Marvin E. Mueller was conducting his quiz act in front of the Jefferson Hotel when he collared an unsuspecting man leaving who said his name was Walter Framer... Asked his business, he replied, "I'm an inquiring reporter"... Investigation brought out that Framer conducted a similar show from Pittsburgh... From WJBK, Detroit comes word that the Arquette Trio were visiting another WJBK entertainer, Gernert Case, who was appearing in person at a local club... They locked their coats and instruments in their car while they went in to view the show... As expected, they had a grand time—but when they returned to the car, they found the door off the hinges and the instruments, plus coats, missing!

● ● ● CBS is building "Hollywood Parade" with George Olsen's music, Singer Mary Treen and Ernie Stanton as a sustainer, pending sponsorship... "Who's Who in the News," CBS feature, fades to make room for "Hollywood in Person" starting the 19th... Frank Crumit and Julia Sanderson are set for a fall commercial... Jo Rubinstein, talent scout for Warners, and Sam Arnow, holder of the same position for Republic, are signing air names for flickers... Paul Weirick will do the dance arrangements on "I'm Gonna Picket Your Heart," ready next week... Dick Ballou's ork opens Thursday at the Montclair Hotel (renamed "Belmont Plaza" under a Hitz management) with a wire while Red McKenzie and band go into the Arcadia!... Martha Raye and Emery Deutsch are breaking all existing records at the Paramount in spite of the heat... Sally Warren opened at Club 18 last nite... A new rule at Rockwell-O'Keefe calls for every one to sign in and out at the office. Charlie ("Tommy Rockwell Jr.") Conn, the office boy there, is assigned to this duty. The other day he walked into Corkie O'Keefe's office and yelled because the executive forgot to check out the nite before!

● ● ● KFRU, Columbia, Mo., has a haunted mike... It all happened when the script show "Maurine of Merritt-Crest" was on the air... In the middle of a highly emotional scene the mike began slipping to the floor—and floor-ward went the cast, trying to keep in range of the mike... When the show ended everybody was down on his knees, causing the engineers to begin hunting for a positively non-skid mike stand... KGMB, Honolulu, and MBS had an exciting 15-minute airing Wed. on the Earhart rescue work. When the word-caster said "To the Earhart plane... to the Earhart plane. Good cheer... aid is coming" one expected an immediate reply from the flyers!

NEW BUSINESS

Signed by Stations

Boston

WNAC: Larus & Bros. (Edgeworth tobacco), through Marschalk & Pratt, N. Y.; Simmons Co. (mattresses), starting Aug. 23, through J. Walter Thompson, N. Y.; Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast Co., through Ruthrauff & Ryan, N. Y.

WEAN: General Food Sales (Certo), through Benton & Bowles, N. Y.; Lever Bros., renewal, through Ruthrauff & Ryan; Household Finance Corp., through BBDO.

WAAB: Leanermaise Co. (mayonnaise), through David Malkiel, Boston.

KFRC, San Francisco

Simmons Co., spots, starting Aug. 22, through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting, N. Y.; United Air Lines, through J. Walter Thompson, Chicago.

WAVE, Louisville

Coca Cola, "Refreshment Time With Singin' Sam"; Greater Louisville First Federal Savings & Loan Ass'n.

Frances Kelly Married

Frances Kelly, NBC sales promotion division, is now Mrs. Edward J. Sheridan.

SAN ANTONIO

Bud Waples and his band from Saint Louis has succeeded Bob Grayson's combo on the Gunter Hotel open-air roof. Will air over KABC.

S. R. ("Steve") Wilhelm, head of Payne Advertising Co. radio department, spent part of his vacation period in Indianapolis.

KONO owner Gene Roth expected back from his Eastern vacation trip this week. Then Jerry (Bud) Morgan, program director, takes his rest-up.

"Juvenile stars," Sunday program over KMAC, features Nelle Semaan, vocal teacher and Beatrice De Leon at the piano.

Lee O'Daniels and his Hillbilly Boys is a new feature over KTSA four times weekly.

WOAI items: Jimmie McClain of announcing staff vacationed in Dallas at the expo... So did Edith Herndon... Pat Flaherty, sports commentator, and Corwin Riddell, announcer, fishing on the gulf... Mary Schmick, continuity department, will vacation in Corpus Christi.

Simpson Sisters are enroute to Mexico City for an engagement.

Mrs. Dan Oppenheimer (formerly Mimi Ramer, Girl Reporter of WOAI) died July 6 in Ann Arbor, Mich.

Kay Crews of KABC production staff off to Calif. on vacation. Mrs. Doris McClain, formerly of WFAA, Dallas, doing "Happiness Hour" here.

Sports Editor George Harold Scherwitz of The Light now airing over KTSA.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GRETTA PALMER'S vacation from radio will probably be on European soil. Gertrude Lawrence, who had the same idea, will visit the Salzburg Festival... Scribe Adela Rogers St. John, until recently an NBC news commentator, is working on dramatic scripts for radio. Mrs. Robert Armbruster leaves soon for California and a brief rest... Bill Andrews, supervisor of the NBC announcers out San Francisco-way, found himself in a womanless world last Thursday, when Lois Lavers, his right-hand gal about the office, moved over to the production department... his wife, Helen Musselman, upped and took a week's vac in Hollywood... and the housemaid left without notice... Frances Fay is scheduled for a week at Loew's State in N. Y., beginning July 22... Helen Kleeb, NBC actress in San Francisco, is all tuckered out from entertaining kid brother, Bill, reason being he plays the trumpet.

Lee Wiley slipped in a personal appearance at a night club on her recent two-day trip to Chicago... Gertrude Lavoie, stewardess for American Airlines, will contribute information on how it feels to be up in the air most of the time, on John Owen Briggs' 15-minute spot over WNBC, July 20 at 7:15... Mary Small, now basking in Hollywood sunlight, has been picked for a flicker... Until production starts she's busy helping select young voices suitable for the opus, Mary having had considerable experience along those lines... When the "Hour of Charm" aggregation went shopping for their Boston clothes, Spitalny was so busy, the lasses thought they'd upset precedent by selecting their own duds... After the wardrobes were complete they discovered Phil had been before them and what they thought was their own choice was really his.

Caroline Hall, sister to KOBH's program director, scored a hit over that station on two July 5 programs... Caroline is an undergraduate at Nebraska Normal College and has been featured soloist on KOA and KOBH... Carol Weyman, NBC's mezzo balladeer, continues her vocal lessons despite professional commitments... Jerry Mann, purveyor of comedy to the ether audience, tries out the humor on a femme audience before broadcasting, on the principle that if the lasses laugh, the lads will, anyway.

★ Program Reviews ★

"SHOW BOAT"

General Foods
(Maxwell House Coffee)
WEAF-NBC-Red Network,
Thursdays,
9-10 p.m., rebroadcast for
Pacific Coast,
7:15-8:15 p.m., PST.
Benton & Bowles Inc.

REAL BIG-TIME SHOW STUDED WITH TALENT AND STRONG ON ENTERTAINMENT VALUES.

Unlike so many of the recent new variety shows, which opened as though they had waited until the last minute to prepare a program and then went at it in a floundering well-what'll-we-do-now spirit, this new "Show Boat" production had its course fully charted before it set sail, and held to it. The program evidenced plenty of careful preparation, both in talent lineup and script, with the result that the initial performance went over with a bang.

With the amiable Charles Winninger back as skipper, and in fine form; Jack Haley, coming into his own as a first-rate comedian; Virginia Verrill, a swing singer who can warble with the best of them, and do a little acting on the side as well; Patricia (ex-Honey Chile) Wilder, very amusing comedy foil; Warren Hull, an able hand in the announcer role and able beyond that, too; Meredith Willson's "concert swing" orchestra which can dispense the music in grand style; Thomas L. Thomas and Nadine Conner, front-rankers in the more cultivated vocal specialties; Alma Kruger, Hattie McDaniels, the choral ensemble, and others—with an aggregation like this, the show couldn't help going over the top. The show also has its romance and human interest.

Haley's comedy registered very well. Miss Verrill's opening number was a dandy arrangement of "Cause My Baby Says It's So", with choral backing, and she put it over nicely. Thomas and Miss Conner started off with a fine duet of "Indian Love Call". A participating production number revolving around "Is It True What They Say About Dixie" was a musical highspot at the half-way mark. Second half of show held up to the high level.

"TOWN HALL TONIGHT"

with Walter O'Keefe
Bristol-Meyers
(Ipana, Sal Hepatica)
WEAF-NBC-Red Network,
Wednesday, 9-10 p.m.
Young & Rubicam Inc.
SUMMER SHOW WITH ENOUGH ZIP
AND LIGHT COMEDY TO CARRY IT
ALONG.

Though the sly and suave humorous quips of Fred Allen are missed, the summer version of "Town Hall Tonight," with Walter O'Keefe at its head, gave a very good account of itself. O'Keefe is not exactly an inexperienced hand at the chore of emceeing, and with the able support of Harry Von Zell as announcer and

buffer, Peter Van Steeden's Orchestra, the Town Hall Quartet, the sweet sentimental singer Honey Dean, the hilarious Russian comic Popikoff, Alice Frost, the Oleanders, and others, the show moved along at a nice clip that made the hour pass quickly enough.

As his opening comedy situation, O'Keefe was supposed to be holding out in the signing of the contract to sub for Allen during the latter's vacation. There was a two-way phone conversation between Von Zell at the studio and O'Keefe at home on the farm, followed by the comedian's departure for the studio, with a couple of comedy incidents enroute.

Second half of the hour was devoted to the usual "Mighty Allen Art Players," which included a clever one-man band, an auto salesman, a chauffeur, a tailor and other tradesmen trying to sell stuff to O'Keefe, and finally the studio guests invited to read some lines as a "tryout," followed by their appearance in a travestied skit.

Bert Lytell in "ALIAS JIMMY VALENTINE" (WBS Disks)

Larus & Bros. (Edgeworth tobacco,
Dominio cigarets)
W H N, Wednesday - Thursday -
Friday, 7:30-7:45 p.m.
Blackett-Sample-Hummert Inc.

TALENTED DRAMATIC STAR IN EXCELLENT TESTED MATERIAL.

With Bert Lytell, a leading actor of stage and screen, as the star of the cast, and a story that has proved its value as fiction, stage play and film, this transcription series couldn't miss being a topnotch program. First episode lived up to these expectations.

The introductory groundwork was smoothly laid out, with the episode finishing just after Jimmy Valentine, accused safe-robber, is found by the girl whom he befriended and who believes in his innocence. Suspense is nicely carried over to the next chapter.

Lytell showed up very well in the title role, which he has played on stage and screen. Surrounding cast also good.

"CAVALCADE OF MUSIC"

DuPont
WABC-CBS Network, Wednesdays,
8-8:30 p.m.
Batten, Barton, Durstine & Osborn
SUMMER PROGRAM OF POPULAR
MUSIC OKAY FOR THE WARM DAYS.

As a summer series taking the place of the dramatic "Cavalcade of America," this half-hour of light music conducted by Don Voorhees, with Conrad Thibault as guest soloist, is restful entertainment for a hot day.

Initial broadcast was devoted to the works of Irving Berlin, starting off with the inevitable "Alexander's Ragtime Band," skipping to "A Pretty

★ F. C. C. ★ ACTIVITIES

ORAL ARGUMENTS GRANTED
Roy L. Albertson, Auburn, N. Y. to be held on Oct. 14.

Curtis Radiocasting Corp., Indianapolis. To be held Oct. 14.

WKBV, Richmond, Ind. To be held on Oct. 14.

Beaumont Broadcasting Assn., Beaumont, Tex. To be held Oct. 21.

Valley Broadcasting Co., Youngstown. To be held Oct. 21.

HEARINGS SCHEDULED

Sept. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Assn. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WTUK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

KMLB, Monroe, La. Mod. of CP. 620 kc., 500 watts, unlimited.

APPLICATIONS RECEIVED

NBC has made application for extension of authority to transmit recorded programs to all broadcast stations in Canada licensed to operate by Canadian government, which may be heard consistently in the United States.

Girl is Like a Melody," "Lady of the Evening," "Soft Lights and Sweet Music," a medley of "What'll I Do," "All Alone" and "Remember," and finally to the composer's more modern numbers from recent motion pictures.

Nothing sensational, but a pleasant 30 minutes.

2 WOR-Mutual Nifties
WOR-Mutual rang the bell a couple of times yesterday. The most resounding ring was the reproduction of a 25-year-old record of Theodore Roosevelt's voice. In a political talk pertinent to that period, the late "T. R." provided an interesting comparison with "F. D. R." of today. The former, too, would have been a spell-binder as a radio fireside chatter.

The other WOR scoop was an interview with former Governor Al Smith on his return from abroad, a highly interesting bit.

Boake Carter
Launched on a coast-to-coast CBS network, three nights a week, following his return from vacation, Boake Carter follows pretty much the same style as when he was commenting five nights a week. If he is undergoing any modification in his editorial style, it is not enough to be noticeable. In delivery, at least, he remains the radio's fiery little commentator.

Ken Murray
A newcomer, Lorraine Bridges, was the most enjoyable morsel of Wednesday night's Ken Murray and Oswald program over CBS. As vocalizing guest of the show, Miss Bridges gave the impression of being a real up-and-coming canary. She sounded good in the handling of lines, too.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Streamlined Transmitter Being Completed by KOBH

Rapid City, S. D.—Work of streamlining the transmitting plant of KOBH is rapidly being completed following installation and testing of new 250 watt transmitter. The unit itself streamlined in the best RCA manner, is framed by matching panels to present a study in modernity. Coincident with the placing on the air of the new 250-watt transmitter was the operation of a matched concentric transmission line to the radiator. Earl H. Carter and M. J. Jones are chief engineer and assistant chief engineer of KOBH. Signal strength measurements of the new transmitter fully justify expectations as to its performance.

Television Antenna Set Up

Kansas City—Kenneth Alexander, chief of the engineering staff of First National Television, Inc., and Les Hotsenpiller, research engineer, have completed the erection of a 10½-foot half wave vertical antenna between the towers of the Fidelity building for ultra-high wave television broadcasts. They also have constructed a 300 watt transmitter with which they are making daily experimental broadcasts, testing the efficiency of different numbers of lines. Television broadcasts of W9XBY are also broadcast by First National Television's radio station, KXBY, in the Fidelity Building.

KSL Technical Tests

Salt Lake City—Members of the KSL technical department, under Chief Technician Gene Pack, are engaged in designing highly directive antenna for the Salt Flat runs to be carried by Shortwave from Bonneville Lake, 120 miles from KSL. The mobile transmission unit, KNEF, is likewise undergoing reconditioning. Assisted by J. W. Wright and C. Richard Evans, tests will begin tomorrow.

Auto and Home Antennas

A new line of attractive radio antennas for both automobile and home use has been brought out by the Insuline Corp. of America, New York. They feature modern streamlined design, ease of installation and high electrical efficiency.

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

Station Improvements

Clovis, N. M.—KICA plans to erect a new antenna and move transmitter upon approval by FCC.

Kansas City—WDAF has applied to the FCC for license to cover construction permit for equipment changes, vertical antenna and move of transmitter.

Johnstown, Pa.—Authority to install automatic frequency control has been granted WJAC.

Lansing, Mich.—WJIM has been granted CP to install a new transmitter.

Baton Rouge, La.—Modification of CP to move transmitter site locally,

install vertical radiator, change time of operation, etc., has been granted WJBO.

Lewiston, Mont.—KDNC has applied for modification of construction permit for a new station, requesting equipment changes, approval of antenna and approval of transmitter site.

Waterbury, Conn.—WATR has been granted CP to make changes in transmitter, install directional antenna, move transmitter site locally, change frequency from 1190 to 1290 kc. and boost power to 250 watts, unlimited time.

Television from Film Artistically Superior

Berlin — Experiments being continued through the summer by Berlin television officials, who recently televised "Herr Kubanke's Recreation," a comedy combining a film reel with a real play of the same players before a television transmitter, resulted in the televised film being artistically better than the televised action. This was due to the film actors not being handicapped by the technical conditions still necessary for a tele studio.

WOPI Radiation Increased

Bristol, Tenn.—R. H. Smith, chief engineer WOPI, through changes in the transmitting apparatus, has increased the radiation of the station's signal 56 per cent. Smith has also recently completed installation of latest type audio equipment resulting in a 3 db increase of the level, operating at high modulation without distortion or monkey chatter. These equipment changes have been tantamount to tripling the station's wattage insofar as receptive clarity of its signal within WOPI's coverage area is concerned.

Join NBC Coast Staffs

Following have been added to NBC's technical staffs of west coast stations: Robert B. Barnes, transmission engineer, KPO; Richard T. Parks, transmission engineer, KGO; Earl T. Sorenson, studio engineer, Hollywood; Morton E. Brewer, transmission engineer, KPO; Maron Case, KGO, and Dan F. Williams, studio engineer, San Francisco.

Construction to Start On New WFAS Radiator

With many obstacles of erection overcome, actual construction of the new 190-foot Lehigh insulated vertical radiator for WFAS, atop the Roger Smith Hotel, White Plains, is scheduled to start July 19, according Hartznetine-Zane Co., engineers in charge of the project.

It is planned to celebrate the inauguration of the new radiator, which will provide a 200 per cent increase in signal audibility for the station, on Aug. 12, coincident with the fifth anniversary of WFAS' operation.

BBC Disking Tele Programs

London—So historic are some of the programs now being televised from Alexandra Palace here that BBC has decided to keep a library of wax disks on which both the picture and sound are recorded. Blattnerphone tape is the accepted medium for filing away ordinary sound broadcasting programs, but the electrical impulses which go to form television will be preserved on composition discs.

New Burgess Dealer Catalog

Freeport, Ill.—An attractively illustrated 52 page dealer catalog is being released by the Burgess Battery Co. This is one of the first such complete catalogs on dry batteries, lamps, flashlight cases and lanterns.

Bosch Steps Up Production

Springfield, Mass.—United American Bosch Corp. will be turning out 2,000 radio receiving sets daily within three weeks, Arthur T. Murray, president of the company says.

Office Cooling Device Designed by E. L. Gove

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and WHK-WJAY, is no ordinary engineer. He has conceived a clever system, and an economical one, for air-conditioning the offices of the two stations.

To get around the hot weather effect on UBC employees, he has devised a placement system for a series of electric fans which conduct air from the studios, which are air-conditioned, to the offices, which are not.

According to Gove, "It all works on this plan. The office windows are kept closed on the side of the building where air will come into the building, and are opened on the side where the air will flow out. Then, by placing the fans so that cool air is circulated through the corridors from studios to offices, warm air is automatically forced out the windows. The overall temperature of the offices is lowered by several degrees."

WMCA Has Three Transmitters

WMCA has three complete transmitter systems two of them located at the aeriels in Flushing, L. I., and an emergency transmitter on the roof of the WMCA building at 1697 Broadway.

The Flushing transmitter can be changed in three seconds. It takes thirty seconds to get the New York equipment operating.

WSOC Gets Disking Equipment

Charlotte—WSOC, keeping abreast of the times, now has a new RCA recording head and all the necessary equipment for making transcriptions. Right now the programmers and technical men are busy making disks of the station's feature programs and voices which will be in the hands of the agencies for audition purposes very shortly.

Musical Engineer

The man who holds the Sunday night CBS broadcasts of the Lewisohn Stadium Concerts in the hollow of his hand is a musician as well as an engineer. He is Charles Kleinman and he's the only staff engineer with a music background. That's why he's been the official Philharmonic-Symphony engineer ever since he came to Columbia three years ago. Kleinman can read scores, which means that at rehearsals he knows just where to mark required increases or decreases in volume.

Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Nov. 26: Inter-American Radio Conference, Havana.

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

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

Location is Acquired For New Toledo Station

Toledo—Community Broadcasting Co. will lease and remodel the fourth floor of the Bell Building, Madison Ave. and Erie St., for studios and transmitter, having received permission from the FCC to build a 100-watt station to operate in daytime only. Construction is to begin on or after Aug. 3. Company is headed by Frazier Reams, former Lucas county prosecuting attorney. Only station broadcasting from Toledo at present is WSPD.

New KMOX Studio Near Ready

St. Louis—KMOX's new Studio 8 is nearing completion. Studio is last word in modern construction, with floor of concrete floating on springs, staggered walls and all newest engineering refinements. Construction, under supervision of Graham Tevis, chief engineer, will be finished around July 15.

Set-Testing Program

Pittsburgh—A program that will enable any radio set owner to test the quality of his set will be broadcast by WCAE Sunday afternoon starting at 4:45. Jim Schultz, chief of the WCAE engineering staff, will have charge of the feature.

New Tower Site for WMAS

Springfield, Mass.—Agreements have been entered into between the city and representatives of WMAS for the erection of a steel broadcasting tower at the rear of Pynchon Park. Better conditions for broadcasting are expected.

ORCHESTRAS - MUSIC

CHICK WEBB and ork make their Broadway debut with a week at Loew's State Theaters starting Aug. 19.

Glenn Miller and his musical aggregation have been held over at New Orleans' Hotel Roosevelt for 4 more weeks, bringing the date up to Aug. 11.

Gus Arnheim and the outfit he batons take over the Capitol Theater in Washington for a week, beginning Aug. 6.

Bill McCune and his Staccato Styled Rhythm featured at the Marine Roof of the Hotel Bossert are playing several seagoing songs in staccato tempo. Among them are: "Asleep in the Deep," "Bells in the Lighthouse," "Blow the Man Down," and "Popeye, the Sailor Man." Hal Atkinson is the vocalist.

Hank Stanford, soloist of the Rambling Cowboys, formerly on the WOAI, San Antonio talent staff, until signed up for a twice weekly broadcast over TQN for Gulf Oil, was recently signed to a contract in Dallas by Ted Fio Rito.

New Amplifier at WTMV

East St. Louis—Fred Liggett, WTMV chief engineer, and his staff have completed setting up the new Western Electric 110-A Program Amplifier recently bought by WTMV. Excellent results in modulation are reported.

Velocity Mikes for KGNO

Dodge City, Kas.—KGNO has added an RCA 44-B Velocity Microphone and Jensen speaker with directional parabolic baffle to handle the crowd situation at its Saturday night Barn Dance broadcast.

WOKO Replacing Equipment

Albany—WOKO will install complete new transmission equipment as a result of General Manager Harold E. Smith's trip to the NAB convention in Chicago. Smith completed negotiations for the new equipment during the convention.

WJBK Installs Amplifier

Detroit—One of the latest Bell Telephone Lab developments, a Program Amplifier, which automatically prevents overmodulation, has been installed by WJBK. Paul Frinkle, station's chief engineer, was in charge of the installation.

New Time for Ted Malone

Ted Malone, doing the "Between the Bookends" program on CBS, will be heard at a new time beginning July 19, shifting to the 10:30-10:45 a.m. spot, Monday, Tuesday, Wednesday and Friday.

WQXR has inaugurated a new program of recordings called "The Bandstand," heard Sundays at 12:30-1 p.m. and consisting of all band music.

Baron Elliott's band Monday begins a series of broadcasts from Kenywood Park, Pa., on WCAE. The boys will be heard in their first program at 5:15 for a quarter hour, and again at 10:30 for a half-hour of dance melodies.

Dr. Walter Damrosch, music counsel for NBC, and Frank Black, NBC general music director, have been appointed members of the Advisory Committee on Music for the N. Y. World's Fair of 1939.

Patricia Carroll has been signed by Johnny Hauser to sing with the Hauser orchestra on their five times weekly broadcast over the WOR-Mutual. Hauser and the band are airing from the Grossinger Playhouse, Ferndale, N. Y.

Ted White, song stylist on KYW, Philly, is busy with recordings. His "Swinganooga" has been plattered on Decca by Bert Ambrose and Louie Armstrong will platter his "Reuben Swings the Cuban". Tunes are labeled with Jack Meskill.

Jimmy Burke Gets Wings

St. Louis—Jimmy Burke, Chief Engineer of KWK, is sporting a pair of wings on his lapel—signifying the completion of his first solo flight after instruction at St. Louis-Lambert Airport. A thoroughly air-minded fellow is Burke, as he used air transportation almost exclusively to reach the various origination points of KWK's many remote sporting events.

Scott Radios for England

London—E. H. Scott, Chicago radio manufacturer arriving here this week, is understood planning to form a subsidiary company in this country for the manufacture of his deluxe sets. BBC is said to be using his new 30-tube receiver.

3 Engineers Join NBC

Three new engineers join the NBC technical staff today. They are John E. Holmes, recording engineer, formerly with Rangerton, Inc.; Melvin A. Lewis, field engineer, formerly with WAAT and recently with DeForest Radio in Jersey City, and Wm. A. Irvin, maintenance engineer, at one time with WEA, lately with Commercial Radio Land Corp.

Stretch Sr. Joins WHN

Harold Stretch Sr., formerly of Hearst Newspapers, has joined the WHN sales department. Harold Stretch Jr., son, is also connected with the WHN sales staff.

Ted Nolen a Father

Ted Nolen, NBC audio facilities engineer, is the father of a boy.

San Francisco

Lucille Squires, NBC's latest hill-nelly and yodeler find, makes her debut tonight on the "Carefree Carnival." Also on the program will be Vera Vague and the famous announcer-at-large, Milton J. Mossback. Ned Tollinger scooped the western radio field in getting Mossback as a guest.

"Bud" Chamberlin, Oakland KYA announcer, is out.

Phoebe Clark, NBC actress, is back from Hollywood.

Ben Alexander, making his annual trek to Big Bear boy scout camp in the San Bernardino Mountains, is motoring down for the next couple of Thursdays to do his NBC program.

KFRO Adds Hour on Sunday

Longview, Tex.—A special Sunday morning popular request program, starting at 7 a.m. and running an hour, has been added by KFRO in response to popular demand. Previously the station opened at 8 a.m. Sundays. This makes KFRO the only Texas station on 1370 kilocycles with a Sunday 7 a.m. program.

Another newscast, at 6:30 a.m. weekdays, under the title of "What Happened Last Night", also has been added by the station, which airs news every hour on the half-hour.

ATLANTIC CITY

Phil Barr's 500 Club has Joe Frassetto's music, heard last season over the Intercity net, with Jack Beekman heading a show that includes Kathryn Rand, former dancing partner of Mickey Alpert, now turned maestro.

Radio headliners headline at the swank Bath and Turf Club, top-billing shared by Sheila Barrett and Nan Blackstone.

Stanley Meehan, who sang with Ben Bernie and is now under Rudy Vallee's wing, heads the revue with Lillian Barnes at Babette's Cabaret.

Shirley Herman, the "Mrs. Schlep-perman" of Jack Benny's radio shows, has been added to the Club Nomad show.

Etzi Covato, Pittsburgh, Pa., music master, brings his band to the Renault Tavern, featuring Angela De Mario, KDKA singing star.

Don McLean, who came to KYW, Philadelphia, from WEVD, has been assigned to handle the orchestral broadcasts from Million Dollar Pier, pumped to the NBC red. Initial remotes include the music of Jan Savitt and Ozzie Nelson.

Carol Mackay, former vocalist with Bunny Berigan, headed the entertainment at Hotel Ritz-Carlton's Merry-Go-Round, Eddie Bradd's music holding forth.

Nano Rodrigo's tango-rumba orchestra open at the Hotel Traymore's Patio del Sol.



Chicago

CECIL UNDERWOOD, west coast CNBC production man, being brought here to handle Fibber McGee and Molly show, due back for Monday's broadcast. Underwood replaces Bruce Kamman, who will give his full attention to "Kaltenmeyer's Kindergarten."

Arch Oboler, author of "Lights Out," tells friends here that he likes Mamaroneck so well that he will stay until September before returning home.

Bob Elson, WGN announcer, and Warren Brown, Herald Examiner Sports editor, went to Washington to help report the all star baseball game.

Tom Blanchard, tenor with National Barn Dance octet, replaces Al Rice in the Maple City Four while he vacations with his mother in New York.

W. Biggie Levin plans to embark on a combined business and pleasure trip to South America shortly, to look over talent.

William Morris company is moving next month from 32 W. Randolph Street to larger quarters at 64 East Lake just off Michigan Avenue.

Corinna Mura, who has just started new Mutual sustainer, will be brought to Empire room of Palmer House late this summer. She was at Blackstone here last season.

George Biggar, program promotional director of WLS, is in Brookings, S. D., attending the funeral of his father.

Robert Melind is an addition to office personnel at Young & Rubicam.

Don Thornburgh, CBS, vice-president, stopped off on way back west to confer with H. Leslie Atlas and other former associates at WBBM here.

Donna Locher of WLS "Johnny Gray Jr." cast off to Hollywood tomorrow for screen test at Metro.

Lew Goodkind, who recently re-

★ Coast-to-Coast ★

COLONEL JACK MAJOR will have as his guest Monday over CBS at 3 p.m. little 12-year-old Margie Anne Knapp from his home stamping ground, Kentucky. Margie Anne used to sing in the Church Choir until "swing rhythm" hit that part of the country. Now they can't keep the money in the collection plates, Jack sez, for Margie's songs caused the deacon to start in trucking. Colonel Major predicts that this little lady will soon be stepping out on her own, and, like the Colonel, she tells a mean whopper. She says since the swing craze hit the country her grandpa's hogs won't trust him. As an experiment, her grandpa put a swing in his hog calling, and the next morning every jackass in West Kentucky was in the corn crib.

Central Wisconsin Broadcasting Co. has filed articles of incorporation at Wisconsin Rapids, with W. Schroeder, E. Young and H. Stark as incorporators.

Latest addition to the WTMJ, Milwaukee, announcing staff is Bill Evans, formerly with WEBC, Duluth, Minn.

Phyllis Roque returns to sing with the Don Albert orchestra at WHN on Sunday evening at 9.

Sam Badamo of WICC, Bridgeport, goes on vacation Sunday, so he won't have to handle the Pleasure Beach broadcast. Mac Parker of the same station may do a part in "Is Zat So" for the Chapel Players in Guilford.

The Rev. R. Anderson Jardine, who united the Duke of Windsor and Wally Simpson, will be heard over WHN on Sunday evening at 9:15-10 direct from the Broadway Temple Methodist Episcopal Church. WOR listeners will hear him tonight.

Rev. Jardine will also do a guest appearance on Heinz "Magazine of the Air", Wednesday, 11-11:30 a.m., and the same day at 1:30-2 p.m. he will be heard on WMCA from the Kiwanis Club.

WSYR, Syracuse: Three staff members will be married on the same day, Aug. 17; Paul Adanti, control engineer, and Frances Stevens, secretary to Bill Lane, commercial manager,

signed as director of publicity and research at Lord & Thomas here, is in Mexico on a vacation jaunt. Goodkind has announced that he plans to reenter radio here Aug. 1. One report is that he will head a new radio counsel enterprise.

Herb Butterfield, assistant production director at Lord & Thomas, vacationing at Providence.

Les Weinrott, who formerly handled "Betty and Bob" and other shows for Blackett-Sample-Hummert, has been called back from California

will middle-aisle it together, while Bill Rothrum, sports announcer, has chosen a better-half outside the profession . . . Ruth Chilton, newest member of the staff, begins daily women's program Aug. 1; she formerly was with WEEL and WNEB . . . Earl Freshman, comedian, is billed as "The Chancellor of the Air" in a new half-hour variety show; other talent includes Victor Miller and Peggy Kimball, piano-organ team, and Mary Kelsey, blues singer.

Stan Field, WLTH program director, just can't stand flashlight photos. When one photographer attempted to get Field's picture, while making a speech on the special send-off for the WPA show "Great Jews In History," Field just stopped speaking until the photographer was through taking his picture. He explained that he just can't stand the flash.

"Singers Hymn Time," led by the Rev. B. J. Applegate, and Happy Apple, (The Old Ranger), garnered the fan mail at WLBC, Muncie, Ind., during the month of June. Two programs brought mail response of 560 fan letters and requests. Mail came from five cities and 30 towns.

The Three Little Maids (the Rosenberg Sisters and Jeanne Galbraith) return to their regular sustaining spot on WCAE, Pittsburgh, Monday night, at 7:30. The trio will be heard in a quarter-hour of old and new modern tunes.

George McFarlane, the Boston Mayfair songster, is subbing on the daily WBZ "Little Show" while Tony Russell is vacationing.

Bernie Barth, new staff member of KOBH, Rapid City, S. D., handles program known as the "Rapid City Rambler." First presentation of this program under its new guide featured reading of final scene of Maxwell Anderson's "Elizabeth the Queen." Barth has a fine singing voice, and according to indications, should go far in radio.

Lyle DeMoss, senior man on the street for KFAB, Lincoln, is wearing a 10-gallon hat these days in all public appearances. He's ballyhooing the State Fair rodeo.

to write Household Finance's "It Can Be Done."

Erwin Nathanson has joined Tom Fizdale publicity staff, replacing Marge Morrison, who is taking up housekeeping. She is the wife of Bill Dwyer, copy writer at the Wade agency.

Jack Swift, vocalist with Joe Sanders at the Blackhawk, has been signed for pictures by Warner Bros.

Douglas Craig, accompanist for the Escorts, has his arm in a sling, result of an accident while swimming.



THE cast of "Hamlet," first of the series of eight plays in Columbia's Shakespeare Cycle, was completed with the signing of Ben Webster for the part of Polonius, Morris Ankrum for that of Laertes and John Wray for the Gravedigger.

They will support Burgess Meredith in the title role, Margaret Perry as Ophelia, Walter Abel as Horatio, Montagu Love as the King, Grace George as the Queen, and William A. Brady as the Ghost when the tragedy is broadcast over more than 90 stations of the CBS network Monday.

Clarence Muse, returning to the station where he got his original start in radio, was heard over the Orange Network and KYA Wednesday as the guest of George Jay during "Listen Ladies," variety show. Since he first went on the air, Muse has gone forward to a featured vocal spot on "Paducah Plantation" and to many movie roles.

"Much Ado About Nothing" will be the CBS Shakespeare play for July 19, with Leslie Howard as the male lead.

Freddie Lightner, who makes his second appearance as guest comedian on the summer Jell-O show this Sunday, has Roscella McQueen as his stooge.

CINCINNATI

Bob Kennett, program director at WLW, returned from a talent scouting trip to Chicago, bringing back Angelo Raffeali, Italian street singer; Lynne Cole, tenor, and Dionne Craddock, blues singer.

Improvements on the WLW transmitter at Mason, Ohio, have been completed and the big station is again on the air until 2 a.m.

WSAI is now featuring a "Round Robin" of Cincinnati night spots presenting outstanding orchestras. A novel feature of this program is the interviewing of the "man on the dance floor," carrying out the idea of the "man on the street" presentation.

ONE MINUTE INTERVIEW

GENEVIEVE PACE

"Radio must realize that, like movies and the theater, it has its flops, its bread and butter shows, and its successes. The sooner it does, the sooner will real programs be produced. No one can predict the success or failure of a Broadway play. If it doesn't pull, off it goes. Radio opens a show, and keeps it going for 13, 26 and sometimes 52 weeks, flop or no flop. Isn't this the ultimate glorification of the man who admits he's never wrong?"



Greetings from Radio Daily

to
July 9
H. V. Kaltenborn Martha Boswell
Ted Lloyd
July 10
Helen Pickens Graham McNamee
Ray P. Jordan Joan Marsh
Noble Sissle
July 11
Fred Feibel Harry Von Zell



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 7

NEW YORK, N. Y., MONDAY, JULY 12, 1937

FIVE CENTS

Summer Bugaboo Licked

FRED ALLEN RE-SIGNED FOR TWO-YEAR STRETCH

Despite all the hemming and hawing of the past few months, Fred Allen will be back on the air again this fall for Bristol-Myers Co. He will be featured in the same NBC-Red, Wednesday night hour spot. Allen last week signed a two-year non-cancellable contract with his sponsor. Understood that the comedian got a good salary tilt.

Sperry Is Adding Time On NBC Pacific Red Net

San Francisco—Sperry Flour Co. will offer "Gloria Gale," a 15-minute dramatic sketch on the Red Pacific net, except KYDL, starting July 12. In the cast will be Nancy Coleman, Doris Kemper, Helen Kleebe, James Kreiger, Vernon Wilson, Patricia Craig and Everett Glass. On the air (Continued on Page 3)

Stewart-Warner to Hold Sales Meeting Aug. 4-5

Chicago—Initial showing of 1938 models by Stewart-Warner Corp. will be made at a convention of radio distributors and their sales forces at the Edgewater Beach Hotel, Aug. 4-5. An attendance of 400 is expected.

S. F. Television Test

San Francisco—A television demonstration at the Philo T. Farnsworth lab last week before a group of newspaper men was hailed as a success. Company believes television radios should be available next year at a price under \$400.

Going Highbrow

New Orleans—Hillbilly music is no longer "coming round the mountain" on local stations. The principal broadcaster of backwoods music announced unofficially a few days ago that all programs of what it used to term "American folk music" had been cancelled, apparently in an attempt to put the station on its dignity.

WJW Organizes

Akron—WJW, "The Voice of Akron," has taken the local lead in recognition of its organized employees. Manager Sam Townsend has concluded an amicable agreement limiting working hours and granting substantial salary increases to all staff members, days off, adequate vacations and other benefits. Technical, announcing and office staffs are included.

AFM'S E. T. DISCUSSION SCHEDULED FOR JULY 26

Joseph N. Weber, president of the American Federation of Musicians, has set the definite date of July 26 for meeting of the Executive Board. Board will take up the matter of electrical transcription control, as per mandate issuing from the recent AFM convention in Louisville.

Executive board consists of five members of the executive committee and the four AFM officers. The board gives representation to all parts of the U. S. and also has a Canadian member.

N. Y. State Network Being Fed More Shows

A new program policy affecting member stations of the New York Broadcasting System was announced last week by Burt Squire, manager of the network. Besides carrying their own local shows, the network stations, with exception of WINS, will (Continued on Page 3)

More Major Accounts Riding Through the Warm Weather—Stations Are Doing Bigger Business Than Ever

MBS CUMULATIVE TOTAL UP 13% FOR SIX MONTHS

Mutual Broadcasting System gross revenue for June, 1937 totaled \$99,136.12, which is slightly off compared to June, 1936. Cumulative total for the first six months of 1937 is \$1,016,320.73, which represents an increase of 13.6 per cent.

The cumulative total for MBS during the first six months of 1936 was \$894,357.90.

Hemingway Play Marks Workshop Anniversary

Presentation of a one-hour version of Ernest Hemingway's early play, "Fifty Grand," will mark the first anniversary of the Columbia Workshop under the direction of Irving Reiss. Show will be aired July 18 at 6:30-7:30 p.m. Reiss will do the radio dramatization.

Elliott Joins KFOX

Long Beach, Cal.—Robert Elliott, formerly with Scripps-Howard and later with KGB, the CBS-Don Lee station in San Diego, has joined KFOX here as commercial manager, it is announced by Hal Nichols, manager.

Business reports from stations throughout the country, together with network and agency activities, indicate that the one-time summer bugaboo is about licked for good.

A poll of advertising agencies and networks reveals that no unexpected cancellation of major accounts for the summer took effect. NBC business which hit an all-time high last summer, is showing a higher trend. CBS, which in the past has had comparatively poorer summer months, showed a stronger trend last year (Continued on Page 3)

GRAIN BELT STATIONS IN FOR BOOM SEASON

Kansas City—With the wheat and corn belts producing their best crops in many years—in some cases the biggest in ten years—radio stations in these territories are out for new records in business next fall and winter.

Buying power of the farm and rural districts is now about the highest in more than a decade, with signs of continuing that way or getting (Continued on Page 3)

CBS May Sign "Name" For Educational Post

Rumor around the trade last week to the effect that CBS was ready to announce a new educational director of equal prominence to NBC's Dr. Angell was scotched by Edward G. (Continued on Page 3)

★ THE WEEK IN RADIO ★

... Networks Continue Gains

By M. H. SHAPIRO

CBS hit an all time high for a monthly percentage increase in gross receipts with 64.8 per cent gain for June, while NBC which saturated itself with commercial some years ahead of its opposition showed an increase of 29.3 per cent... Mutual slid off a little for the month, but held up on its six-month cumulative total...

Household Finance Corp. NBC program is sued on plagiarism charges. ... John Blair & Co. doing some re-

organizing, with changes made in New York, Detroit and Chicago offices as a result of switching officials, etc...

Three cornered controversy of WHN-AFL-ARTA resulted in the National Labor Relations Board referring its data to Washington following a hearing in New York... WAGA, new outlet in Atlanta, owned by the Atlanta Journal, takes to the ether on Aug. 1 as an NBC-Blue network affiliate... Three Birmingham stations

(Continued on Page 2)

Don Lee Expansion

West Coast Bureau, RADIO DAILY

Los Angeles—Obtaining of an FCC permit for a 100-watt station on 1310 kilocycles in Fresno, formerly exclusive Hearst and NBC territory, and addition of KQW, San Jose, are among latest Don Lee chain expansion moves. George Harm, allied with Don Lee motor interests, heads the Fresno station.



THE WEEK IN RADIO

... Networks Continue Gains

(Continued from Page 1)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (of King's Columns)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio, and OVER THE COUNTER (CBS A, CBS B, Stromberg Carlson).

Gets 3 Portable Pickups WOR has bought three Western Electric 22-A portable pickup outfits equipped for both AC and battery operation. This represents the greatest number that has been sold to any one station in the country to date. The amplifiers will be used to handle the large number of remote broadcasts which WOR has been assigned to cover as a member of the Mutual system. The apparatus is portable, weighing only about 50 pounds, and is entirely contained in two suitcases.

Joan Blaine to New York Joan Blaine, who has quit the cast of "A Tale of Today," NBC-Red network program emanating from Chicago, following last night's broadcast, is moving to New York this week. There has been talk that she would do a new network show from this end.

Schillin's Newark Branch Schillin Advertising Agency on July 15 will open a branch office at 744 Broad St., Newark.

KMMJ Clay Center, Neb. The favorite family station

involved in a shuffle, as approved by the FCC...Two newspapers, Telegraph-Herald in Dubuque and Times Publishing Co., St. Cloud, Minn., got station permits from the FCC...

Senator Wallace H. White, Maine Republican, introduced a resolution calling for a sweeping investigation of the radio industry and a study of the activities of the FCC...Gov. Hoffman of New Jersey lost ground in his suit against Boake Carter and then followed up with more legal stuff...

Amos 'n' Andy signed for three

Diving in Octopus Tank For Broadcast on WJAY

Cleveland—In one of the most dangerous broadcast stunts ever attempted, Carl Mark, WJAY announcer, on Thursday at 11:45 a.m. will get into a diving suit with microphone and step into a 50,000 gallon tankful of water which contains a live 20-foot octopus at the Great Lakes Exposition. The octopus will be the only other living thing in the tank and only means of communication Mark will have with those above water will be telephone wires leading from his diving suit to the surface. Through these wires he will give WJAY listeners a vivid description of the situation and anything that may happen. Although octopus will be fed before broadcast, it is expected to give Mark plenty of thrills and Cleveland radio listeners some exciting moments.

Cast for CBS "Much Ado"

Leslie Howard and Rosalind Russell will head the cast of "Much Ado About Nothing," the Shakespearian offering over CBS on July 19 at 9-10 p.m. Ben Webster, Charlotte Evans, Dennis Green, John Davidson, Stefan Schnable and Wright Kraemer are among others in the cast.

Eve Casanova Adds a Day

Eve Casanova's WMCA series on charm is adding an extra day and will be heard hereafter on Monday, Wednesday and Friday at 10:15-10:30 a.m.

"Angelus Hour" on WBNX

Thelma Holden of Hollywood, lecturer, writer and educator in spiritual principles, starts a new series, "The Angelus Hour," on WBNX at 5:15 p.m. Tuesday.

Wallace Warren Managing KOH

Reno, Nev. — Wallace Warren has been named manager of KOH, McClatchy chain station, succeeding Joy True, resigned. Warren was formerly with Central States Broadcasting Co. in Omaha and with KFBK, Sacramento, since May.

years on NBC for Campbell Soup Co. product (probably beans), deal being made by Bill Murray of the William Morris offices and L. Ward Wheelock, vice-president of J. Wallis Armstrong agency. They start Jan. 3, 1938...Actors' Equity Ass'n starts active organization of radio actors and circulates authorization blanks which will enable Equity to come to the front as collective bargainer...WJBK case against Western Union brought before FCC...More drama in the offing with WOR to offer new series presented by Orson Welles and NBC going in for some Shaw and O'Neil.

FCC Ready to Assist In Probe of Industry

Washington Bureau, RADIO DAILY Washington—Attitude of the FCC toward the resolution introduced in the Senate last week by Senator White of Maine, calling for a complete probe of the radio industry and the FCC, is the same as it was concerning the Connery measure, according to a spokesman of the Commission. The FCC is ready to cooperate in any way possible should the resolution be adopted. Action, however, is not expected until the new session starting in January.

Grant Stores Sign Prescott

Allen Prescott ("Wifesaver") has signed with the W. T. Grant chain of stores for the series of 39 weeks of broadcasts to begin in August. Prescott's contract calls for his making personal appearances in all of this company's stores in the South, Middle West and New England.

CBS to Air "Caesar" July 26

West Coast Bureau, RADIO DAILY Los Angeles—"King Lear," slated as third in CBS Shakespearian repertoire, gives way to "Julius Caesar," July 26, on account of illness of Lionel Barrymore. Claude Rains probably in the title role.

Alistair Cooke in NBC Series

Alistair Cooke, film critic heard recently over BBC, inaugurates a 13-week series over the NBC-Red network, Wednesdays, 10:45-11 p.m., beginning July 21.

Philip Pancoast to Marry

J. Philip Pancoast of Transcriptions Inc. left Saturday for Uniontown, Pa., where he will marry Ellen R. Semans on July 17. The newlyweds return to New York late this month.

Tony Koester Joins KFBK

Sacramento — Tony Koester, formerly with KPQ, Wenatchee, Wash., has joined the announcing staff at KFBK, McClatchy station here.

COMING and GOING

WALTER DAMROSCH returns today from Europe aboard the Normandie with MRS. DAMROSCH.

MARY LEWIS, prima donna, is another Normandie arrival today.

OLIVER WAKEFIELD also arrives today aboard the Normandie.

RUDY VALLEE departs for Dallas where he is to appear at the Greater Texas Exposition.

MARION CLAIRE leaves Los Angeles to appear as soloist at Grant Park, Chicago, July 24, on the program being sponsored by the musicians of Chicago.

MAY ROBSON, enroute to Hollywood after appearing on the Sealtest show in Cleveland yesterday, stops off today in Chicago.

PAT BARRETT of the Uncle Ezra show is vacationing in Northern Michigan.

EDWARD M. RAYNOLDS of Ross Federal Research Corp. sailed Friday to become marketing and research director of J. Walter Thompson's London office.

IRENE RICH was in Chicago last week for a conference with the Kastor agency. She is expected back in New York today after spending some time with her children and friends in Detroit prior to the Chicago trip.

NORMAN FOLEY of Harms Music left Friday for a vacation at Totem Lodge.

LARRY NIXON left Friday for Dallas on business.

VANCE BABB, NBC Radio City press head, off on his vacation.

AUL WHITE, JOHN FITZGERALD and BOB TROUT, all of CBS department of public affairs, to Atlantic City over the week-end to attend the "Headliners" dinner.

JAN PEECE left Friday for Hollywood where he will appear at the Bowl, in a concert performance July 22.

FERDE GROFE flies to Hollywood in about a week to be guest conductor of the Los Angeles Symphony Orchestra concert in the Hollywood Bowl, July 22, when many of his own compositions will be played.

"Hollywood Showcase" on CBS

West Coast Bureau, RADIO DAILY Los Angeles—"Hollywood Showcase" goes CBS transcontinental on July 17 at 9:30-10 EDST. Initial network presentation includes Lillian Lawrence, vocalist, Ralph Rainger and Leo Robin, tunesmiths, and Lud Gluskin. Tabloid dramas also under consideration for exploitation of promising but little-known talent.

2 New WHN Series

Dick Barry and orchestra will be heard on WHN over the WLW Line from Cincinnati on Sundays and Tuesdays at 12:30-1 a.m. and Fridays at 12-12:30 a.m.

Don Bova, singing guitarist, starts a series today at 11:45-12 noon. He also will be heard Tuesdays and Wednesdays.

Cartoon of a man in a tuxedo with a speech bubble: 'I KNOW WHO THE "COLONEL FROM KENTUCKY" IS - I CONDUCT HIS PROGRAM'. Below: TUNE IN MONDAYS 3-3:30 E.D.S.T. WABC COLUMBIA NETWORK

GRAIN BELT STATIONS IN FOR BOOM SEASON

(Continued from Page 1)
even better. As a result, broadcasters expect to have little trouble selling sponsors the idea of doing a little concentrated radio advertising in these communities.

In addition to the farmers benefiting from the high prices of wheat, corn, hogs, etc., the big grain crops are also aiding the railroads.

N. Y. State Network Being Fed More Shows

(Continued from Page 1)
be fed programs from WLW in Cincinnati, WHN in New York and WAAB in Boston. Stations will also air programs originating in the WINS studios.

Members of the network, of which WINS is the key station, are WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn, and WBNY, Buffalo.

SAN FRANCISCO

Starting late in July, KYA, through Oakland, will air the Oakland Lakeside Park band concerts for the Orange net.

KLS last week aired the first 30-minute crime drama waxed by Alameda Federal Educational Radio Technique class.

Jim Morgan, KSFO program manager, vacationing at CBS studios in the south.

Ford Billings, gen. mgr. of California Radio System, arrived here last week after a month in N. Y. Stopped over for confab with KYA mgr. Bob Roberts before heading for L. A.

Bill Pabst, ass't mgr. KFRC spending a few days at Fallen Leaf Lake near Tahoe.

Gallenkamp Shoes has dropped "True Detective Tales" and is now sponsoring "Prof. Peter Puzzlewit," an interview program of questioning the public done by Larry Keating. "Puzzlewit" was formerly fathered by International Shoe Co.

Lois Williams, CBS publicity department, back from a Hollywood vacation.

Good Scouts

Don Goddard and Tom Riley of the NBC Press Department, who went to Washington to arrange all the NBC broadcasts of the Boy Scout Jamboree last week, not only did their duty of preparing scripts, acting as contact and production men, etc., but made themselves indispensable to the Boy Scout organization. Lowell Thomas, who went to Washington to do his regular evening news stint from the Jamboree, found Goddard and Riley playing the roles of chief assistants to Dr. James West, Chief Scout Master, helping him in every conceivable way to handle the 26,000 boys and all their activities.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED
C. J. MacGregor, Port Newark, N. J. CP and license for new experimental station.
KRGV, Inc., Weslaco, Tex. Authority to transfer control of corporation from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden.

HEARINGS SCHEDULED
Today: Richard Field Lewis, Oakland, Cal., CP for new station; Harry Schwartz, Tulsa, CP for new station.
July 13: Genesee Radio Corp., Flint, CP for new station.
July 14: Standard Life Insurance Co., Jackson, Miss., CP for new stations.
July 15: El Paso Broadcasting Co., El

Paso, CP for new station; World Publishing Co., Tulsa, CP for new station; KGKL, Inc., San Angelo, Tex., CP for power increase to 5 kw.; The Tribune Co., Tampa, CP for new station; F. B. Clements & Co., Mankato, Minn., CP for new station; Centennial Broadcasting Corp., Dallas, CP for new station; WROK, Rockford, Ill., authority to transfer control.

Oct. 25: George H. Payne, San Jose, Cal., CP for new station.
Nov. 1: Honolulu Broadcasting Co., Honolulu, CP for new station, also authority to transfer control of KGMB.
Dec. 17: WLAC Inc., Nashville, CP for increase in power to 50 kw., 1470 kc., unlimited time.

Sperry Is Adding Time On NBC Pacific Red Net

(Continued from Page 1)
five times a week, the show will be preceded by another Sperry program with Hazel Warner and Martha Meade. Present Sperry show has been running two-a-week.

Dog Plea on Air

Marking the first broadcast of its type, WHIO short-waved a program from the Montgomery County Animal Shelter in Dayton. Ron Gamble, announcer in charge, was so successful in placing dogs in homes that the director of the Animal Shelter requested the broadcast be repeated.

WBS Signs 3 More Stations

World Broadcasting System has signed three new stations for its recording library service—KGER, Long Beach, Cal., and 3ZB, Christchurch, and 4ZB, Dunedin, both in New Zealand. KGER starts the service on Aug. 1. Other two stations begin late next month.

4 Coast Shows on Mutual Sat.

Four shows from the coast are now going transcontinental over Mutual on Saturdays, 9-10:30 p.m. They are: "Louisiana Hayride," Negro musical; "Ecstasy," with Paul Keast, Juliette Novis and Frederick Stark's Don Lee orchestra; Otilio Revarra and his Mexican orchestra and George Fischer's "Hollywood Whispers."

Dragonette in "Bitter Sweet"

Noel Coward's "Bitter Sweet" will be presented by Jessica Dragonette as her Beauty Box presentation Wednesday at 9:30-10 p.m. over CBS.

Banks Program Fading

The CBS American Banks cooperative program will fold after the Aug. 6 broadcast which is the expiration date of the CBS contract. Program is heard, Fridays, 10-10:30 p.m.

Third Week for Lightner

Freddie Lightner will be held over a third week as guest comedian on the summer Jell-O show over NBC-Red network on Sundays.

Curtis & Allen Handling Mann

Jerry Mann's affairs are now being handled by Curtis and Allen. Mann is the starring comedian on the "Hammerstein Music Hall," on CBS each Tuesday.

CBS May Sign "Name" For Educational Post

(Continued from Page 1)
Klauber, CBS executive vice-president.

Klauber said it was quite possible that someone in the company was working on such a plan, but as yet he had not seen the report.

Rumor may have been started by the fact that CBS has hired W. Cabell Greet of Columbia University, a linguist, to do some unannounced work for the network.

"City Sleeps" Returns

"While the City Sleeps" returns to the air July 12 and will be heard Monday—Wednesday—Friday at 5:15 p.m. on the NBC-Red network out of Chicago, succeeding the "Adventures of Dari Dan" serial now sponsored in the same spot by the same sponsors, Boveys Inc. Finney Briggs continues in the Dari Dan role. Bill Moore writes the scripts. Cecil Roy, Forrest Lewis and Bill Bouchey also in the cast.

Tea Bureau Plans Not Set

Plans for the expansion of the Tea Bureau into the east and southeast will not take place until around the first of the year, says William Esty & Co., Bureau's advertising agents. Whether spot radio will be used then along with other media has not been decided. Sponsor is currently using radio in its campaign in the Cleveland-Buffalo area.

Muriel Byrd Returns to WHN

Muriel Byrd, vocalist, on Saturday began a series of weekly afternoon programs over WHN, at 2-2:15 p.m. She was previously heard with Don Albert on his Cocktail Lounge broadcast over WHN last year.

* * * * *

RAY

MIDDLETON

Now Appearing

NEW CHASE AND SANBORN SERIES

* * * * *

UNDER CONTRACT

TO

PARAMOUNT PICTURES

* * * * *

Management

COLUMBIA CONCERTS CORP.

OF COLUMBIA BROADCASTING SYSTEM

* * * * *

SUMMER BIZ BUGABOO LOOKS LICKED FOR GOOD

(Continued from Page 1)
and June business exceeded all expectations.

Outstanding reasons advanced for the increased network summer biz include:

1. The 10 per cent discount obtained by continuous advertising and use of the nets, which virtually makes the overall cost for the summer months one-half the rate of the other months. For example, an account going on for only 39 weeks loses the discount, whereas the additional 13 weeks to make it 52 costs the advertiser about the equivalent of seven weeks because of the discount figured on the 52 weeks.

2. Advertiser is enabled to keep his favorite time and outlets, also a continuity of audience.

3. Advertiser covers himself on any rate card rise for the ensuing year.

Supplementary reasons are the consideration whether a competitor is on the air; increased consumption of many products in the summer months—gasoline for instance; millions of auto sets in operation, catching listeners on the fly and otherwise; statistics showing that actually more people are at home in summer than in winter. Last but not least is the acknowledged improvement in the modern set which keeps static down to a minimum.

WHN Adds News Periods

Richard Brooks, commentator, will do 20 news periods a week over WNEU under a new schedule starting July 26. He will be heard three times daily Monday through Friday, four times Saturday and once Sunday. INS service will be used. Several of the periods already are sold.

Whiteman Postponed Again

Ft. Worth, Tex.—Paul Whiteman's NBC series was postponed again until Wednesday because of lack of broadcast rehearsal time.

There is no Substitute
for Coverage

W S Y R

The Voice of Central New York

SYRACUSE, NEW YORK

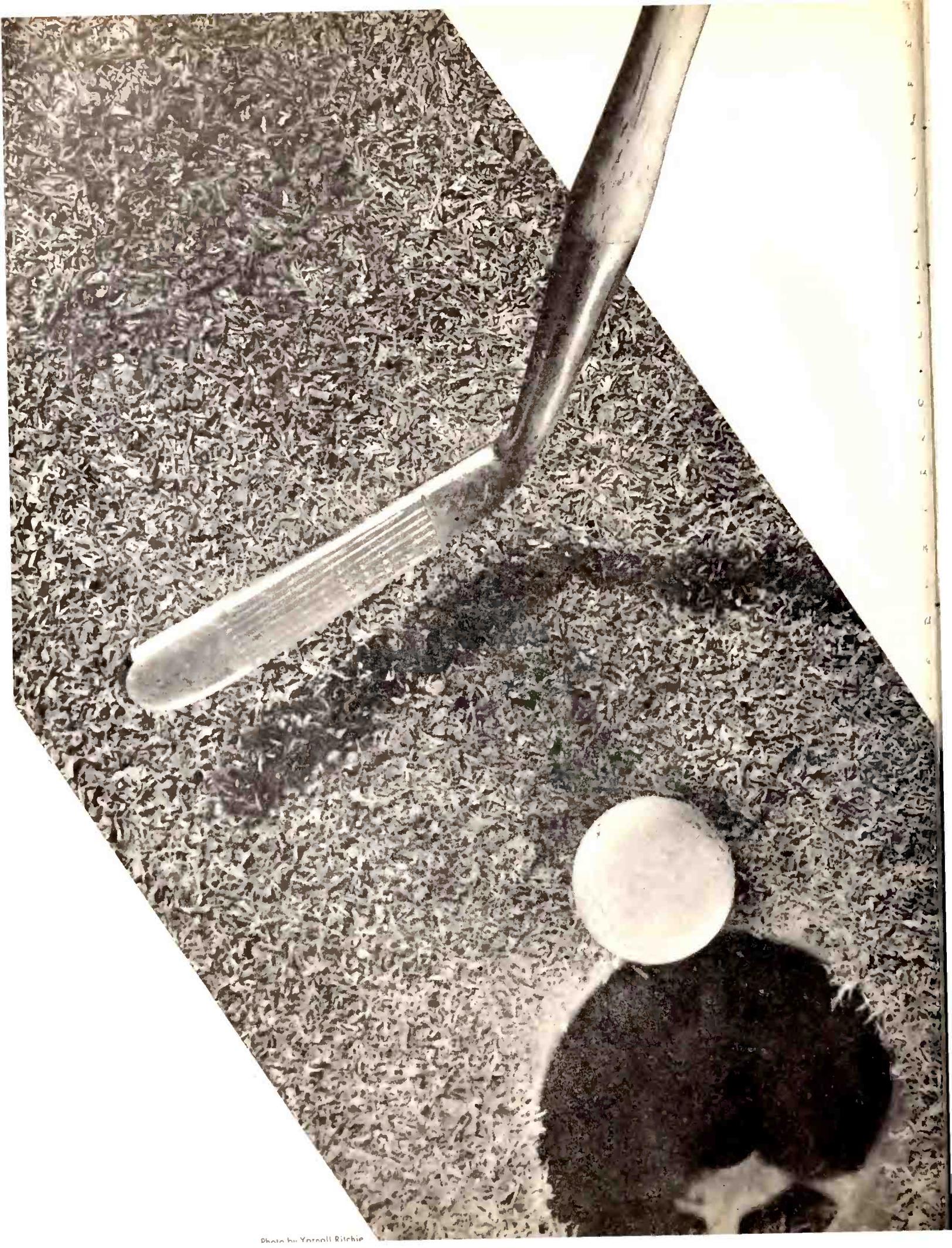


Photo by Yarnall Ritchie

plunk!

The longest drives . . . the sweetest irons . . . the crispest pitches . . . all hang in the balance until you're *in*. Merchandising is no different. Getting *home* counts . . . which explains the continuous growth of radio.* Radio is the shortest, straightest line into the greatest number of homes. Today . . . into 24,500,000 American homes . . . and millions of automobiles. Tomorrow . . . in many thousands more. And the tomorrows after . . . in still more thousands of homes and cars. (The current sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will be glad to supply the radio facts on *your* industry, upon request.

SPEAKING OF BEING "ON THE GREEN"...

These are the major golf tournaments carried by CBS this summer.

NATIONAL OPEN • Birmingham, Michigan • June 10-12 inclusive

RYDER CUP • Southport and Ainsdale • June 29-30 inclusive

BRITISH OPEN CHAMPIONSHIP • Carnoustie, Scotland • July 9

NATIONAL AMATEUR • Portland, Oregon • August 23-28 inclusive

THE COLUMBIA BROADCASTING SYSTEM



CHARLES P. HUGHES, who originated "First Nighter" and "Behind the Camera Lines," has launched a new four-a-week dramatic show over WJJD under title of "The Broadway Melody" in the interests of 42d Street Sales corp. (Cosmetics).

Albert Kircher Co. (advertising) has opened a publicity and public relations department headed by Milton Pollack, formerly with CRA. Tom Kettering also is associated with the new venture.

Tom Fizdale, who merged with Earle Ferris under the title Ferris & Fizdale, in New York, will look after midwestern interests of the firm and probably go to the coast in the fall.

Ed Voynow, v. p. and Chi manager of Edward Petry & Co., back from a sojourn in Europe.

Ned. L. Reglein, WIND program manager, leaving July 22 for Europe. Will be gone six weeks.

Tom Kivlan, WBBM sales, is vacationing in Sister Bay, Wis.

Monte Kelly, top tenor with Griff Williams band at the Aragon, is in Edgewater hospital, result of an auto smashup.

Irna Phillips, who writes "Today's Children" and the "Guiding Light," has just signed for a third network dramatic show, "The Hand of Man," story of a physician. Show will originate from New York starting last week in August over NBC.

Art Eaton, head of the creative department of Young & Rubicam, off for a vacation in Philadelphia and other Pennsylvania points.

Virgil Irvin, WAAF's new continuity editor, has been placed under option by a Hollywood film company and will make a screen test in September.

Joe Silver is a new announcer at WAAF. He came from WLBC, Muncie, Ind.

Pat Barrett (Uncle Ezra) has turned over operation of his station E-Z-R-A to Aunt Cecelia (his wife in real life) who will operate it for a fortnight while he vacations in the northwoods.

Ruth Lyon, NBC soprano, left Saturday for vacation with her parents in Pontiac, Ill. During her absence Olga Kargau is singing on "Romance Melodies" and "Words and Music" programs.

A REPORTER WITH A CONSCIENCE!

• • • The heat makes one so lackadaisical that news like the "Broadway Varieties" sponsored by Bi-So-Dol, featuring Oscar Shaw and Carmella Ponselle, fading from the airwaves before August—after close to three years on the airlines—means just another line instead of a scoop. . . . Also, that "Hammerstein Music Hall" will take over "Varieties" time on Fridays with its Tuesday time going to another sponsor. . . . However this from Ernie Hare and Billy Jones is very soothing: "There are only 142 days left to do your shopping before Xmas" . . . Word from Rosaline Greene's press agent sets our blood boiling! . . . He says that she's knitting a "Roosevelt scarf" inspired by the First Lady's needlework before her airings. . . . Arthur Boran had the right idea when he appeared with Dick Himber's band at Manhattan Beach—wearing a bright yellow suit. . . . Explorer Suyden Cutting, who is accustomed to the heat of the tropics, got "mike-fright" on the Frankie Basch WMCA show. . . . Morton Bowe has a new remedy for this weather. . . . He is refreshed when he shows Tommy Dorsey and Arthur Michard his scrap-book with the complaint that it costs him \$250 a month to keep it up.

• • • While we're waiting to get "knocked out" on the cherry-coke, word is received from KFRC, Longview, Tex., where it's hot with or without Billy Rose. . . . Seems that while one of the streets there was being widened and an underpass built, the railroad company had a drill driven through an eight-inch concrete piling of 1500 pairs of phone cables. . . . It so happens that the program lines of the station ran through these cables. . . . When the accident occurred, it not only cut the program lines of KFRC but telephone service as well. . . . Imagine the sweat the program staff raised switching the shows from the studios to the base of their transmitter. Station also explained to listeners about the lack of phone service, thus relieving the "wrong number gals" of thousands of inquiries.

• • • At the Surfside opening the other nite we found Enric Madriguera's ork grand with Josephine Huston leaving us in a trance after EIGHT encores. She proved that the Riviera was a bugaboo for her talent and that a finer voice couldn't be brought to radio. . . . Funny thing about what the heat can do. . . . It's too darn hot to argue with any one and if some one starts—let him wear himself out talking. . . . Mack Goldman, frininstance, proves why he's loved and respected by the industry. . . . Someone had a peeve and asked Mack to grind their ax—because it was too warm—and they couldn't get to first base. . . . Mack argues, wins the point and then to his grief learns that he was on the wrong side of the combat. . . . Wonder why Julian Abels went to Frisco in such a huff? . . . Sherman-Clay are located there, eh? . . . Even though Lew Brown wears Hollywood togs, he still appears annoyed. . . . Jack Robbins wants to start a Hollywood clothes movement here. . . . George Evans has Mayor La Guardia pitching the first PING PONG ball in the radio artists' tournament to be held at Claremont. . . . Albert Gumble of Donaldson, Douglas & Gumble starts with Millar Music today. . . . Wini Shaw met Oscar Shaw for the first time and learned that they were neighbors on the Island.

• • • To escape the heat—go driving—but don't listen to the Hudson-De Lange orchestra! We nearly smacked up trying to beat time with our RIGHT foot. They are the hottest thing around! . . . Dave Tough, T. Dorsey's drummer, is out sick, while George Wettling, beater-outer for Bunny Berigan, is down with a stomach ailment. . . . Frank Warren died Thursday nite before Harry arrived from the coast. . . . Dave Driscoll and Jerry Danzig will be 3000 miles apart but will still do their "Let's Visit" shows. Jerry will be on the coast and Dave here. Clever switching will have the two talk back and forth. . . . This heat's too much for anyone's conscience. . . . Hey, Ted Collins, up there in Alaska with Kate Smith, how about swapping thermometers with us down here!

JOHN BARRYMORE and Elaine Barrie will both play dual roles in the fourth of the NBC Shakespeare series tonight. John is cast as Prospero as well as Caliban, while Elaine will do both Ariel and Miranda. Others prominently cast are: Walter Brennan, Herbert Munding, Robert Wagner and Henry Hunter.

KFI premieres new portable transmitter with results of the Daily News-Chevrolet "Soap Box Derby," July 31, with Doug Evans officiating. Latest sponsors of juvenile entrants in the Derby are: John Barrymore, Lum and Abner, Bob Burns and Dorothy Lamour. Bill Fields and Charlie McCarthy previously promoted by fast-talking juve pilots.

Jane Aulick, CBS publicity, and Kathryn Cravens, commentator on women's topics, are in town from New York for a three-week look-around.

Tom Waring and Priscilla and Rosemary Lane of the Fred Waring crew do guest appearances on "Listen Ladies," KEHE, today.

Hal Rork, former M-G-M exploiteer and one time Los Angeles newspaperman, in town to exploit one William Shakespeare for CBS.

Harry Witt, CBS sales chief, back at his desk after trip to Chicago and New York.

Harry Maizlish, KFVB factotum, in San Francisco attending sales convention of White King Soap products, sponsors of the Gus Edwards juvenile show on that station.

"Happy" Jack Kay, conductor of KFVB's getter-upper Breakfast Club program, held a club picnic at Long Beach on Sunday for all his fans.

Alfred Leonard, European pianist, music critic and commentator, will review and comment on Hollywood Bowl symphonic programs throughout the Bowl season over KEHE. Initial program set for tomorrow at 6:45-7.

Gus Edwards' "Schooldays of the Air" goes CBS Pacific Coast with the July 19 show, Monday 8:30 to 9:15. Emanates from KFVB and still heard over that station.

Don Thornburgh, CBS vice-president, back at his desk after spending a week at headquarters in New York.

KMTR offers ambitious tyros a chance to show their wares with a new show Monday and Thursday nights, logged as Charlie Craft's "Discoveries" and produced by Rudy Cornell, while Hollywood Chatterbox, formerly Tuesday and Friday, has been cut to one airing on Friday.

Luis Alberni set for comedy on next Benny Goodman "Summer Swing" session. Benny goes into the Palomar, scene of his first big click, July 20, following Glen Gray.

Phil Baker joined the other celebs on the Boulevard. Reported will pipe few of his early Fall programs East.

1	9	3	7
4	5	6	8
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

BIRTHDAYS

Greetings from Radio Daily

JULY 12

Milton Berle
Harold R. Peat
Ray Winters

**WITH THE
WOMEN**

By ADELE ALLERHAND

TIM & IRENE. Stoopnagle & Budd. Don Wilson, Frank Parker, Bunny Berigan, Del Sharbutt and Meri Bell all planning to take their respite from radio at Romayton Beach, Conn.... According to recent WOR report, Les Gottlieb will spend his fortnight, which began last weekend, at Ebbetts Field.... And now they're saying that Mary Small will audition "Juvenile Varieties" this week, it being a 5-times-a-week offering, with changes in program structure for each broadcast.... Dorothy Wilkens arranges for her request ditties in rather unusual fashion, her habit being to have the customers select them the day before.... Sheila Barrett's favorite stunt at parties used to be impersonating Lenore Ulric in the character of "Lulu Belle".... Adele Purcell, by her own confession, only femme song plugger in town, crashed the Parks Johnson, Wally Butterworth NBC Vox Pop program, t'other day and was interviewed in the Vox Pop manner.

A lass named Latane Bartlett is busy contacting newspapers, schools, colleges, and other civic and educational organizations in the WBIG area of Greensboro, N. C., all in the interest of the new CBS-Shakespeare series.... Latane's been on several ether offerings, over the station, her pet program being a fashion idea, in which she shines.... Helen King, who makes contests pay, has a last name that's highly significant.... It seems she numbers among her more distinguished ancestors William and Mary of Orange (if you know your history).... Mauve decade belles, all members of the Brooklyn three score and ten club, who aired over WMCA in "Grandma's Night Out" will compete in a beauty contest at Steeplechase Park, with Mrs. Emily Klein, prexy and "Most Beautiful Grandma of 1936" holding the reins....

Tribute from Caesar.... musicians at CBS flocking to Hollace Shaw's rehearsals on account of they think the gal's good.... George Dunning, chief arranger of the Kay Kyser aggregation has gone matrimonial.... Bride is a hostess he met on a transport plane while making a jump on tour.... George felt airsick.... The hostess was sympathetic.... They were married three weeks later....

☆ **Program Reviews** ☆

"KRAFT MUSIC HALL"

with Bob Burns
Kraft-Phenix Cheese Co.
WEAF — NBC-Red Network,
Thursdays, 10-11 p.m.
J. Walter Thompson Co.

GOOD SUMMER SHOW EXCEPT THAT IT'S A LITTLE OVERBOARD ON BOB BURNS.

Whether a full hour of emceeing by Bob Burns, who is so definitely character-typed, is advisable or not, the opening broadcast of the Kraft summer series did not quite definitely answer. But at times it seemed very much that this may prove the program's handicap. Burns does not have Bing Crosby's facility for steering his bantering informally with his guests. He has too much a consistent Arkansas accent, which is okay in smaller doses not in the amount required of an emcee for a 60-minute show. Outside of this, Burns handled his job with credit.

John Trotter's orchestra, new musical aggregation for the program, did excellent duty. It has zip, tunefulness and color. Trotter also was okay in his dialogue bits.

Special guests for the first broadcast of the new series included Mary Boland and Franchot Tone, film stars, who exchanged patter with Burns satisfactorily; Josephine Tumminia, talented opera singer heard on previous occasions at the Kraft Music Hall; the Foursome Quartet, a lively and harmonious unit, and the Paul Taylor chorus of good voices.

Ken Carpenter handled the commercials.

"LET'S PLAY GAMES"

Sustaining
WOR - Mutual, Fridays, 8:45-9 p.m.

NEWEST FORM OF STUDIO AUDIENCE CONTEST TYPE OF SHOW IS ABOVE AVERAGE.

Jane Martin, who conducts this program, succeeds in injecting the novelty angle right off the bat, due to her gracious manner of handling the show, giving it charm and speed, yet not sacrificing courtesy to the contestants. Instead of following out one type of show, such as a spelling bee or straight questions, considerable variety is added because there are no end of games that may be quickly introduced. Five people are chosen from the audience, with first prize being \$5, second \$3, etc., and additional prizes for listeners who send in suitable material.

Parlor type of game works smoothly and the contestant has to be on his toes. Miss Martin has an unusually fine ether personality for this kind of work and the program should catch on easily.

"Five Hours Back"

Intended primarily for rebroadcast to England via short wave and the BCC, this Friday 2:30-3 p.m. NBC-Blue network program, revived for its third summer, is tasty musical

"VELVET VARIETIES"

Terre Haute (Ind.) Brewing Co.
KMOX, St. Louis,
Tuesdays, 8-8:30 p.m.

PLEASING VARIETY SHOW HIGHLIGHTED BY BEN FELD'S ORCHESTRA.

With Ben Feld's Orchestra supplying the musical background in very enjoyable style, this program made a good impression in its first two airings. Using a lot of talent that is mostly new to these parts, and doing something different in the way of rehearsals before audiences in advance of the regular broadcast, the show has attracted quite a bit of interest.

Program caught last week had Maria Lane, monologist on the Arline Harris type; Irene Stone, vocalist; Marie Lane, "The Talkie Dame"; Dick Mills, baritone; Christine Randall, torch singer and ivory tickler, and Spencer Allen, emcee. All gave a good account of themselves.

"Music for Today"

Morton Gould, the conductor-composer-pianist, who is the guiding genius of this WOR-Mutual program, and Phil Lang, who assists him on some of the arrangements, can be credited with a truly distinguished and most entertaining musical half-hour at 9:30-10 p.m. on Thursdays. The show also features Helene Daniels in the vocal end.

When caught last Thursday, the program offered an unusually well-balanced, cleverly diversified and rhythmically rich collection of numbers, ranging from novel arrangements, such as Phil Lang's "Jaywalk" and a neat handling of "Johnny One Note," "The Merry Widow Waltz," blues numbers and Gershwin's light-hearted "Let's Call the Whole Thing Off."

Miss Daniels sang "Mad About the Boy" and "A Message from the Man in the Moon," numbers in which her full-bodied voice is displayed to advantage.

Program as a whole falls in the better class of musical presentations without getting far away from the swiny rhythm that is currently popular, an achievement that is a tribute to Gould's musical skill.

Frank Knight handles the announcements appropriately.

entertainment either for Britishers at tea time or for Americans after lunch. Dr. Frank Black conducts the NBC symphony dance orchestra, while the vocalizing is done very entertainingly by the Cavaliers Quartet, Carol Weymann and Floyd Sherman.

"Racing Results"

Heard at varying dinner-time hours daily except Sunday, this new WHN sports program handled by Jimmy Winchester is a good one of its kind. It gives the day's results from various

GUEST-ING

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 9 p.m.).

GUS ARNHEIM, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 3 p.m.).

MRS. ELINORE M. HERRICK, regional NLRB director, on "Success Stories," July 14 (WMCA, 8:45 p.m.).

JOSE ITURBI, JAMES STEWART, DOROTHY McNULTY and FORTUNIO BONANOVA, on Kraft Music Hall, July 15 (NBC-Red, 10 p.m.).

FAY WRAY, from Hollywood; JOE COOK and JOE LAURIE JR., from New York, and THE GAUCHOS and JACK ARTHUR, from Dallas, on Rudy Vallee show, July 15 (NBC-Red, 8 p.m.).

EDDIE DOWLING, RAY SINATRA, JOEY NASH, MICKEY WALKER, SAM TAUB and NOLA DAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

GUS VAN and HARRY SAVOY, on "Broadway Melody Hour," July 14 (WHN, WOR, 8 p.m.).

HENDRIK WILLEM VAN LOON, on final Mrs. F. D. Roosevelt program, July 14 (NBC-Blue, 7:15 p.m.).

AL WOODS, MITZI, GEORGE LEWIS, HARRY MARSHALL, JOE BAILY and DESIREE TABOR, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

PATRICIA RYAN, on Town Hall Tonight, July 21 (NBC-Red, 9 p.m.).

TERRI FRANCONI, interviewed by Nellie Revell, July 20 (NBC-Red, 5 p.m.).

ARNOLD JOHNSON and his Sextet, on "Original Amateur Hour," returning to Loew's Ziegfeld Theater tomorrow (WHN, 7 p.m.).

GRACIE BARRIE of "The Show Is On," on "Hammerstein Music Hall," July 20 (CBS, 8 p.m.). Set by Herman Bernie office.

tracks around the country, including Empire City, Latonia, Arlington, etc., confining itself to the straight facts and passing up the comment indulged in by many sportcasters to color their reports; with the exception of Fridays, when guest stars will appear. Winchester was formerly a Frisco sports editor and knows his stuff.

**FRANK
DEGEZ**

▲▲▲▲▲
CUSTOM CLOTHES
▲▲▲▲▲
46 WEST 48 ST.
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

PROMOTION

WHB's "Doing Job Alone"

As the final chapter in the elaborate campaign and celebration which marked the celebration of its 15th anniversary, WHB of Kansas City has issued an attractive booklet titled "WHB Proves It Can Do the Job Alone," containing photographs which tell an impressive story of how the station put the event over the top without resorting to any outside advertising medium.

Reproduction of the original anniversary announcement, displays of counter-cards and tickets to the anniversary dance which drew more than 15,000 to the municipal auditorium, and a center spread photo of the auditorium crowd, plus other photos of the party, the entertainers, etc., are included in the 14x18 brochure, which headman Donald Dwight Davis of WHB is taking pride in sending around.

WFIL Booklet

WFIL, Philadelphia, has put up a promotion booklet to prove that action speaks louder than words. Instead of merely telling the advertiser about the merchandising help given by the station in selling the sponsored programs, WFIL gives the actual proof. Folder is a series of tear sheets showing proofs of ads placed by WFIL in local dailies, exploiting commercial programs. Station gets the newspaper lineage on time for space swaps with the sheets.

Juvenile Serial Promotion

Barnett's Booteries, Long Beach, Cal., shoe store has a "give-away" tie in with their radio program "Bobby and Betty and Their Magic Boots," magic-land fantasy heard over KFOX each Monday, Wednesday and Friday at 7:15. The characters Bobby and Betty, by means of a pair of magic boots are now adventuring with Buffalo Bill in the old days of the West. Barnett's gives away a Buffalo Bill picture book with each pair of shoes purchased by children.

ONE MINUTE INTERVIEW

JOHN BARRYMORE

"The actor of stage and screen who thinks that he can work at the microphone without previous radio experience is mistaken. Radio requires a dramatic technique all its own. As a new field of artistic expression, it deserves the most careful study and consideration from the actors who would succeed in it, no matter what their achievements in other mediums."

★ Coast-to-Coast ★

RICHARD MAXWELL, CBS tenor-philosopher, will dedicate his next Saturday's program to the "Send-a-Child-to-Camp" campaigns. Maxwell's "Comfort and Cheer" is heard six days weekly at 10:15-10:30 a.m.

Rex Reynolds, baritone at WBAL, Baltimore, will be featured on the new series of early evening programs titled "Golden Dawn Melodies," heard three times weekly.

Slim and His Gang, heard for some time over KDKA, Pittsburgh, have dissolved as a gang and have joined Clayton McMichen and His Georgia Wildcats. Among the group are Slim Bryant, Kenny Newton, Loppy Bryant, Jerry Wallace, Carl Cottner.

Harold Niles' Wednesday evening "Current Comment" on WICC, Bridgeport, is recessing for the summer. Gilbert Johnson, Bridgeport tenor, appears in Elise Menn's recital period tomorrow at 7:15 p.m.

Bob French, production manager for WHKC, Columbus, returned the other day from Cleveland where he completed arrangements for station to carry all pick-ups from the Great Lakes Exposition directly over the Mutual wires.

Bill Williams, sports commentator has returned to WBZA, Springfield, Mass., with a new daily series.

First broadcast this season of a night game between two major league teams, Cubs vs. Red from Cincinnati, will be aired Monday night at 10 p.m. over Mutual. WOR will carry the last hour of the broadcast. Program will be keyed from WLW with Red Barber as announcer.

WNBC, New Britain: Joseph C. Beebe's organ remotes are laying off for the summer... Lawrence H. Battistini, commentator, on summer recess... Libby Swensk of the office staff on vacation up north... Engineer Ralph Rice and the missus celebrating second year of connubial bliss.

John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., will give another of his monthly "fire-side chats" with listeners tonight over WQXR at 9:30-10 p.m. He will announce results of a contest held for listeners who were requested to write letters on "Why I Patronize WQXR Advertisers." First prize will be \$25, and there are 10 prizes consisting of yearly subscriptions to WQXR printed program.

Hal O'Halloran, WCFL announcer, while watching the Racine, Wis. Fourth of July parade on his day off, was picked out of the crowd by Ken

Hegard, WRJN announcer who was broadcasting highlights of the celebration, for an air interview.

Swor and Lubin appeared as guests on the Gulf Program with Harry Von Zell over NBC-Blue network yesterday evening.

Betty Worth, former member of the WHN stock company, appears opposite Bert Lytell in the "Alias Jimmy Valentine" disks.

KSD, St. Louis: Dave Ward, announcer, back from a coast vacation... Wayne Short, newest and youngest member of the announcing staff, comes from KFRU, Columbia, Mo... Lillard "Mike" McGee, news editor, writes short stories in spare time and has sold some 15... Russ David, musical director, and Lee Sanguinette are doing a piano duet titled "Ebony and Ivory," so perfectly timed that they sound like just one piano.

Bill Evans, new addition to the announcing staff of WTMJ, Milwaukee, comes to the job with a fine background of diversified radio work, having been an announcer, scripter, producer and general handy-man at WEBC in Duluth for the past three years.

"Art" Graham, diminutive program director of WJW, "Akron's Neighbor," is vacationing in the west, taking a two-week motor tour to Yellowstone Park and Salt Lake City. Art, with his wife, plans to camp out all along the route, using his own specially constructed auto tent. Announcer Len Taylor and Manager Sam Townsend collaborate at the program desk meanwhile.

Apparently radio listeners in and around Duluth and Superior enjoy having their blood curdled with thrilling murder mystery mike fare. The new "Crime Club of the Air" over KDAL, Duluth, a quarter-hour dramatic stint once weekly, already has drawn a considerable mail response after just two programs. KDAL's "Crime Club of the Air" is a sustaining feature with production handled by Gilbert Fawcett, KDAL program director.

Graham Poyner, WPTF (Raleigh) production manager, is sunning himself in the marsh-lands of his native heath, Moyock, N. C., enjoying home-cooking, mid-afternoon dozing and shaveless days during his vacation.

Carl Goerch was at Roanoke Island for WPTF's opening broadcasts from Fort Raleigh and had barely six hours to drive 200 miles back to Raleigh in time for his B. C. "Carolina Chats" that night. But he made it.

ORCHESTRAS MUSIC

FELIX Fernando and ork follow Mike Riley's outfit into Mountain View House, Port Kent, N. Y., July 17. Riley's band returns to the New Penn Club, Pittsburgh, opening the following night.

Werner Janssen's second broadcast on his new NBC-Blue network program Sunday featured his own composition, "The General Died at Dawn." Work is a suite from the motion picture of that title. The motion picture is the only one for which Janssen ever wrote the score which was recently given the Stage Magazine award as the best incidental screen music of the year.

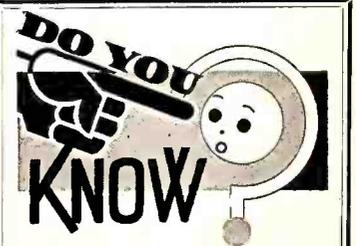
"The Three Kings of Swing" have followed the "Three Senators" into the new cocktail lounge of the Kentucky Hotel, Louisville, set there for a month by CRA.

Harms Inc. has scheduled immediate release for the musical score for the Warner Bros. forthcoming picture, "Varsity Show," starring Dick Powell and Fred Waring and his Pennsylvanians. Score is by Dick Whiting and Johnny Mercer. Ditties to be published are: "Old King Cole," "Love Is on the Air Tonight," "You've Got Something There," "Have You Got Any Castles, Baby," "We're Working Our Way Through College," "Moonlight on the Campus," and "On With the Dance."

Ted Lewis has signed Marion Mann, vocalist, for his new series of sustaining broadcasts from the Hotel Astor Roof. The new Ted Lewis broadcast schedule over WABC includes Tuesdays at 6:30 p.m., Fridays at 11 p.m. and Saturdays at 7 p.m. He also has a WOR-Mutual wire Thursday nights at 8.

Orrin Tucker and his band, with the Bailey Sisters and Bonnie Baker, open at the Schroeder hotel, Milwaukee, July 13 with nightly broadcasts over WTMJ.

Joe Gumin and his orchestra, with Sherry Bergan, vocalist, have opened for an indefinite engagement at Toy's restaurant, Milwaukee, with daily airing over WTMJ.



Presentation of "March of Time" requires the services of more than 75 persons, many of whom have been with the production since it started in 1931.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 8

NEW YORK, N. Y., TUESDAY, JULY 13, 1937

FIVE CENTS

Invite Disk Men to Parley

MAY ROBSON TO DISK BAUER & BLACK SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—May Robson, grand old lady of stage and screen, starts Aug. 1 waxing a series of 15-minute transcriptions for Bauer & Black. Work will be done at Associated Cinema Studios. Blackett-Sample-Hummert is the agency.

Carolina Sales Appoints Ad Agency for Campaign

Salisbury, N. C.—J. Carson Brantley advertising agency has been appointed counsel for Carolina Sales Corp. of Greenville, N. C., which is distributor for Philco, Duo-Therm, Kelvinator products and Electrolux refrigerators in parts of four southern states.

A regional network show will be used, in addition to several short spots.

Shorter News Periods Are Found Most Popular

Milwaukee — After experimenting with news periods of 15, 10 and 5 minutes, WTMJ has decided to go in for shorter shots and more of them. Interspersing of 2-minute headline periods also has proved popular.

Makelin Joining WIND

Chicago—Hal Makelin, formerly general manager of KXBY, Kansas City, and sales manager of WIRE, Indianapolis, joins WIND as sales manager July 19, it is announced by Ralph L. Atlass, president.

Respite

Des Moines—To avoid excess repetition of musical numbers on its request program, the KSO Musical Almanac has inaugurated a "Don't Play It For A Month Club," which gives listeners the opportunity of deciding what numbers have been overdone on the recorded show, and having them shelved for 30 days.

No Sunday Ads

Rapid City, S. D.—KOBH here lays claim to being the only commercial station in the country that bars advertising on Sunday. All programs on this day are sustaining, designed to give the listener one day of relief from commercial plugs. Only possible exception to the rule is in the case of a special memorial program, and in such event only the sponsor's name is mentioned.

WPA HISTORICAL DISKS RELEASED TO STATIONS

The Federal Government, through the Works Progress Administration, has just released a series of historical background recordings to be used throughout the nation on local stations. Disks will be used with a minimum amount of commercial chatter. The WPA, which at present maintains studios in New York and is busily engaged in building programs for local stations that will clear time for them, has been almost entirely overlooked in the new series. The recordings were cut by

(Continued on Page 3)

20 Per Cent Increase In Canadian Radio Sets

Ottawa—New licenses and renewals for the operation of radio receiving sets in Canada totaled 1,038,500 for the year ended March 31, an increase of about 20 per cent over the 862,108 licenses in the preceding year. Ontario was the first-ranking province in number of sets, with a total of 424,126.

Sign Dorothy Gish, Vermilyea For Procter & Gamble Serial

WMT's News-Getters Scoop Local Newspaper

Cedar Rapids, Ia.—In the first day of active operation of the new WMT News Bureau under the supervision of Doug Grant and Ray Cox, the station scooped the local daily on

(Continued on Page 3)

AFM Executive Board Welcomes Record Manufacturers to Meeting July 26 on Transcription Issue

TRIBUTES TO GERSHWIN ON NETWORKS, STATIONS

All networks and many individual stations presented tributes last night to George Gershwin, noted American composer, who died Sunday in Hollywood following an emergency brain operation, and whose body is being brought to New York for funeral services Thursday at 2 p.m. in Temple Emanu-El.

Some stations, including WJZ (NBC-Blue network), WHN, WQXR

(Continued on Page 3)

New Rate Card on Way Covering NBC Additions

NBC is again working on a new rate card to cover the newly added outlets to the Blue web. Last card, worked out separately for the Blue and Red networks, was effective July 1 of this year. Card had not yet gone into effect before the southern group of outlets was signed by NBC. Possibility of still more stations coming in means that the new card will not be rushed out.

KFWB Not For Sale

West Coast Bureau, RADIO DAILY
Los Angeles—Reports that KFWB, Warner Bros. station, is for sale were spiked by H. M. Warner, president, on his arrival here. "KFWB is positively not for sale," he said.

Phonograph record manufacturers yesterday received official notice that they are welcome to attend the Executive Board meeting of the American Federation of Musicians when it meets on July 26 for the purpose of ironing out the electrical transcription and record situation in regard to indiscriminate performances on radio stations.

Disk manufacturers construe this as an indication that efforts will be made to adjust the matter with the

(Continued on Page 3)

N.O. UNION TO EXAMINE ALL RECORDING DEALS

New Orleans—Members of the musicians' union here and AFM orchestras in this jurisdiction have been ordered not to make any recordings or transcriptions until the local union has approved of each individual instance, according to the

(Continued on Page 3)

40 Indiana Newspapers Chip in Items to WLBC

Muncie, Ind.—E. Pierre deMiller, news director of WLBC, has organized 40 daily and county newspapers throughout the coverage area of the local station to cooperate with the station on daily newscasts of local items. Full credit is given to newspapers sending in items. Program is known as "Eastern Indiana Passes in Review."

Sold Out

Muncie, Ind.—For the month of July, WLBC hasn't a single station break available. Thus the local independent station is hanging out the S.O.S. (sold out solid) sign for the second consecutive month.

Station entered the summer with a heavy commercial schedule, and reports that there is no letup in sight.

(Continued on Page 3)



Vol. 2, No. 8 Tues., July 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, July 12)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	168½	169½	+ ¾
Crosley Radio	22½	21½	22½	+ 1½
Gen. Electric	56½	55½	56½	+ 1½
North American	26½	26	26½	+ ½
RCA Common	9½	9¼	9¼	+ ½
RCA First Pfd.	70	69½	70	+ ½
RCA \$5 Pfd. B.	(96¼ Bid	100	Asked)	
Stewart Warner	18	17¾	17½	+ ½
Zenith Radio	37½	37¼	37¼	- ¼

OVER THE COUNTER		
	Bid	Asked
CBS A	29¼	30¾
CBS B	28¾	30
Stromberg Carlson	13	15

New Aerogram Quarters Are Formally Dedicated

West Coast Bureau, RADIO DAILY
Los Angeles — Aerogram Corp., newly installed in specially-built quarters on Cosmo Street just off Hollywood Blvd., held open house late last week. Friday was devoted to entertaining the trade and newspapermen, following turnaway crowds of Mr. and Mrs. John Public on Thursday.

The plant is ideal from every standpoint, while the equipment is the last word, the complete installation having been made by Brainerd-Walder Co.

The executive personnel of Aerogram includes: Gordon Soule, production manager; G. Curtis Bird, business manager; Harold Soule, chief engineer; Herman Brugger, research engineer, and Odessa Ellison, casting. All are well known locally.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 10, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Merry Go Round Broke Down (Harms Inc.)		33
It Looks Like Rain (Joe Morris Music Corp.)		30
Where Or When (Chappell and Co.)		30
Sailboat In The Moonlight (Crawford Music Corp.)		25
The You And Me That Used To Be (Irving Berlin Inc.)		20
I Know Now (Remick Music Corp.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Sweet Leilani (Select Music Co.)		18
They Can't Take That Away From Me (Chappell and Co.)		18
There's A Lull In My Life (Robbins Music Corp.)		17
Toodle Oo (Shapiro Bernstein Inc.)		17
Cause My Baby Says Its So (Remick Music Co.)		16
Having Wonderful Time (Paull Pioneer Music Corp.)		16
Love Is Never Out Of Season (Leo Feist Inc.)		16
September In The Rain (Remick Music Corp.)		16
Cuban Pete (Hollywood Songs Inc.)		15

Cecil Underwood Joins Needham, Louis & Brorby

Chicago—Cecil Underwood, who is handling production of the "Fibber McGee and Molly" show on NBC for Johnson's Wax, has joined the radio department of Needham, Louis & Brorby Inc. Underwood has been in radio since 1924 and most recently was NBC program manager in Hollywood, where he handled many big shows.

J. P. Muller Dead

J. P. Muller, 63, president of the agency which bears his name, died Sunday in the New York Hospital. He is survived by a daughter, Mrs. Walter Hinton, two sisters and a brother.

Dolberg Joins Atlas

West Coast Bureau, RADIO DAILY
Los Angeles—Lou Winston, who recently disposed of his interest in Radio Recorders, Inc., to become production chief of Atlas Radio Corp., has brought Glen Dolberg, former program director of KFI-KECA, into Atlas in a production capacity to facilitate handling the heavy schedule of fall releases.

WBAL 6 a.m. Rural Series

Baltimore—WBAL now goes on the air at 6 a.m., daily except Sunday, with a new program designed for rural listeners and titled "On the Air."

Through the cooperation of the Extension Service of the University of Maryland, and the Department of Agriculture, Baltimore, the station will broadcast the latest farming information and market reports. Time signals will be given every few minutes. Weather reports and news bulletins will also be included. Transcribed music will be used as fill ins.

WFBR Makes 5-Year Deal Covering Maryland Races

Baltimore—WFBR, which formerly signed a one-year contract with the Maryland Jockey Club, has just negotiated a new deal running five years and covering exclusive broadcast rights for the running of the Futurity in the fall and the Preakness next spring. American Oil Co. has bought the Futurity and Preakness, which will be aired over the NBC-Red network.

Decision Is Reserved In Plagiarism Action

Judge Peter P. Smith of the New York State Supreme Court reserved decision yesterday in the \$50,000 suit for damages and injunction proceedings filed by Sol Rothschild against Household Finance Corp. et al in connection with alleged plagiarism by the concern's program, "It Can Be Done." Judge Smith requested Samuel J. Schwartzman, attorney for Rothschild, to file briefs by the end of this week.

Two other defendants in the action are NBC and BBD&O. All three had their own attorneys in court.

WJJD Staff Additions

Chicago—King Bard, former sales manager of Wood-Wash, Grand Rapids, is joining the WJJD sales staff. William Klinke, Harry Berg and Larry Flavin are new members of the engineering staff. Station is owned by Ralph L. Atlass.

Benny Goodman Set for Film

West Coast Bureau, RADIO DAILY
Los Angeles—Benny Goodman and his entire crew signed by Warner Bros. for next Dick Powell starring vehicle, Hollywood Hotel, with background and story woven around Louella Parsons' Campbell Soup hostelry.

COMING and GOING

JACK BENNY and MARY LIVINGSTONE sail tomorrow for their European vacation.

ERNEST LA PRADE of NBC, left Saturday for Interlochen, Mich.

ALICE HILL of Mutual's "We Are Four" leaves Chicago for a vacation in Mexico City, then to Acapulco to catch a boat for the Panama Canal en route to New York.

DIANA BOURBON, producer of the Ken Murray show, flew East over the week-end and will vacation for three weeks at Rye, N. Y.

LOUELLA PARSONS started yesterday on the first leg of a jaunt to Europe. Harriet Parsons will conduct "Hollywood Hotel" during the absence of her mother.

BILL BACHER returned to Hollywood yesterday from three weeks of sunning in Hawaii.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, is in San Francisco for a few days on network business.

MRS. JOHN MAYO and daughter, JOAN, are expected back this week from a two-week stay in Washington, D. C.

MACK MILLAR leaves Friday for the Catskills.

SAMUEL J. BUZZELL, attorney for Cab Cal-loway and Duke Ellington, is on the Coast visiting his brother, Eddie, flicker director.

HENRY SPITZER, Chappell Music exec, is expected to fly in from the Coast tomorrow to attend the funeral services for George Gershwin, whom he was en route to visit on future plans.

ROYCE POWELL, commercial manager of WCOA, the John H. Perry CBS outlet in Pensacola, Fla., visiting New York, appeared on the Professor Quiz program as one of the contestants Saturday night.

RALPH EDWARDS, CBS announcer, will be back from his California vacation in time to resume his handling of the Horn & Hardart Children's Hour next Sunday.

ALVIN PACK of KSL, Salt Lake City, is on a New York sojourn.

JAMES D. MUGFORD, program director of WSPA, Spartanburg, S. C., has returned south after a business trip to New York.

JOHN RUNYON, manager of KRLD, Dallas, will be in town today.

JOHN E. FETZER, manager and chief executive of WKZO, Kalamazoo, is in town.

L. S. BUTLER, owner of WLS and KOY, is a New York visitor.

GEORGE C. COLEMAN, manager, and G. G. WHITE of WGBI, Scranton; FRANKLIN SCHURZ, manager of WSBT, South Bend; MARJORIE WILLIS, WTOG, Savannah, also are in town.

JOHN F. ROYAL, vice-president in charge of programs for NBC, sails tomorrow on the Normandie for a five-week business trip to Europe.

MARK WOODS, NBC treasurer, vacationing at Lake Hopatcong.

DON LOWE, LYLE VAN and FRANK CODY, NBC announcers, leave Friday on vacash.

BIRTHDAYS

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily
July 13
Harry Sosnick
Phillips Lord

DISK MEN ARE INVITED TO AFM BOARD MEETING

(Continued from Page 1)

laboratories direct instead of the AFM dealing with the radio industry. Control of the phonograph records will evidently be sought through a deal with the makers, thus obviating a controversy in court with radio.

AFM officials state they will hold the Executive Board meeting in New York until the question is adjusted satisfactorily and that every effort will be made to work out an equitable deal, something that will compensate for the playing of disks alleged to be keeping musicians out of work.

Electrical transcription executives queried by RADIO DAILY declare they do not contemplate any concerted move, but will wait until AFM comes to a decision which will be national in scope, or perhaps may sit in and confer with the Executive Board if they are invited to do so.

Action at the recent AFM convention in Louisville resulted in the resolutions pertaining to control of all forms of disks being referred to the Executive Board.

N. O. Union to Examine All Recording Deals

(Continued from Page 1)

quarterly bulletin issued by the union here for its members. The rule is not an attempt to prevent the making of disks or sound films, union officials told RADIO DAILY, claiming the union had taken no such steps. It is intended to let the union examine each recording engagement to be certain that it is not violating any AFM rulings which may be made on the subject, officials said, claiming that Joe Weber had already banned the making of dance sound films which might be used in ballrooms to displace living orchestras.

WPA Historical Disks Released to Stations

(Continued from Page 1)

RCA and feature NBC dramatic talent. Distribution is handled by state divisions of the National Emergency Council.

WNEW is the only New York outlet using the recordings at present. Arrangements for the use of WNEW were completed by the New Jersey chapter of the National Emergency Council. Only request of the distributor to the station is that an announcement, about 30 seconds in all and written by local chapter, be made at some spot during the 15-minute presentations.

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW PROGRAMS—IDEAS

Newcomer's Program Clicks

Mary Robinson, journalism student at the University of Iowa, is producing and broadcasting a 15-minute program called "The Stroller" over WHBF, Rock Island, Davenport and Moline. Program is aired Tuesday, Thursday and Saturday mornings at 9:15 and, while produced for the housewife audience, contains many features that have held the interest of all local radio listeners.

Regular program material contains shopping news, talks about hobbies and local gossip. The highlights have been produced by special interview with unusual and interesting persons; those appearing during the past week include an elevator operator, hot tamale vendor and vacuum cleaner salesman.

"The Stroller" is sold on a cooperative basis to local merchants in non-competitive lines and was entirely filled after the second week. Present sponsors include a bakery, department store, drug store, ready-to-wear shop, fish market and appliance company.

This is Miss Robinson's first experience in radio, but while studying journalism she has worked on such newspapers as the Daily Iowan, Muscatine Journal and the Tri-City Star.

Early Morning Teaser

Early tuner-inners to WTMJ, Milwaukee, these days are conjuring with the title of the new morning musical program. It's just plain "Jimmy Legs." Only a few men who know terminology on Uncle Sam's battle wagons recognize the meaning of the nickname. Curiosity of listeners is being nurtured carefully in a teaser campaign to build up immediate interest in the feature. Newspaper stories, plugs on the air and ads are

being used to sweep public curiosity to high pitch. Other WTMJ sustaining programs are being used to promote question: "Who is 'Jimmy Legs', and what does it mean?" Next week explanations on the morning program will clear up the mystery. Feature is a participating program heard daily from 7 to 8:15 a.m. It's mostly popular music, with Announcer Doc Williams at the mike giving time, weather reports, news and bits of cheer.

Fire Dept. Cooperation

Under the heading of unusual program ideas at KOBH, Rapid City, S. D., could be listed the public service rendered the fire department of Rapid City by the broadcasting of fire locations almost as soon as they are received at the fire headquarters. KOBH also cooperates with the United States Forestry Service in broadcasting directions and fire prevention warnings both to the forestry men in the field and to tourists and visitors in emergencies.

Saluting Missouri Cities

KFRU, Columbia, Mo., this week presents the first in its series of salutes to Missouri cities. Sedalia was the first city selected with Mayor Julian H. Bagby as the guest speaker. The program will highlight events in the history of the city, past and present. On July 20, the city saluted will be Boonville and Boonville's daily market reports.

KFRU's recently inaugurated service of 10-minute grain, livestock and feed reports on Saturdays at 6:20 p.m. has been very well received by farm listeners. This is in addition to Mayor, H. D. Quigg, who will be the speaker.

Tributes to Gershwin On Networks, Stations

(Continued from Page 1)

and others, presented preliminary tributes Sunday night. Last night, at 8:30-9:30, NBC offered an hour's memorial program over the NBC-Blue.

Mutual network originated a 45-minute program at 9:15 p.m. from KHK, Los Angeles, with David Broekman's 50-piece orchestra and several movie celebrities taking part. WMCA of the Inter-City network had Eddie Dowling as emcee for a memorial broadcast at 10:30 p.m.

CBS paid tribute to the late composer in various spots yesterday afternoon and evening.

WHN, which has already put on two Gershwin programs, will stage a special memorial show tonight at 8:30 p.m. Among those who will appear on the show are: George S. Kaufman, Irving Caesar, who wrote the lyric for the first Gershwin song hit, "Swanee"; Ethel Merman and Ferde Grofe.

10 News Periods Sold by WNEW

WNEW yesterday announced that 10 of the 20 available 15-minute news periods now for sale have been sold. Madison Personal Loan, starting July 26, will sponsor the 12:30-12:45 period Monday through Fridays for six weeks, then increase the schedule to include Saturdays. The latter contract brings the total to 52 weeks. Klinger Advertising Corp. set the deal. General Supply yesterday started sponsoring the 5:15-5:30 p.m. spot Monday, Wednesday and Friday. Warren & Arthur Smadbeck Inc. will sponsor a Saturday spot at 9-9:15 a.m. and a Sunday spot at 10-10:15 a.m. Richard Brooks will handle all programs personally.



NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

PROCTER-GAMBLE SIGNS TWO STARS FOR SERIAL

(Continued from Page 1)

future of radio dramatics and particularly future of Chicago, now leading the nation in sponsored daytime script shows. Miss Gish and Vermilyea are moving to Chicago immediately, taking over the roles from Olan Soule and Dolores Gillen, Radio veterans, next Monday. Show, which will expand to big network proportions shortly, will be aired from here until Vermilyea answers Theater Guild call in fall, when WOR studios will be used.

Hawkes, who is convinced daytime shows can be greatly improved by using outstanding stage names, also is negotiating to put May Robson in a network serial. Also with a half dozen other potent names of Broadway and Hollywood for additional shows.

"Couple Next Door" scripts, written by Thompson Buchanan, are to be specially drafted to suit talents of Miss Gish and Vermilyea. Hawkes, Buchanan and Stephen Gross, handling production, are all veterans of theater.

WMT's News-Getters Scoop Local Newspaper

(Continued from Page 1)

two different occasions. Purpose of the News Bureau is to cover the local situation in order to bring WMT listeners news from their own neighborhood as well as news of state, national and international import. Cox is covering a beat daily searching for news in the same manner that a newspaper covers its various news sources.

In addition to Transradio teletype service, station is now installing two short wave radios, one of which will be tuned to the local police calls and the other to the state police station. To date the venture has been most successful and it is planned to enlarge the local beat as the occasion arises.

Heavy Remote Schedule

Muncie, Ind.—With 34 remotes now scheduled each week, WLBC will add some more within the week.

CONSOLIDATED RADIO ARTISTS, INC.
30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

"Sparkling Versatility"
JACK SHERR
and his ORCHESTRA
Hotel St. Moritz, N. Y.

NEW BUSINESS

Signed by Stations

KSL, Salt Lake City

Mantle Lamp Co., Portland, Ore., starting Oct. 10; Chicago Engineering Works (air conditioning school), fall disk show; Sears-Roebuck, renewal.

KFRC, San Francisco

United Air Lines, through J. Walter Thompson, Chicago; Simmons Co., through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting Inc., N. Y.

WMAS, Springfield, Mass.

W. F. Young Inc. (Absorbine Jr.), West Side Arena sports events.

KSFO, San Francisco

Larus Bros. (Domino cigarettes), through BBDO, N. Y.; Carter Co. (liver pills), through Spot Broadcasting Inc., N. Y.; Baldwin Laboratories, Saegertown, Pa. (Dwin insecticide), through Young Co.; Maryland Pharmaceutical Co., Baltimore (Rem-Rel), through Joseph Katz; Lewis-Howe Co., Chicago (Tums), through H. W. Kastor & Sons; Beaumont Laboratories, St. Louis (4-Way Cold Tablets), through H. W. Kastor.

WPTF, Raleigh, N. C.

Quaker Oats, "Kaltenmyer's Kindergarten"; General Foods (Huskies); Procter & Gamble (Ivory soap flakes), Gospel Singer; Zebulon Supply Co., "The Smiling Rangers."

WGN, Chicago

Western Growers Protective Ass'n (Iceberg head lettuce), "Musical Mail Box," through J. Walter Thompson; Zephyr Cigarettes, evening time signals.

Join Guild Productions

Cleveland—William A. D. Millson, former production manager of General Broadcasting System, is now president and general manager of Guild Productions, broadcasting and recording firm with headquarters at 5209 Euclid. R. H. Austin, known to Cleveland audiences as Rocky Austin, also has resigned an advertising agency executive post to join Guild Productions as sales manager.



● ● ● Raymond Paige will replace Johnny Green on the Packard show after the present summer series is completed in Sept. If Paige is not permitted to "double" between "Hollywood Hotel" and this show, Benny Goodman will be his successor on "H. H."... Ina Claire has been signed by NBC for a series following Shakespeare... Arthur Michaud, who handles Bunny Berigan and Tommy Dorsey, has taken over the reins on Lennie Hayton... Though Life mag posed Frances Carroll (of the Carroll Sisters) in a photo series of "A Star Is Born" yesterday, it is likely that Ina Ray Hutton will remain under the Mills banner. Frances was (and still is) slated to take over Ina's band if the latter refuses to re-sign... Hearn's dept. store listened to 20 shows submitted by CBS, NBC, MBS and various agencies, planning to take to the air the 15th, but decided to stay off... Three sponsors are out-bidding themselves for the services of Jack Pearl for the fall—with the comedian determined to take the one offering the best time so as to double from George White's "Scandals" in which he'll star... A. L. Alexander was en route to the William Morris office yesterday to affix his signature on a new air deal.

● ● ● Allen Parr of the CBS offices heard about the country rube who got skinned in the city. Being a city rube himself, Al decided to take precautions against the country skinflints when he accompanied Colonel Jack Major by motor up to the 1,000 Islands last week... At an overnite stop in a tourist camp, Al carefully tucked his wallet under his pillow... Next morning, after they were some 60 miles from the nite stop, Al discovered that he had forgotten his wallet. He phoned the camp and retrieved the money... Later up at the Islands, Allen (who had never been fishing before) made a bigger catch than Colonel Major, who brags about his angling ability, and Bob Briody of Mark Warnow's staff... "Top of the Morning", the WHK, Cleveland, rise-and-shiner conducted by Carl Mark, is followed by United Press newscasts by Guy Wallace, Mark's roommate and an inveterate sleeper. The other morning Carl asked the aid of his audience by giving them Guy's home phone number and urging listeners to get Wallace out of bed and down to the studios, if they wanted their news-flashes... Plan worked, with Wallace coming in a minute under the deadline and giving his excuse—answering the phone calls from listeners and couldn't break away until just before air time!

● ● ● The decision of Del Casino's continuance on the Woodbury show is forthcoming sometime today—he will remain!... Raymond (Harry Warnow) Scott and his Quintet have been signed by Selznick-International to appear in "Nothing Sacred"... Milton Berle will be notified later in the week that his option has been picked up by RKO for five years... Lucky Millinder goes into the State this month... Understand that Hudson-De Lange's ork is set for an N. W. Ayer commercial... Dick Himber played to 50,000 people Sunday at Manhattan Beach... Witmark will publish the Warren and Dubin score from Kenny Baker's new flicker, "Mr. Dodds Takes the Air"... Jack Benny attended the Jell-O show at Radio City on Sunday... Jack Robbins bribed Willie Horowitz with two expensive suits to come east... Bert Gordon may be with Jell-O next year... Vick Knight is going hi-brow, attending the Hollywood Bowl concerts on Friday but still longs for Lindy's cheesecake in a sotto voce manner!

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Young People's Assn. for the Propagation of the Gospel, Philadelphia, Penn. CP for new station. 1220 kc., 1 KW., unlimited.
J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.
Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

RATIFICATIONS

Commission denied the motion of Power City Broadcasting Corp. to postpone the effective date for new station at Niagara Falls, N. Y.

HEARINGS SCHEDULED

Sept. 21: KQVD, Denver. CP to change freq., power and hours of operation to 630 kc., 1 KW., unlimited.
KFEL, Denver. CP to change hours of operation to unlimited. 920 kc., 1 KW.

"H'wood Hotel" Previews
Set for Aug. and Sept.

West Coast Bureau, RADIO DAILY
Los Angeles—Picture "previews" set for "Hollywood Hotel" by Louella Parsons before leaving for Europe include: Aug. 6, "High, Wide and Handsome," with Irene Dunne and Randolph Scott; Aug. 13, "One Mile of Heaven," with Judge Ben Lindsay, Claire Trevor, Sally Blane and Douglas Fowley; Aug. 20, "Dead End," Andrea Leeds and Humphrey Bogart; Aug. 27, "One Hundred Men and a Girl," Deanna Durbin and Leopold Stokowski; Sept. 3, "Mr. Dodds Takes the Air," Kenny Baker, Gertrude Michael, Frank McHugh and George Jessel; Sept. 10, "Thin Ice," Sonja Heine and Tyrone Power. Harriet Parsons will officiate during the absence of Louella abroad.

CINCINNATI

George Engelter, former traffic manager of WIRE, has joined the WCPO traffic dept.

Many of the present staff of WCPO have been transferred to Memphis where they will join WNBR. Station is soon to be on the air under the Scripps-Howard banner. George B. Hart, WCPO publicity director, is in Memphis temporarily doing promotion work. John Brakeville is doing Hart's work here until his return. Accompanying Hart are Don Paevy, announcer, Robert Knapp, announcer, and James Knox salesman.

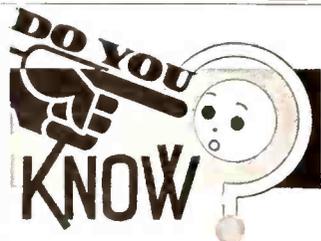
Don Paevy surprised the station by introducing Mrs. Don Paevy.

Millard Segal, former newspaperman, is the latest addition to the WCPO production staff.

Mr. Charles Craig of the San Francisco office of Radio Sales Inc. and George L. Moskovics of Los Angeles spent several days last week at WKRC in Cincinnati. They conferred with Bill Williamson, new sales manager at WKRC.

Maynard Craig of WKRC is vacationing in New York and Boston.

Leon Benson, former continuity writer for WLW, is now in Hollywood. He is preparing the fall series of programs for "Paramount on Parade."



Billy Jones and Ernie Hare's first broadcast, over WJZ, went on for ninety consecutive minutes without a script. The show wasn't even rehearsed.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MMARGARET LIVINGSTON FARRAND, better half of Cornell's retiring prexy, who premiaired on "It's A Woman's World" over NBC July 8, will repeat July 15, the lady being under consideration for a permanent spot. . . . Jessie Wiley Voils, who adorned the program recently, becomes a permanent feature of it, effective July 13. . . . she'll be heard on Tuesdays. . . . Irene Rich, grande dame of radio and flickers, will live at 24 West 55th St., according to the terms of a lease just signed. . . . Mary Tabin, assistant Woman's Page Editor of the N. Y. Evening Post, to guest on the Vivien Shirley WNEW program July 13. . . . She'll relate the saga of the sob sister with Vivien, another newspaper-woman, supplying addenda. . . . Frances Carlon, the gal lead in "Kitty Keene, Inc.", who doubles as ingenue in "Today's Children" out Chicago-way, takes on additional dramatic responsibility as member of the "Mary Marlin" cast. . . .

▼ ▼

Louisiana Lou, "Iowa Barn Dance Frolic" damsel, who is heard on other bits of musical Americana on the ether, has been made an honorary member of the Auxiliary of the Iowa Department of Veterans of Foreign Wars. . . . She assumes her obligations July 10. . . . "Lou" won her laurels because of faithful services to the VFW when she appeared on the Veteran's Forum broadcasts over the "Voice of the Middlewest" Wednesdays at 11 p.m. . . . She made personal appearances at vet's hospitals throughout the country. . . . Station WCKY co-operating in a big way with 91 women's organizations in the Cincinnati area, object being to publicize the 3rd biennial greater Cincinnati Woman's Exposition, to be held in the Cincinnati Music Hall, Nov. 10-17. . . . Come Wednesdays, beginning July 14, Mrs. Eugenia M. Thorpe, who functions as exec. sec. of the outfit, will be aired over WCKY, in earnest converse with heads of women's organizations participating in the event. . . .

▼ ▼

Scribe Florence Daniels, addition to the WTMV script staff, East St. Louis, Ill. contributes two new shopping services for the hausfrau, one being a daily 5-minute attempt to teach the more domestic femmes about vegetables; the other, a woman's eye view of merchandise in stores as she travels about town

ORCHESTRAS - MUSIC

JACK KELLER and Ork, currently airing via WICC, Bridgeport, will be at New Kenmore Hotel, Albany, in the fall, and will be heard over NBC.

Bill Carlsen's musical outfit has been signed to appear at the Aragon-Trianon ballrooms, Chicago, with a WGN-Mutual wire, Dec. 25 to March 3. The orchestra goes touring shortly after Labor Day for MCA, playing two and three week hotel dates from Minneapolis to San Antonio and east to Buffalo.

Tony Seine and his Caballeros contribute the atmosphere of a mythical Mexican pueblito, in song and Mexican orchestrations to KFOX, Long Beach, Cal., daily except Sundays at 2:30 p.m. Tony is narrator. He and the group open the KFOX day at 5 a.m., with a two-hour program conducted entirely in Spanish.

Johnny Green and the outfit he batons will present the world premiere of music from Mary Livingstone's first flicker, "This Way, Please," on his program with Trudy Wood, Jane Rhodes and Jimmy Blair over the NBC-Red network, July 20 at 9:30 p.m. Sam Coslow, crooning composer, will talk of music and amusing incidents that marked the making of the picture, as air guest of Green and the orchestra. Jack Mayhew, sax virtuoso, will offer a solo of Jimmy Dorsey's composition, called "Beebe" and will present his own piano arrangement of "Dinah."

Clyde Lucas and the lads open at

Drama Talks on WGY

Schenectady—Talks by eminent authorities in theater arts will be given over WGY on Sundays during the summer through the cooperation of the Mohawk Drama Festival, now in its third summer season on the Union College campus.

Among those who will be heard on the air are Phyllis Marmein and Mary Hutchinson, dancers; Mr. John W. Alexander, who will talk on costuming; Barrett H. Clark, head of the new play division of the Dramatic Guild, Authors' League, who will talk on the theater in general; John Anderson, music critic of the New York Journal; Sheldon Cheyney, founder of the Theater Arts Magazine, who will speak on the history of the theater, and Charles Coburn, head of the professional company of actors, and director of the Festival.

Levitow's Daughter Operated On

Diana Levitow, daughter of Bernhard Levitow, orchestra conductor, underwent an appendicitis operation late last week in Stroudsburg, Pa., and is now recuperating. Levitow, who was called to Stroudsburg hurriedly, returned to New York yesterday.

the Boston Metropolitan for a week, beginning Thursday.

Gus Arnheim, ork leader, had the tables turned on him when Powell Clark, movie commentator on WMCA's "Grand Stand and Band Stand" program, interviewed him on that station yesterday at 3 p.m.

Dick Ballou and his CBS orchestra will open the Belmont Plaza (formerly the Montclair Hotel), playing on the Casino Roof, starting Friday evening. Ballou, a former "Roxy gang" soloist, has enjoyed a varied career in radio. This includes arranging for famous orchestras (such as Kostelanetz), for vocal groups, and at various times conductor of the Detroit and Queens Symphony Orchestras. Ballou features a sweet style of dance music, which he calls "Ballou Rhythm."

Bunny Berigan and his orchestra will be heard on the NBC "Round the World" special short wave broadcast with Tommy Dorsey and Guy Lombardo on Friday.

Morey Amsterdam and Tony Romano have had their tune, "You're Priceless," introduced on NBC Night club in Chicago a couple of weeks back, purchased by a California publisher.

Jackie Coogan and his Hollywood Orchestra, heading the "Movieland Hit Parade," CRA first unit show, start on the first leg of their journey eastward, July 15, to open their tour on that date at Kearney, Neb. They'll be heard in Kansas City, July 17; Des Moines, July 22.

Audience at Auditions

West Coast Bureau, RADIO DAILY
Los Angeles—Jack Runyan, Lord & Thomas, springs a new wrinkle in auditions for his newest brain child by inviting an audience to sit-in on the show at the CBS Vine Street Playhouse. With the show built for laughs, and Lud Gluskin and band furnishing the music, audience is encouraged to approve or disapprove frankly and spontaneously. Gluskin's numbers also being recorded and the ones the non-paying customers go for will find their way East to the agency and advertisers.

Dr. Foulkes in New Series

Dr. William H. Foulkes, pastor of Old First Church of Newark, N. J., and conductor of "Homespun" for NBC last season, will appear in a new Thursday series titled "Christ for the World Today" over WJZ starting Aug. 5 under auspices of Federal Council of Churches of Christ in America.

Good Summer Biz in Winnipeg

Winnipeg — Summer commercials are being well maintained at CKY, according to station officials, and much good business is on the way from sponsors this fall.

NEW PATENTS

Radio and Television
Compiled by
John B. Brady, Attorney
Washington, D. C.

- 2,085,739. Frequency or Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,085,742. Electron Image Amplifier. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,085,743. Crystal Controlled Generator. James L. Finch, Patchogue, N. Y., assignor to RCA.
- 2,085,791. Heterodyne Beat Signal Limiter System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.
- 2,085,798. Radio System for Locating Objects. Ernst Gerhard, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.
- 2,085,838. Variable Condenser. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,085,843. Electric Current Rectifier Construction. Harold W. nograd, Milwaukee, and Emil M. Kaegi, Wauwatosa, Wis., assignors to Allis-Chalmers Manufacturing Co., Milwaukee.
- 2,085,927. Receiving Apparatus for Communication Systems. Andrew J. Sorenson, Edgewood, Pa., assignor to The Union Switch & Signal Co., Swissvale, Pa.
- 2,085,928. Automatic Volume Control for Radio Receiving Apparatus. Sydney Arthur Stevens and Leslie Ernest Thompson, King's Cross, London, England, assignors, by mesne assignments, to The Union Switch & Signal Co., Swissvale, Pa.
- 2,086,057. Grid Controlled Discharge Tube. Hajo Lorens van der Horst, Eindhoven, Netherlands, assignor to N. V. Philips' Gloeilampenfabrieken, Eindhoven, Netherlands.
- 2,086,195. Radio Receiving System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,086,229. Radio Receiving System. Paul Kotoski, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,086,256. Amplifying Circuit. Harry G. Cisin, Brooklyn.
- 2,086,271. Electron Discharge Device. Gunther Jobst and Horst Rothe, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,086,331. Radio Receiver. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.
- 2,086,335. Ultrahigh Frequency Oscillator System. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.
- 2,086,342. High Frequency Coupling System. Alired H. Turner, Collingswood, N. J., assignor, by mesne assignments, to RCA.
- 2,086,382. Television Receiving Apparatus. Leslie A. Gould, Bridgeport, Conn., assignor to Radio Inventions, Inc., New York.
- 2,086,423. Reception of Ultra-Short Waves. Karl Kohl, Erlangen, Germany, assignor, by mesne assignments, to N. V. Machinerieen-en Apparaten Fabrieken "Meaf," Utrecht, Netherlands.
- 2,086,465. Automatic Volume Control System. Reynolds D. Brown, Jr., Philadelphia, Pa., assignor to Philadelphia Storage Battery Co., Philadelphia.

ONE MINUTE INTERVIEW

LUCILLE MANNERS

"One of the greatest mistakes which young vocalists make is to insist on trying radio before they're ready for it. Singers should spend at least three years' of study with expert vocal teachers before they ever attempt a network debut. Some of them require even more time. A competent instructor can be counted upon to tell you when your voice is sufficiently trained for a public airing."



ERNO RAPEE's scheduled appearances at Hollywood Bowl, July 20 and 23, have been cancelled. Dates being taken over by Werner Janssen.

Kearney Walton, with his popular Backyard Astronomer talks, signed by KHJ-Mutual, Mondays 8:30-8:45.

Francis White signed by Jim Fonda for guest spot on "Thrills," July 20.

Fred Allen, definitely set to sell Ipana and Sal Hepatica for another 30 weeks, is due here shortly on picture commitment with 20th Century-Fox. Also probable that "Town Hall Tonight" will originate in Hollywood when Fred resumes in the Fall.

The revived "Slumber Time" program of Lewis TeeGarden and Alice Prindle, KEHE-CRS, has revived the former tremendous audience of this popular duo if their station mail following the first program is a true barometer.

John P. Medbury now supplies Olson and Johnson with material for their new Richfield program.

Frank Watanabe and the Professor now do their stint at 6:15 instead of 8:30 as formerly over KHJ.

Lee Cooley, former KNX announcer recently returned from Europe, has joined KMPC as announcer, assistant newscaster and continuity writer.

Hal Berger, veteran sports announcer, is doing a swell job with his daily "reconstructions" of major league ball games, picking what promises to be the outstanding contest each day.

Hal Kemp's orchestra cut four new platters for RCA-Victor last week at the RCA recording studios. Hal follows George Olsen into the Coconut Grove.

Van Newkirk, KMPC program director, is taking his portable mike into the homes of movie people for informal chats on his "Stars at Home" program. James and Lucille Gleason first on the list.

Max Terr is elated over the reception given his choral group on the first voyage of the new "Show Boat."

Vic Young arranged the music and conducted the orchestra for the annual Police Show at the Coliseum.

Elza Schallert quizzes Alan Mowbray on the NBC-Blue, Friday night.

Benny Rubin and Buddy Twiss will be at the microphone when NBC broadcasts the crucial ball game between picture comedians and leading men on July 17.

KMTR premiered a new dramatic offering Sunday night, produced by Frank Ellissen, with Elsie Prescott, film character woman, heading the cast. Logged as "British Players Present", will continue all-British casts and be heard each Sunday night, 9-9:30.

Ken Carpenter, NBC announcer, gets the assignment as narrator for a series of shorts on and titled "Odd

★ Program Reviews ★

"A Tale of Today"

A popular voice will be missing from Princess Pat's "A Tale of Today" program next Sunday at 6:30 p.m. over NBC-Red network from Chicago. Joan Blaine left the cast after last Sunday's performance to head east. As the star of the serial, Miss Blaine contributed a pleasant voice, a charming personality and good acting ability to the weekly episodes of modern romance and human interest.

"Tale of Today," as a matter of fact, has had a uniformly good cast right along, and this includes the youngsters as well as the adults. Its script, too, has had generous merit in point of sustained interest, natural sentiment, human interest and heart appeal.

Gulf Summer Show

For a half-hour show, this CBS program was somewhat overloaded with guest stars Sunday night. As a result, hardly any of the talent was allotted anywhere near the time that it deserved. Kitty Carlisle, for instance, did one song and chimed in briefly on an ensemble number at the finish. Ralph De Palma, veteran auto racer, was abruptly cut short. Bert Swor and Lou Lubin, very funny blackface comics, were good for an extra few minutes. Same with Judy and the boys, a pleasing vocal combination.

If guest stars are to mean anything to a show, the routine should be arranged so as to give them the maximum instead of the minimum amount of time.

"The Counsellor"

Inaugurating a new program over WMCA at 10:45-11 a.m. on Mondays, "The Counsellor" (Morris H. Seigel, insurance specialist), who has been heard on the air for the past three years, offers advice and aid in connection with insurance policies held by the public. He is a particular foe of the "weekly premium" form of insurance policy, which he claims is lacking in actual security. He also points out harmful aspects of certain other types of insurance.

Listeners are invited to bring their policies to the offices of the Policy Holders Advisory Council for analysis and recommendations.

Don Bova

Sounding very much like the popular Nick Lucas, this singing guitarist named Don Bova, who was heard in the east yesterday at 11:45-12 noon on WHN over the WLW line from Cincinnati, provided some very

Occupations". Produced by Scientific Film and released by Paramount.

Benny Goodman and crew recorded eight popular swing numbers for RCA-Victor at the local plant.

Another switch in the CBS Shakespeare schedule reinstates "King Lear" on July 26, and moves "Julius Caesar" down the list again.

pleasant troubadoring. His crooning and guitar playing are neatly blended. Numbers offered also were well selected and matched, including "I'm Looking Over a Four Leaf Clover", "Keep Smiling at Trouble", "Take Me Out to the Ball Game", "It Looks Like Rain in Cherry Blossom Lane" and "They Can't Take That Away from Me".

Program is scheduled for three shots weekly, Monday-Tuesday-Wednesday. It should earn itself a better spot.

Briefly

The Horn & Hardart kiddies on CBS did themselves proud last Sunday, handling practically the entire hour without adult aid; emcee Ralph Edward being on vacation.

Texaco's program with Eddie Stanley, James Wallington, Pinky Tomlin, Ella Logan, Saymore Saymore, Igor Gorin and Jacques Renard's orchestra, continues to top the field of Sunday evening summer shows, and some others as well.

Howard Phillips, baritone, caught last Friday at 6 p.m. over CBS, sounded like there are good things ahead for him.

Mary Martin subbed for Virginia Verrill, who was busy film-making, last Saturday afternoon in a quarter-hour of vocals over CBS, and did a right good job of it.

Eve Casanova, whose schedule on WMCA has been increased to three a week at the new time of 10:15-10:30 a.m., gives one of the most interesting chats on charm heard over the air. Embracing personality, dress and makeup, Miss Casanova's talks are the authoritative discussions of a woman who knows her stuff.

Louis Katzman's quarter-hour of all-waltz music, which made its debut yesterday at 1:15-1:30 p.m. over WINS-N. Y. Broadcasting System, was very soothingly pleasing. The "Four Men in a Groove" musical program which followed Katzman provided contrasting entertainment, also good.

Margie Ann Knapp, 12-year-old singer, making her network debut yesterday with Colonel Jack Major on his CBS variety program, performed like a seasoned trouper and sang herself into an encore. Margaret McCrae, Russell Dorr and the Dalton Boys also on the entertaining program, for which Freddie Rich's orchestra supplies the music.

Highlight on Chamberlain Brown's always colorful and interesting program of Broadway personalities over WMCA yesterday afternoon was Fay Marbe, who has a radio voice and personality that ought to be on the air regularly.



WAAF's Breakfast Express for Morris B. Sachs' Credit Clothiers started its 500th run at 7:30 a.m. yesterday. Kennedy Nelson is engineer and Del King conductor (announcer).

Local Loan Company has signed Warren Brown, Herald Examiner sports editor, for new daily series to precede Kellogg Baseball broadcast on WJJD. Brown broadcast the All Star game from Washington last week for NBC.

For the first time since Wayne King has been playing the Lady Esther series the program has a regular vocalist, Bob Hanon, formerly with Bob Hanon and Henry Busse's orchestras. Hanon also served on staff of WGN.

Ed Wood, WGN commercial manager, back from business trip to New York.

Gale Page, NBC songstress, in auto smash-up on Sheridan Road but escaped serious injury.

Transcriptions are being made at WJJD of all studio presentations so that performers may have chance to study their work.

Kay Kyser and his crew, who wind up their Mutual Willys Surprise Party on July 25, open at the Blackhawk restaurant in October for the fall and winter. Joe Sanders, now there, goes to the west coast.

Dick Jurgens will open at Trianon ballroom on July 31 for four weeks. Spot with a WGN-Mutual wire.

John McCormack, WBBM announcer, has a new transport pilot's license. He is teaching Jay Simms, announcer, and Floyd Jones, engineer, to fly.

LOUISVILLE

Sam Silverstein is the new head of WGRC sales and promotion department. Silverstein was recently a film salesman, and prior to that was with WOWO, Fort Wayne, Ind.

June Coulson is doing a sustaining over WGRC under title "Irene of the Ivories." Claims to be world's fastest pianist, and formerly aired over WTAM, and NBC and CBS networks. Credo Harris, general manager WHAS, has returned to his desk after a six-weeks absence.

Carl Neilson, WHAS technician, back from vacation in Mexico. Earl Holmund, embarked on a fishing trip, to Pelican Lake, Minn. Bill Bryan, announcer, spending his vacation in Florida.

Belmont Doubles Sales

Belmont Radio Corp. reported net sales of \$2,308,245 for the first six months of this year, against \$1,227,895 in the same period of 1936. Net sales for June totaled \$491,710 against \$347,182 a year before.

PROMOTION

Splurge on Boake Carter

KRNT, Des Moines, has gone in for quite a splurge of promotion on the new Boake Carter series, devoting all its street car cards of the week to the one personality, plugging him on numerous billboards and automobile seals and sending folders devoted to the program to leading business men and agencies. KRNT ties up the show with the fact that Carter's quarter-hour commentary is preceded by five minutes of baseball scores and ten minutes of Ben Hardman's spot news, giving listeners a complete half hour of editorial balance.

WBAL Area Comparison

WBAL, Baltimore, is using an attractive full page promotional advertisement in Baltimore, official publication of the Baltimore Association of Commerce, in which the station features its activities in comparison with the famous Chesapeake Bay. It points out among other things that the Bay and its adjacent tidewater areas serve more than 2,600,000 persons, while WBAL, in its primary area alone, serves 3,836,000.

WAIM to Give Scholarships

Anderson, S. C.—Two thousand dollars in scholarship assistance to the 16 winners of Radio Station WAIM's School of the Air Contest will be awarded at the dedicatory program when the station joins the CBS network on or shortly after July 18.

Winners from Anderson and surrounding counties in South Carolina and Georgia will receive this valuable assistance to aid them in completing college courses at nine of the leading educational institutes of the Southeast.

"Don Winslow" Folder

NBC has put out a folder on "Don Winslow of the Navy," navy serial, which gives the results of recent mail requests. In response to five announcements, the program received the signatures of 69,000 listener votes for the program. Response was 36.4 per cent from boys; 35.8, girls; 24.4, adults, and 3.6, club groups. Only three persons criticized program adversely. "Don Winslow" also is a newspaper cartoon strip.

WHBF Softball Tournament

Having had excellent success with the softball tournaments it promoted last year, WHBF of Rock Island, Davenport and Moline will sponsor another event of this kind in August on the Rock Island ball field. It is expected to attract at least 30 amateur teams from the Tri-cities and surrounding communities. Tournament is under the direction of Ivan Streed, production manager.

RADIO PERSONALITIES

No. 49 in the Series of Who's Who in the Industry

JEAN GROMBACH has been associated actively with the creation, direction and production of radio programs for the last eight years. Although originally an engineer and a West Point graduate, his abilities as a writer and showman were soon discovered and, after a few years' apprenticeship, he became a program director in charge of all production of the Judson Radio Program Corp., supervising at one time as many as 16 major network programs a week. He also served as electrical transcription specialist for CBS.

In 1931, Grombach took over the program and recording studios and the personnel which had formerly been the Judson Radio Program Corp. The new organization, Grombach Productions Inc., is now one of the three leading independent program producing organizations and have created and been associated with many of the outstanding programs on the air. Grombach has personally directed or produced coast-to-coast feature programs for B. F. Goodrich Co., Coty Inc., Gillette Safety Razor Co., Tom Houston Peanuts, Continental Oil Co., Health Products, Philco Radio, Vick Chemical Co., etc. Grombach Productions produced 11 programs a week during the past Fall season. In addition, Grombach has an electrical transcription company which produces, manufactures and distributes recorded programs, and an instantaneous recording company.



West Point graduate who preferred radio parade...

12-Year-Old Conductor

Kansas City, Kas.—A 12-year-old local musical prodigy, Arthur Cook, conducts a Junior Symphony Orchestra in broadcasts presented by KCKN each Wednesday evening.

The orchestra, composed of 32 boys and girls whose ages range from 7 to 13 years, is sponsored by WPA under the supervision of Milan Mahale. It is believed to be the only orchestra of its kind under WPA in the United States.

Game Carried 63 Miles to WSPA

Spartanburg, S. C.—Interest in local American Legion's baseball games is running so high that Chero-Cola Nehi Co., sponsoring the broadcasts over WSPA, went the limit and paid for broadcasting of the game from Anderson, S. C., a distance of 63 miles. Stanton Dixon is the mike-man, assisted by Jimmy Coggins and Richard Pattison.

WHBF Juvenile Orchestra

Rock Island, Ill.—A 12-piece juvenile orchestra, limited to youngsters under 12 years of age, is being organized by WHBF to play on its "Juvenile Theater" program, aired Saturdays at 10:30-11 a.m. Bobby Rolfe, 14-year-old emcee of the show, will direct the orchestra.

WHBF has played up children's shows for a number of years and has brought out some excellent talent.

Dedicate Gulf Radio Studio

Ft. Worth, Tex.—WBAP fed three programs out of the new Gulf Radio studio at the Forth Worth Frontier Fiesta on opening night last week. Ceremonies were broadcast by WBAP and other stations. Amon G. Carter, head of WBAP and other Carter Publication stations, was principal speaker and emcee. Paul Whiteman and his orchestra and Everett Marshall furnished musical part of program.

Soap Box Derby on NBC

The running of the 1937 All-American Soap Box Derby on Aug. 15 will be described over the NBC-Blue at 1:30-2 p.m. and 6-7 p.m. Program will originate from Cleveland. Graham McNamee and Tom Manning will be at the microphones.

Event is staged annually under the sponsorship of Chevrolet Motor Co. More than 120 boys will compete.

Pantry Girl on WHK

Cleveland—WHK today will broadcast songs and an interview by Henrietta Koscianski, young hotel pantry girl who is credited with discovering the identity of Robert Irwin, triple murder case prisoner. Miss Koscianski plans a career as a radio artist. She is just back from a New York visit.

School Radio Network

Cleveland—With a grant of \$42,600 from the General Education Board, a Rockefeller institution, the Cleveland Board of Education will build a short wave network with a central studio and 150 receiving units to conduct educational activity in schools by radio.

Add Names to "Twelfth Night"

A cast of prominent stage and screen stars including Erin O'Brien-Moore, Spring Byington and George E. Stone, will support John Barrymore and Elaine Barrie in "Twelfth Night," the fifth in NBC's streamlined Shakespeare cycle next Monday at 9:30 p.m. over the NBC-Blue network. Dual roles will be played again by Barrymore.

Of, For and By Women

KCKN presents a program each Tuesday afternoon at 2:30 arranged especially for women and produced and presented by women. The program is called "Feminine

Viewpoints

Radio's Amazing Growth Cited by Pioneer Comics

"There isn't an industry in all history that had as fast a growth as the radio industry. In a few years, the squawling youngster that was broadcasting has grown into a strong and healthy adolescent that shows real greatness even before it has achieved its full maturity.

"When we first broadcast in 1921 over WJZ in Newark, we did so as a lark. A friend of ours who managed the studio, (he was the announcer, technical supervisor and major domo all rolled in one) asked us as a favor to deliver a broadcast for him. We didn't even bother to prepare material; we just arrived at the studio, went on the air, broadcast for ninety minutes and revelled in the newness of it all.

"Since those days, broadcasting has become the medium from which entertainment-loving Americans achieve at least 50 per cent of their relaxation. We have seen the swift transition from programs of indeterminate duration, with material unprepared and carelessly arranged, into shows which rival the beat any other medium offers. We have watched its technical growth from the crystal set, to the awkward battery set to its present stage, with practical television in the offing."—BILLY JONES and ERNIE HARE.

Studio Audiences Creating New Hazards for Announcers

"The vogue of the large audience studio has created a new hazard for the radio announcer. In the days of the closed studio, the personal appearance of the announcer was of no importance. But now it has become very important. A sponsor whose program is being broadcast before a large audience must be careful to select an announcer whose appearance will lend some degree of weight and authority to the message he delivers concerning the product. If the announcer looks too young, for instance, or if his appearance in any other way strikes an incongruous note it will tend greatly to lessen the effectiveness of the announcement as a selling agent.

"Of course, no announcer can sell all types of products anyhow. That is, no announcer can adapt his voice and style of delivery to suit the different requirements of an infinitely varying line of products. A man who does a fine job of announcing for one sponsor may do a very indifferent job on another program where the product to be sold is of a kind unsuited to that particular announcer's style. That is why it is vitally important for a sponsor to exercise the utmost care in selecting an announcer for his program."—DICK WELLS.

Fancies" and includes fashion news, "who's who" among women in the news, a dramatization of a new picture and romantic music.

SAN FRANCISCO

KJBS Notes: Jim Cosgrove, salesman, resigned for a fling at the agency angle . . . Fred Henry, formerly KNX, joined staff as announcer-producer . . . Mort Werner, "singing announcer," back from a Hollywood vacash having guested on several stations there—a mikeman's holiday.

Zarova, NBC's dark-eyed Russian soprano, back to work Sunday after a brief vacation while "California Concert" was off the air,

KFRCapers: Ward Ingram, sales mgr., at Smith River, Ore., with rod and reel . . . Enes Canata, office mgr., vacationing in Canada . . . Bill Davidson off for a week in Seattle and the Northwest, with Walter Guild emceeding his "Contrasts" show.

Ned Tollinger, emcee of NBC's "Carefree Carnival," headed for L. A. Saturday for a five-day vacation.

Dr. Lawrence L. Cross took his wife and six children to Pincrest in the Sierras yesterday. Archie L. Presby is subbing for him on NBC "Cross Cuts from the Log o' Day."

More NBC Notes: Beryl Cameron will sub for Betty Kelly's warbling on "Magazine of Air" latter part of month . . . Dick Newton, whose last commercial program was Friday night, to be retained as a staff sustainer . . . Lillian Collins is the new nurse in "Dr. Kate." . . . Lucille Squires doing hillbilly singing on "Marshall Maverick" show . . . Charles Hart, musical director, handled one of Meredith Willson's TC shows Tuesday when Willson was in H'wood.

Walter Baker, NBC personnel manager, and Sidney Dixon, sales chief, up here over the week-end.

Leon Churchon, KYA program mgr., flew down to L. A. Saturday so that Southern California lads could try out as announcers on the "Microphobian" show, amateur ann'c program.

After the broadcast of July 19, the popular "House of Melody," featuring the music of Meredith Willson and the commentary of John Nesbitt, fades. Bank execs said to be overly interested in the new Sam Hayes news broadcast they are sponsoring and so are letting "Melody" slide. Willson, too, is now on the new "Show Boat."

Ken Burkard, announcer, has taken over "Speed" Riley's midnight show on KLS called "The Padded Cell" which hits the lanes between 12 and 2 a.m.

Wilbur Eickelberg, KFRC station mgr., back from a trip east.

Human Fly Trap

Dayton, O.—Ron Gamble, WHIO announcer, is now tagged the human fly trap. It came about in this manner. While reading an announcement, Ron paused to take a breath—and into his mouth a little fly flew. Fortunately the control operator cut the mike, while Gamble amid gasps, gulps and chokes turned pale green. The fly was finally extracted.

★ Coast-to-Coast ★

DWIGHT BUTCHER, formerly of WHAM, Rochester, N. Y., and his wife, Charlotte, have been added to the Iowa Network artists staff in Des Moines and are featured daily over KSO in a hillbilly program.

"The Fiddlin' Sheriff," George Morris of the Rural Ramblers, KFRC, Columbia, Mo., is taking his first vacation from the air in six years. Emmett Heath, also a hillbilly fiddle virtuoso, is taking his place on the Farm and Home Hour and "Unhitchin' Time".

WHO, Des Moines: Dick Anderson, announcer, is in charge of production on WHO Playhouse during Donald Thompson's two-week absence . . . Dorothy Osborne of the secretarial staff left Saturday on vacation.

Owen McCullough of WSPD, Toledo, on a camping vacation in northern Mich.

At WCAE, Pittsburgh, Nancy Martin has a birthday this week; Dorothy Delvin had one last week. Polly Malone added a year Sunday, while Carl Dozer celebrated earlier in the month.

L. F. Rayburn, member of the WMT (Cedar Rapids) sales staff, is busy passing around cigars and cards these days. Reason: Doc is the proud father of a baby girl born at the local hospital. Both mother and daughter Karaen are reported doing well.

WSPA, Spartanburg, S. C.: Bob Wallace, chief engineer, and his bride (the former Bernice Highsmith, WEED pianist) are back from a short honeymoon . . . Bill Steadman, versatile announcer, vocalist and control operator, leaves July 15; he goes to Wilson, N. C. . . . James D. Mufford, program director, spent the past week in New York on business, and it's suspected he took in the All-Star ball game in Washington . . . Mother of Boyd Stanton, newest control operator, was stricken with paralysis about a week ago, and entire WSPA staff is pulling for her.

Vincent Callahan, salesman at WICC, New Haven, has joined the City Club of New York.

KSL, Salt Lake City: Harry Clarke and Gene Halliday have finished cutting a series of disks for use on KLC Ogden . . . While Alvin Pack is visiting New York, where he continues to prepare scripts for his three radio series Glenn Shaw will produce . . . Gladys Wagstaff Pinney, prolific play writer, has sold 16 more scripts by Radio Writers Laboratory.

Margaret Lenhart, singer at KOL, Seattle, is recovering after a month's illness.

Oliver Edwards, tenor, formerly with "Carefree Carnival," Jack Meakin's orchestra and Meredith Willson's orchestra, has been signed by Carvel Craig at Starlite Gardens, Hotel Utah, Salt Lake City.

George Comte, WTMJ, Milwaukee, announcer, spent the week-end with his parents at Marinette, Wis., where they celebrated their 25th wedding anniversary.

Roy and Ken Schermitzler, entertainers over WTAQ, are appearing nightly except Monday at the Conway Hotel bar, Appleton, Wis.

Southern Radio News, fan weekly published in Birmingham, is conducting a circulation drive tied up with a contest in which there will be four scholarship awards to Birmingham education institutions as the grand prizes.

Paul Lucas' five-minute show, "Behind the Headlines," via WTIC, Hartford, Conn., has been extended to 15 minutes.

Personnel additions at WTHT, Hartford, Conn., include: Robert B. Cronin, formerly at New Britain's WNBC, as announcer; Joe Makora of East Hartford, formerly at WATR, Waterbury, at the controls; and Mary O'Keefe, sis of NBC's Walter, as sec to Manager Cedric W. Foster.

Wayne Henry Latham, program director at WSPR, Springfield, Mass., is spending two weeks, Hamarock Beach, Scituate Mass., with the Missus.

Dad and Jean (Sidney W. Ashe and daughter Jean) will inaugurate a new series over WSPR, Springfield, Mass. They have been five years on WGY, which will be continued.

Compinsky Trio have been set by CBS to start a new chamber music series from 11:30 a.m. to 12 noon on July 17. Musical organization now heard in that spot has been moved to Wed., 3:45-4:15 p.m.

Lou LaHaye is first WICC (Bridgeport) announcer to go off on vacation and Irving Friedberg, former WICC-er, is being added to the staff for relief schedules.

Brace Conning, stage director, now with the Post Road Theater summer group at Madison, Conn., will give a summer series on WELI, aided by members of the cast, presenting short sketches which were formerly heard on WOR-Mutual. The series will be for 13 weeks, on Wednesdays at 7:45 p.m.

Ray Bobbs, who used to be on the office staff of WCAE, Pittsburgh, did a bit of pinch-hitting for Bill Thiemann while latter vacationed.

KANSAS CITY

Linwood Ice Cream Co. has again increased time on WDAF to six programs each week.

R. Gardner Reames, Jr., WDAF commercial representative and his family left Sunday for a vacation in Colorado.

Martha Spaulding, secretary to H. Dean Fitzer, WDAF g.m., is in Colorado on vacation.

Jimmie Sams, recent addition to the KXBY announcing staff, is getting ready for television by taking a course at First National Television in spare time.

Bruce Robinson, KXBY's chief announcer, is leaving for a two-week vacation while two KCKN staff members, Kenneth Young, announcer, and Virginia Wallace, publicity head, also are away from their duties for short vacations. In addition, Ruth Royal, KCKN musical director, leaves July 15 for the west coast for a rest.

The polo match broadcast over KMBC from the Country Club field recently was not exactly the first airing of polo in this area. Back in April, KCKN broadcast an indoor polo game from the Horseshow & Sportsmen's expo at the American Royal Arena.

Lunt-Fontanne Cold to Radio

West Coast Bureau, RADIO DAILY

Los Angeles — Alfred Lunt and Lynn Fontanne reported to have turned down Danny Danker's offer of 15 grand for 15 minutes on a J. Walter Thompson program. Also thumbs-downed a CBS offer to do Shakespeare. Famous duo appearing locally in "Amphitryon 38" at the Biltmore.

WMCA
NEW YORK'S
OWN STATION

leads in
PROGRAM
PLANNING

AHOY,
SHIPMATE!

GOOD-NIP GOOD-CHEER

Barnacle
Bill

8-8:15 A.M.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 9

NEW YORK, N. Y., WEDNESDAY, JULY 14, 1937

FIVE CENTS

Football Time Is Bought

BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

Breakdown of NBC and CBS gross revenue figures by industries for the first six months of 1937 shows that the networks derived the bulk of their receipts from six fields—automotive, cigarettes, drugs and toilet goods, petroleum products, laundry soaps and household supplies, and foods.

Five of the six industries each spent over the million mark for time

(Continued on Page 5)

Ina Claire, O. Perkins In Three Plays for NBC

Ina Claire, assisted by Osgood Perkins, will appear in three one-hour plays for NBC, to be heard on successive Sundays at 8-9 p.m. over the NBC-Blue network starting July 25. Initial drama will be Sardou's "Madame Sans Gene."

Rogers Peet Taking Air With Heatter Exclusive

Rogers Peet Co., men's stores, on Aug. 30 will start Gabriel Heatter in a new series of news commentator programs over WOR, Mondays through Fridays, 9-9:15 p.m. Curt

(Continued on Page 8)

Harold E. Smith Injured

Albany—Harold E. Smith, general manager of WOKO and WABY, is recovering from injuries received late last week when his monoplane, bought only three days before, cracked up near his summer home at Clarksville. A bad cut over the right eye and a deep gash in the back of his head were among the damages.

Remote Remotes

Philadelphia—WIP is going strong on long distance remotes, with one now that sets something of a record. Over 100 miles from the studio, WIP is picking up the Sunday religious program conducted by Rev. Percy Crawford at Pinebrook, East Stroudsburg, Pa. Also carries dance remotes from Wildwood, N. J., over 90 miles away.

Doubling—and How

Chicago—Jack Brinkley of WBBM's Kitty Keene Inc., besides being announcer for the show, is now playing the part of an announcer also in a radio sketch within the broadcast. In the story he also plays an amateur detective trailing dope smugglers. Then, with a facility known only to radio, he becomes a henchman of the smuggler and in this crook role vows to get the interfering announcer. Brinkley fears he may wake up some morning and find that he has murdered himself.

AFM IS TIGHTENING UP NON-MEMBERS IN RADIO

Local 802 of the American Federation of Musicians is tightening up on non-member percentage of concert and chamber music artists permitted to engage in radio work. Notice to this effect has been sent out by

(Continued on Page 2)

VanCronkhite Associates Adds Five to Personnel

Jane Faunce, former national AAU and Olympic diving champion, has signed with the VanCronkhite Associates Inc. radio news feature di-

(Continued on Page 2)

Equity to Join ET Fight; Organization Group Named

Bill Lewis May Succeed Bacher on "H"wood Hotel"

Bill Lewis is understood to be set to succeed Bill Bacher as producer of "Hollywood Hotel", Campbell program on CBS. Bacher resigned. Martin Gosch also has been rumored as likely for the post. Ken Niles and Raymond Paige will produce tomorrow's show, on the coast.

Atlantic Refining Co. Picks 64 Stations for Eight to Eleven Inter-Collegiate Games to be Aired in Fall

TRANSRADIO CONTINUES PROGRAM OF EXPANSION

Transradio Press Service is continuing its expansion program, with several important announcements pending during the next week or 10 days. Apart from new station subscribers, Transradio is adding new statewide news circuits in at least two states.

WCKY, Cincinnati, inaugurates Transradio News tomorrow, having contracted for full leased wire service as part of its buildup in connection with its increased power. Sev-

(Continued on Page 2)

Three Judges Are Named For Neb. Ascap Hearing

Omaha—Three federal judges, Archibald K. Gardner of St. Louis, T. C. Munger of Lincoln and J. A. Donohoe of Omaha, will sit in Omaha federal district court Sept. 11 to hear the suit filed by Ascap to test constitutionality of the state law barring the society in Nebraska.

"Goldbergs" Returning

Procter and Gamble yesterday signed Gertrude Berg to a five-year contract to write and act in a revival of "The Goldbergs." Programs will begin over an NBC network Sept.

(Continued on Page 8)

Philadelphia—Atlantic Refining Co. has purchased time on 64 stations in 50 cities located in 13 states for inter-collegiate football games to be aired this fall. Each station will broadcast from eight to 11 games during the season, most of them on Saturday afternoons. Final arrangements with the colleges included in Atlantic football broadcasts and the list of games to be broadcast have not as yet been completed, it was

(Continued on Page 8)

LANNY ROSS WILL HEAD NEW PACKARD PROGRAM

Arrangements were completed this week whereby Lanny Ross becomes the singing star of the new Packard Motors program starting Sept. 7 over the NBC-Red net on Tuesdays at 9:30-10:30 p.m.

Fred Astaire, who started in the series which ended last month, is understood to have decided to confine his activities to films, feeling

(Continued on Page 2)

Charlie Garland Named Aide to Ralph Atlass

Chicago—Charlie Garland, veteran WBBM program and sales executive, has been appointed assistant to Ralph Atlass, president of WIND, effective Aug. 1. This makes the second man taken by Atlass from his brother Leslie of WBBM-CBS. Wythe Walker joined WIND sales staff last week.

Early Birds

Kansas City—In order to make their weekly broadcast on KMBC at 6:30 a.m., the four members of Miami Valley Hound Dog Band—who are genuine dirt farmers living 70 miles from here—must get up at 2 a.m. After doing their farm chores, the crew of jerk-water jammers drive in. George Christopher heads the group, which has made quite a hit with ruralites.

(Continued on Page 8)



Greensboro Newspapers Play Ostrich to Radio

Vol. 2, No. 9 Wed., July 14, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Greensboro, N. C.—Denied even the mention of its name in daily newspapers of its home town, WBIG here has developed some novel and effective ways to get publicity other than over its own air lines. The newspaper antagonism to radio has gone further in Greensboro, perhaps, than in any other city of 70,000 or more in the nation. It has gone so far, in fact, that in news columns of the News and Record, morning and afternoon sheets, published by the same concern and having a monopoly on the daily field, the word "radio" is not mentioned. Even when the President of the United States is addressing the nation, reviews of his speech are made without a syllable to indicate the address was made over the air.

Holding that "a picture is worth a thousand printed words", Edney Ridge, manager of WBIG, has tackled his publicity problem along that line, and in handsome frames, four by six feet, he has placed autographed prints of his local and CBS stars. With suitable placards, scores of these miniature galleries have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other cooperating business houses, weekly newspaper offices in the section, elsewhere.

If the daily papers won't cooperate in mutual publicity, the weeklies will, says Ridge, and tells of WBIG's "Good Neighbor" program in which 23 weekly, semi-weekly, and tri-weekly papers in WBIG's territory take active part in and give consistent public attention to WBIG "Good Neighbor" broadcasts twice each week, at 5 p.m. on Tuesday and Friday. The program material is rich with facts and fancies about the cooperating newspapers and the small towns and cities where they are published. By system of rotation, each burg is brought into the spotlight with its newspaper, and by the same plan WBIG is kept in the spotlight in the news columns of the smaller papers.

The "Good Neighbor" program is adaptable to special occasions, however. WBIG boosted heavily in a recent clean-up week in Leaksville, town of 3,000 or more some 25 miles from Greensboro. The Leaksville News, weekly, publicly acknowledged the service done by the station. The program is likewise tied in with public ceremonies, building dedications, airport openings, etc.

Constance Hope Opening Branch Office on Coast

Constance Hope Associates, public relations firm headed by Constance Hope, is opening a west coast office in association with Henry C. Rogers. The new branch, located in Beverly Hills, will be known as Henry C. Rogers and Constance Hope Associates Inc.

A. F. of M. Tightening Up On Non-Members in Radio

(Continued from Page 1)
William Feinberg, 802 Secretary, who wrote all network and station contractors in the local's area. The tighter restrictions concern sustaining programs only, since commercials are on a different basis.

Communication reads, in part, that all instrumentalists such as soloists, artists or musicians playing in concert ensembles or chamber music quartets must either be members of 802, or, if not already members, must receive special permission to render any broadcasts.

Understood that, in addition to out of town local members, some allowance has been made for music students to participate on sustaining programs, such as the WOR Symphony, conducted by Leon Bazin.

VanCronkhite Associates Adds Five to Personnel

(Continued from Page 1)
vision to do a woman's feature, "The Weaker Sex." Miss Faunce, who gave up her amateur championship to turn professional, will be located in the Chicago offices of VCA.

Understood also that Joe Tinker, of Tinker-Evers-Chance baseball fame, is also in the VCA fold along with Johnny Evers.

The VCA Chicago regular editorial staff has added Phil Ray and Virginia Cook of Iowa. Joe Weston of Denver has come in to take trick on the VCA copy desk.

All radio news features are being handled at the Chicago VCA offices. The New York offices are being used solely for sales and news counseling representation.

Lanny Ross Will Head New Packard Program

(Continued from Page 1)
that he cannot do justice to both screen and radio at the same time.

Packard's fall series will originate in Hollywood. Orchestra and remainder of the talent has not yet been set. Johnny Green's orchestra, which provided the background for Astaire and is now carrying on with Packard's summer show, will not be in the new fall lineup, however, due to other commitments.

Young & Rubicam Inc. is the agency.

Sylvia Press in Continuity

Sylvia Press, former WINS publicity head, has been transferred to the continuity department and will act as assistant to Ed Cleland. Miss Press was succeeded in the press department by Harry Algus, former assistant to Dinty Doyle, radio editor of the New York Journal.

COMING and GOING

BENAY VENUTA has booked passage on the S. S. California sailing from San Francisco to Panama Aug. 1. From there she goes to Tahiti.

HERBERT WESTON, president of Aerial Publicizing Inc., sails today for an extended tour of Europe, visiting the Television exhibition and convention in London.

BILLY KNIGHT, salesman for WTMV, East St. Louis, Ill., and MRS. KNIGHT are vacationing in Miami.

COLE FORTER and ED SULLIVAN with MRS. SULLIVAN sail today for Europe aboard the Normandie.

JOSEPH COHEN, vice-president of General Foods, is another Normandie passenger.

BILL BURTON is back at his desk after a trip to Boston.

JEAN GROMBACH sails today for Europe. JOHN MAYO leaves Friday for Washington. BARRON COLLIER and MRS. COLLIER sail today for Europe.

RALPH HAYES, vice-president of the Coca Cola Company, leaves today for Europe.

LIONEL MAPLESON of the Metropolitan Opera Co. sails on the Aquitania today.

ABE SCHECHTER, NBC director of news and special events, is off to Newport, R. I., and Boston, last night.

HARRY TRENNER, CECIL MASTIN, LESTER GILBERT, commercial manager, station manager, chief engineer, respectively, all of WNBC, Binghamton, are in town.

FRANCIS BARTON, radio time buyer, N. W. Ayer & Son, to home office in Philadelphia yesterday.

O. B. HANSON, NBC chief engineer, off on his vacation this Saturday.

FRANK M. RUSSELL, NBC-Washington vice-president, returned to Washington today.

JOHN H. BACHEM, NBC sales, left for Detroit last night on business.

JOHN VanCRONKHITE of VanCronkhite Associates Inc., Chicago, delayed his latest trip east and now contemplates the hop this week. RAYMOND SCOTT and his rhythm quintet left yesterday for Hollywood.

Transradio Continues Program of Expansion

(Continued from Page 1)
eral Canadian subscribers will also be announced shortly by Transradio.

Other lines of expansion, such as facsimile and recorded news features, will develop shortly, particularly the latter. Disk features will have new and separate quarters, probably in the RCA building, within the coming month. Facsimile activity will follow in later.

In Cincinnati, Transradio enters the field against four United Press outlets, WLW, WSAI, WCOP and WKRC.

Bobby Crawford III

Bobby Crawford, music publisher, was found unconscious in his room at the St. Moritz yesterday and was rushed to Medical Arts Hospital. Mrs. Crawford on the Coast, was informed by Crawford's business associates.

FINANCIAL

(Tuesday, July 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/4	168	169 1/4	— 1/4
Crosley Radio	22 3/4	22 3/4	22 3/4	— 1/2
Gen. Electric	56 7/8	56 1/4	56 3/8	— 1/2
North American	26 1/8	25 1/4	25 1/4	— 7/8
RCA Common	9 3/8	9 1/4	9 1/4	— 1/8
RCA First Pfd.	70	69 1/2	69 1/2	— 1/2
RCA 55 Pfd. B.	(100 Bid)	110	(110 Asked)	
Stewart Warner	17 3/4	17 5/8	17 5/8	— 1/4
Zenith Radio	37 1/4	36 5/8	36 7/8	— 3/8

NFV YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	
Maestic				
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/2	31
CBS B	29	30 1/4
Stromberg Carlson	13	15

Music Publishers Submit Memo for Songsmiths

Final memorandum agreement submitted by the publishers to the Song Writers Protective Ass'n agrees to give the writers 50 per cent of the proceeds of electrical transcription and motion picture synchronization rights, less small administration fee, but continues to demand that Article XI of the APA by-laws be expunged from the contracts.

This is said to be the only basis upon which the publishers will do business and, on the other hand, the SPA declares its sole intention in the first place is to carry out the provisions of the article in question, which states that the rights of a song be vested in the writer and not the publisher. Definite agreement or war between writers and music publishers without movie affiliations, is expected by the end of the week. All other items have been ironed out.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

NEW PROGRAMS—IDEAS

"City Voices"

"City Voices," a new program inaugurated recently over WROK at Rockford, Ill., draws its inspiration from newspaper "feature" interviews. Residents of Rockford and vicinity are interviewed for 15-minute periods on their unusual occupations and colorful experiences.

Opening the new series was an interview with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who gave inside "dope" on a murder case which he covered when he was employed by the Chicago Tribune.

Second on the program series was an interview with Mabel Richardson, Rockford's "goat woman," who told of her work in raising a herd of goats. Palmer J. Castonquay, well known chef, featured the third program with his experiences and the story of how his corn beef and cabbage caused Paul Whiteman to break his diet.

Norman Brinsley is handling the interviews on the programs.

Aiding Community Chest

A series designed to familiarize citizens with the work of the Albany Community Chest and its agencies will be inaugurated Thursday by WOKO.

Dr. Royden N. Rand of WOKO's staff has arranged visits to each of the Chest's agencies for intimate study of their separate welfare contributions. Returning to the studio while his impressions are fresh, he will present a 15-minute word picture of what he has witnessed.

The programs, at 7:15-7:30 each Thursday night, are to be presented by WOKO in cooperation with the Community Chest under the leadership of Horace Sordt, Chest director-in-chief, and Harold E. Smith, general manager of WOKO.

Juvenile Story Hour

A new series of story hours for juveniles, titled the "Enchanted Garden" and directed throughout the summer months to groups in libraries, hospitals and public playgrounds, will be presented over WICC, Bridgeport, on Wednesday afternoons starting July 21.

The program will be under the direction of Mrs. John A. Nelson, who has been conducting a series of Saturday morning story hours at the main branch of the Bridgeport Public Library. Mrs. Nelson will be assisted in the initial program by Lorelle Tomlinson, ten year old youngster of Milford.

News Novelty

Long a leader in its area in the introduction of novel news presentation, KUOA, 2500-watt station in Siloam Springs, Ark., has announced a unique and effective news service, tentatively called "Bulletin Schedule." The service consists of hourly bulletins concerning an event of national importance which has been selected for coverage. It is different in that, when nothing happens relative to the affair being covered, the hourly bulletin simply states that nothing new has developed.

This bulletin schedule idea was initially tried with great success in coverage of the Amelia Earhart search. Every hour KUOA listeners knew that KUOA would make some announcement relative to the search. The United Press Teletype is watched closely, of course, and the bulletin schedule would not be possible if the station did not have continuous news coverage through United Press and Transradio. The whole idea is planned to develop listener confidence in KUOA's vigilance in news coverage. The idea proved to be valuable and in even of further news stores, KUOA's news department will institute its "Bulletin Schedule" until the story has run to completion.

Weekly Contest Review

A contest review called "The Musical Treasure Chest" is aired 12:30-40 p.m. Saturdays by J. Gunnar Back over KFOR, Lincoln. Idea is that Back takes all the contest periods of each week, tabs the winners and what they won, and calls them up with music which runs in the same theme—such as "Treasure Island," "You're My Best Bet," and other similar titles. Contests which are on the station, which have passed, and which are coming up are all ballied in this 10-minute weekly session.

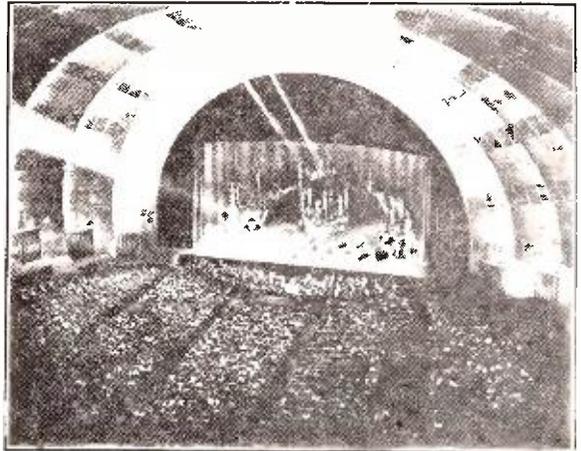
Theater Broadcast Popular

"The Show Shopper" at WWVA, Wheeling, W. Va., is taking its place with the popular programs on that station. The show is in its third week and already has cornered the noonday listening audience of the tri-state district. Dick Betts is featured at the console of the big Capitol Theater organ and John Finley, manager of the theater gives the latest news of Hollywood between selections.

The broadcasts heard on Thursdays at 12:30 and Sunday at 12:15 p.m., is sponsored by the Capitol Theater to publicize the change of shows which occurs on Thursdays and Sundays.

20 Years Ago

"Twenty Years Ago Today" is a new 15-minute program heard each Monday, Tuesday and Wednesday night over WRJN, Racine, Wis., presenting readings from the Racine Journal-Times files of 20 years ago.



Radio City Music Hall brings hearing to its deafened patrons with

ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT
SINCE 1902

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

AGENCIES

MRS. JANET FOX WING, formerly associated with J. Walter Thompson and Young & Rubicam copy departments, has joined the copy staff of Kenyon & Eckhardt Inc. McCANN-ERICKSON INC. has been appointed to handle the advertising of Grocery Products Mfg. Co. and the Foulds Milling Co.

JERRY CROWLEY, formerly associated with Crowley-LaBrum Inc., sets up his own office in Philadelphia, handling advertising, publicity and merchandising.

THEODORE ASH, Philadelphia ad-man, is giving up his local business connections and moving to California to live.

HUBBELL ROBINSON of Young & Rubicam has an article in August issue of Esquire entitled "Glamour Woman, You Bore Me." Piece is frank and funny, relating the experience of a hopeful taking a gal out, buying her and her friends food and drink, and finally winding up on the doorstep with his hat in his hand.

BOSTON

Bill Elliot, WEEI's singing cop, on to New York for a guest appearance on today's "Heinz Magazine of the Air."

Ruth Chilton was given a farewell party by her friends at WEEI and was presented with a portable typewriter. She goes to her new berth at WSYR, Syracuse, this week.

Archie Gillis, WCOP salesman, yachting over week-end, was struck on the head by the yacht's boom. Had to have several stitches taken in the old scalp.

Frank Gallup, CBS announcer, in town visiting the old WEEI gang. Jack Dowd of Dowd & Ostreicher Advertising is in New York for several days.

Lew Sargeant, WEEI announcer, spending his vacation at a camp near Brockton.

Bill Rule, WEEI control operator, has taken a cottage at Old Orchard Beach, Me., for his wife and small daughter.

Charlie Phelan, Yankee net sales manager, had two of his nags entered the opening day of the Summer meet at Suffolk Downs. One was in the money.



Because Jack Benny liked Freddie Lightner as his summer substitute, Lightner will remain for 11 more weeks on the present Jell-O series!... Yascha Bunchuk and his "Swing Symphony" will be a fall airing for Goodyear tires... Phil Napoleon is Gus Arnheim's successor at the New Yorker starting the 29th—with Jimmy Dorsey slated to follow... Woody Herman and Shari Kaye are holdovers at the Willows in Pittsburgh... Dorothy Howe, Art Shaw's vocalist, and Robert E. Lee, part owner of the Willows, are deciding on the "date" for their blending... Igor Gorin appears as a comic in his first flicker... Bob Prescott will definitely be sent to the coast to head the CBS sound effects department... Jimmy Wallington is nervous during his Sunday airings pending word from the hospital on his wife's condition... Fred Allen's stooge, Charlie Cantor, is being screen-talked!

The Old Ranger of WLBC, Muncie, Ind., and Morey Crain, chief engineer, are still arguing over the merits of frog hunting... Old Ranger started to air his show when a "frog serenade" went out over the ether... Crain hastily checked equipment but could not locate croakings until program was completed... Seems that the Old Ranger had parked a box of bull frogs in the studio just before taking to the air!... Boyd Armstead, manager of James Super-Service Stations in Kansas City, has always personally selected the music to be presented on his weekly KCKN shows... He insisted on continuing this practice for the past two weeks though confined to the hospital following an appendectomy!

Ed Sullivan, Frances Faye, Dan Healy, California Collegians and Josef Cherniavsky's orchestra auditioned yesterday for N. W. Ayer as a possible fall show for Consolidated Gas via NBC... Gogo deLys takes over Babe Ruth's CBS net time tonite in a new series backed by Freddie Rich's music... Tim and Irene's MBS Sunday show with Bunny Berigan's swell ork will become a CBS feature on expiration of the present Mutual time purchase... George Gershwin completed five songs for Goldwyn before his death... Wini Shaw's kid sister, who refuses to "trade" on her sister's rep, wants to sing with a band... "Hammerstein Music Hall" fades the 27th and returns the following Friday on Bi-So-Dol's time... Eddie Cantor has moved into Will Rogers' bungalow on the 20th Century-Fox lot, being the first tenant since the latter's death. Cantor didn't change or move the furniture or fixtures, leaving them just as Will left them... A west coast transcription firm is cleaning up via the sale of records made by Bob Burns in his leaner days... Loretta Lee has a new nose!

Star Radio Program's feature, "The Morning Bulletin Board" recently honored an anniversary of the first edition of the famous old McGuffey Readers common over 100 years ago, and which have since become genuine rarities... KFNH, Shenandoah, Iowa, received a great response from a one line mention of inquiry as to those listeners who might have a copy of the old Reader... Six listeners—three from Iowa, two from Nebraska and one from Kansas—wrote to the station stating they had copies... One KFNH fan had three copies which had been in use for over 50 years... A songplugger from Famous Music Co. was horseback riding through Ozone Park last Sunday when he passed a corral radio, and the voice of a vocalist caught his ear... He dismounted and went over to hear the program, discovering that it was the voice of Bob Murray via WHN. He told Bob how good he was to make a horseman stop his galloping to hear a singer—on a plugger's day off. Now the plugger—it isn't Harold Wald—will probably have Bob in debt for life!

GUEST-ING

JACK BERCH, DIXIE DEBS and PATRICIA RYAN, on Walter O'Keefe's "Town Hall Tonight", July 21 (NBC-Red, 9 p.m.).

PAUL CAVANAGH of "Tovarich", interviewed by Dorothy Beach on "Theater Guide", tomorrow (WINS, 11:30 a.m.).

HARRY SALTER, "Hit Parade" maestro, on Walter King's "Song Contest, today (WINS, 2 p.m.).

HARRIET HILLIARD, on Ben Bernie's program, Aug. 2 (NBC-Blue, 9 p.m.). CONRAD THIBAUT on same program, Aug. 10. Both deals set by Herman Bernie office.

SUMNER WELLES, U. S. Under-secretary of State; CARLO MORELLI, baritone and JULIO MARTINEZ OYANGUREN, guitarist, on Edward Tomlinson's "The Other America", Aug. 20 (NBC-Blue 10-10:30 p.m.).

OLIVER WAKEFIELD, English comedian; MARIAN ANDERSON, Negro contralto, and EDGAR FAIRCHILD and ADAM CARROLL, piano team from "Babes in Arms", on "Magic Key of RCA", July 18 (NBC-Red, 2 p.m.).

ART SHAW, star clarinetist, on "Saturday Night Swing Club", July 17 (CBS, 8 p.m.).

Raymond Scott for Films

Raymond Scott and his novelty rhythm quintette, heard on "Saturday Night Swing Club" over CBS for the past few months, left yesterday for Hollywood to make their motion picture debut in David O. Selznick's "Nothing Sacred", with Carole Lombard and Fredric March. Paul Ross of Columbia Artists Inc. negotiated the deal.

PHILADELPHIA

Rosalind Stewart, KYW singer, goes to WIP for the "Pioneer Clipper" variety show with Pat Purcell and Clarence Fuhrman's studio band.

Jess Altmiller, drummer with Fox Theater orchestra, introduces his juvenile Marimba orchestra over WIP.

Enid Hager, WFIL's program department, is motor-vacationing in New York state.

An additional broadcast of the KYW Home Forum conducted by Carol Bennett now brings the weekly number to four.

Harold Davis, WDAS program director, will be best man when station manager Pat Stanton middle-ages it July 26.

The Malloys are now heard via WDAS at 7 p.m. Sundays.

Helen Kiley, secretary to Murray Arnold, WIP public relations head, is back at her desk minus appendix.

The first product of WCAU's farming system for announcers joins the staff this week. George Thomas, who was farmed out to WHAT to secure more experience, fills the vacancy in Lon Pierce's resignation. System was developed by Stan Lee Broza, WCAU program director.

BIRTHDAYS grid showing dates from 1 to 30 with names listed below.

Greetings from Radio Daily

July 14

- Ken Murray, Monte Proser, Bill Meeder, Gene Rouse, Rowena Williams, Gloria Feld

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DURELLE ALEXANDER, diminutive songbird, has just started a fortnight's vocalizing engagement at Albany's Ten Eyck Hotel. . . . She's booked at the Rainbow Room when she returns, July 28. . . . Mrs. Ferde Grofe and the two Grofe bairns are California-bound. . . . When Sharri Kaye terminates her present vocalizing engagement she'll continue her pow-wow with Ernie Gann, which should terminate in a contract with Major Pix and a flicker career. . . . Bob Crosby's young field marshal, Jim Murdock, is followed everywhere by his mother, who's that way about Crosby music. . . . she was at the Congress in Chi 36 nights running when the outfit was featured there. . . . The Ritz-Carlton in Boston sees her frequently now and she seems to enjoy buying vintage champagne for the minstrels. . . . Kay Weber, swingsong divinity featured with them, proves her versatility by writing an animated column in swing-time, monikered "The Beat Up" for "Down Beat."

▼ ▼
Dorothea Lawrence, vocalist, is one more songbird fascinated by a snake. . . . Dorothea, who boasts a boa constrictor for a household pet, will tell the world how to get on with reptiles Thursday at 5:15 p.m. over WBBM and the Columbia Network. . . . May Singhi Breen and Peter De Rose say most of their listeners-in request ditties like "I Didn't Raise My Boy To Be A Soldier," which appears to us a bit significant. . . . Col. Jack Major's 12-year-old "niece," Marjorie Knapp, a lass from Kentucky, did a neat bit of show-stealing when she sang "Johnny One Note" on "Uncle" Jack's program t'other day. . . . Her first network appearance, too.

▼ ▼
Dr. Harry Hagan's "Spelling Bee" is all set for a troubled spell, with a new series beginning July 25, in which married women will be pitted against spinsters: benedicts against bachelors; and husbands against wives. . . . Jane E. Miles, sec to Dwight G. Wallace, NBC personnel manager, has resigned, effective July 15, to take a similar position with Freeport Sulphur Co. . . . Transcriptions Inc.'s Sophie Wishik leaves today for a week's vacation in New Milford, Conn. . . . Alice Faye's luck seems to be bad these days, what with missing a cue on her first ciggie broadcast and falling down a flight of stairs and wrenching her spine last week. . . .

RADIO PERSONALITIES

No. 50 in the Series of Who's Who in the Industry

J. O. MALAND, vice-president of Central Broadcasting Co. and manager of WHO, Des Moines, was born March 6, 1893 in Wells, Minn., of Norwegian parents. Following graduation from the U. of Minn., he worked for a short time with a Minneapolis advertising agency. His active interest in radio was born in 1921, when he was mayor, assistant postmaster, justice of the peace and proprietor of a general store in the little town of Frost, Minn., more than 150 miles from the nearest broadcasting station. Joe Maland secured a radio and loud speaker for his store. So keen was the interest of his customers, friends and neighbors that his far seeing mind visualized the incipient magnitude of the industry.



Fathered the commercialized barn dance on radio.

Shortly thereafter a personal friend, with an interest in WLAG (now WCCO), offered him a position. By 1923 he was Farm Program Director at the station; and in 1928 became commercial manager of WLS, Chicago. In 1930 Maland and Edgar Bill, another pioneer broadcaster, sold CBS the idea of a middle west farm network. The network was formed with Maland as sales manager.

Maintaining the long view, Joe Maland checked over possibilities of middle western stations and in 1931 joined WOC, Davenport, and WHO, Des Moines, which were synchronously operated at that time. Two years later WHO was granted license to operate with 50,000 watts. The two stations were divorced and Maland moved to Des Moines as commercial manager of WHO. Shortly thereafter he became station manager in complete control of the operation of the "Voice of the Middle West."

Joe Maland is credited with fathering the first commercialized Barn Dance type of broadcast in 1928. He inaugurated the Iowa Barn Dance Frolic in Davenport almost immediately after his arrival there. Starting as a half hour Saturday night show, the Frolic long since moved to Des Moines. It now runs three hours on Saturday nights during the fall and winter season and plays from stage of the 4,500 seat Shrine Auditorium, with a cast and staff of approximately 100 individuals.

J. O. Maland is a director of the NAB, immediate past president of the Iowa Association of Broadcasters, a member of the Des Moines Rotary Club, the Advertising Club of Des Moines and the Des Moines Club. He is a Mason. His hobbies are horticulture, his home, and—radio.

BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

(Continued from Page 1)

on NBC; all six spending over a million on CBS. Drug industry is NBC's largest client with expenditure of \$6,610,632 for the six month period. CBS's top client is the food and food beverage manufacturers, who spent \$3,479,068 on the network from January to June.

Complete breakdown of expenditures follows:

Industry	NBC	CBS
1. Automotive Industry	\$ 1,752,069	\$ 1,974,720
2. Building	163,325	163,325
3. Cigars, Cigarettes, Tobaccos	801,039	2,358,724
4. Clothing and Dry Goods	64,688	64,688
5. Confectionery, Gum, Ice Cream	102,800	606,120
6. Drugs and Toilet Goods	6,610,632	2,685,399
7. Financial and Insurance	153,060	261,351
8. Foods and Food Beverages	5,607,660	3,479,068
9. Garden-Field	5,200	5,200
10. House Furniture and Furnishings	267,471	259,118
11. Jewelry and Silverware	64,716	64,716
12. Lubricants, Petroleum Products and Fuel	1,068,052	1,162,146
13. Machinery, Farm Equipment and Mech. Supplies	55,120	61,725
14. Office Equipment	199,005	199,005
15. Paints and Hardware	749,420	377,335
16. Radios, Phonographs and Music Instruments	5,368	3,960
17. Schools and Correspondence Courses	55,500	55,500
18. Shoes and Leather Goods	1,596,892	1,178,843
19. Laundry Soap and Housekeepers Supplies	83,699	83,699
20. Sporting Goods	219,062	79,365
21. Stationery and Publishers	27,792	37,708
22. Travel and Hotels	285,037	285,037
23. Wines, Beers, Liquors		
24. Miscellaneous		
Total	\$19,948,107	\$14,803,265

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 14, Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

WMBO Auburn, N. Y. Authority to transfer control of corp. 1310 kc., 100 watts, unlimited.

Beaumont Broadcasting Assn., Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

ORCHESTRAS MUSIC

KAY KYSER, winding up his Eastern dates this week, opens at Detroit's Eastwood Park on Friday. His Sunday show will be aired over Mutual from there. The Kyser contingent remains there until the 23rd, then heads further west for a series of one-nighters.

Two Colorado Springs Orchestras, Bart Woodward's from the Antlers Hotel and Bob McGrew's from the Broadmoor will be features of the 75-min. program, originating in Colorado Springs, July 16, and fed to the Mutual chain, via KFEL, Denver, from the Will Rogers Shrine of the Sun Memorial on Cheyenne Mountain. Services will be conducted by the Elks, who are in national convention there this week.

Jimmy Dorsey and the band open at Philly's Earle Theater Aug. 20.

Johnny Burkarth and his newly assembled ork are currently featured at Gypsy Village in Fontaine Ferry Park, Louisville. They're aired nightly over WHAS.

Robert Emmet Dolan's new trombonist, Al Philburn, is the same Philburn who used to play Bert Low's theme song, "Bye Bye Blues" with telling effect.

Victor Bay, musical director of the CBS Shakespearian series, is using "Thou Soft Flowing Avon" as a theme melody for the programs. Ditty was written by David Garrick, famed English thespian of the 18th Century and dedicated to the bard of Avon. Bay found the song in the Public Library and doesn't believe it has ever been played here.

The Exstrand Sisters, trio on KFAB as the "Gingham Girls", are now singing five nights weekly with Leo Beck-Eddie Jungbluth's Orchestra. Setup was arranged when Russ Gibson, director of the ork and on the KFAB staff, put them on.

The Dixieland Jazz Band, exponents of "louder and funnier" music, will be featured on the Pepper-Uppers program over the Dr. Pepper-Dixie Network on Sunday at 4:30 CST. The band is now appearing at the Fort Worth fiesta. Alexander Keese will offer a solo rendition of the "Elegy" on the fiddle.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

★ Program Reviews and Comments ★

"HAMLET"

Sustaining
WABC—CBS network, Monday,
9-10 p.m.

SENSITIVE AND SUBDUED VERSION OF MELANCHOLY DANE BY BURGESS MEREDITH.

In these competitive network presentations of Shakespearian works it is the player instead of the play that is the thing. As the worth of the plays has been proven long ago, only the interpretations of leading roles by the different actors remains for evaluation; and from a listener standpoint, too, the drawing cards are bound to be the stars.

Thus in the battle of personalities there is no question but that John Barrymore has a good edge on Burgess Meredith in their respective portrayals of Hamlet, which Meredith essayed Monday night for CBS, three weeks after Barrymore's performance for NBC. The edge in Barrymore's favor is perhaps wholly one of experience, maturity, gift of voice magic and thespic fire.

Barrymore infused his Hamlet with all these qualities, making him a vivid, impassioned flesh and blood creature, whereas Meredith seemed to conceive the Dane more along sensitive, poetic and even genteel lines, aroused to fire and action only in a subdued degree. The ring and vibrancy appeared briefly at times, but on the whole Meredith followed a lower pitch and lower register of intensity. He fully realized the poetic values of the dialogue and there was smoothness in his transitions of mood, but the driving force wasn't there.

In short, Meredith sounded a little youthful in the part. Not that he's too juvenile for the role, but in the comparison that he must inevitably stand with the Hamlets of record, and particularly the one of recent radio record, he seemed quite young and light. On the other hand, there was a freshness and poetic gracefulness

in his performance that probably pleased many listeners just as much; in fact, this modern age may even prefer that type of acting.

Anyway, that was Meredith's interpretation, and it was a finely studied performance irrespective of how it compares with any other.

In supporting cast, Meredith had Montagu Love as the King, Grace George as the Queen, William A. Brady as the Ghost, Walter Abel as Horatio, and other thoroughly able players. Conway Tearle did fine service as narrator.

The CBS version of "Hamlet," adapted and produced by Brewster Morgan, ran an hour, or 15 minutes more than the NBC adaptation, and it was staged with reasonable smoothness and precision. Appropriate musical background was provided by an orchestra under Victor Bay's direction.

"The Tempest"

Rated by many as one of Shakespeare's best constructed plays, "The Tempest" nevertheless is not as rich in acting opportunities as some of the Bard's other work, and consequently the Monday night presentation over the NBC-Blue Network was somewhat of a 50-50 affair. John Barrymore doubtless realized all the possible values in the dual role of Prospero and Caliban, while his prologue curtain speech, setting the background for the play, was excellently delivered. There is a magic in the very speech of Barrymore that makes almost any of his utterances a joy to hear, and the present drama was no exception.

Elaine Barrie was not so successful in essaying the two roles of Ariel and Miranda. She was too out-shadowed by seasoned troupers, among whom also were Walter Brennan, Henry Hunter, Herbert Munding, Robert Warwick, Hans Conried, and others, doing grand jobs.

From a production standpoint, this fourth in the NBC series of "stream-

lined Shakespeare" was quite efficiently handled.

"Negro Melody Singers"

A Federal Music Project, put on over WNYC by the Radio Division of the WPA, and under the direction of Juanita Hall, this program of Negro songs and spirituals is class entertainment of necessarily restricted appeal. For its type of stuff, it is a good presentation, as Juanita Hall is no novice in putting on programs of this kind. The initial show Monday night at 8-8:30, as the first in a series of four, opened with a group of spirituals and continued with other selections that were mostly of a class not often heard on the air.

"For Men Only"

Monday night's "For Men Only" over WHN had a rare treat in the person of Eddie Dowling, one of Broadway's all-around leading lights. Dowling told of his first meeting with Maurice Evans and how they came to get together in the production of the now memorable presentation of Shakespeare's "Richard III." Among his many talents, Dowling has a gift for being a grand radio entertainer. A natural but magnetic speaker, with a fine sense of monolog as well as dialog, his little talk on this program left you wanting to hear more of him. Dowling shouldn't keep himself such a stranger to radio.

Nola Day, a pleasing feminine voice from Iceland, sang "There's a Lull in My Life" very satisfactorily, Sam Taub conducted an interesting interview with Mickey Walker, Joey Nash sang a bit and Paul Sullivan was there in a commentating capacity. Ray Sinatra's orchestra provided the music.

"Ave Maria Hour"

This religious program, heard Sundays over WMCA, sounded considerably better than usual last Sunday.

There was a great deal of improvement in the dramatic end while the music and choir work perked up at the same time. Program gave the impression of having been whipped into more shape more efficiently all around.

Last Sunday's dramatization dealt with the life of "The Blessed" Oliver Plunkett, archbishop and primate of all Ireland who was tried in England in 1861 on charges of fomenting rebellion.

The "Eternal Magdalene" will be dramatized next Sunday.

Burns and Allen

One of the programs that can be depended upon to always give a most entertaining performance is the Burns and Allen show on the NBC-Red Network, Mondays at 8 p.m. For its consistency in holding to a uniformly high level of amusement value, never fluctuating far enough downward to make much difference, this program deserves a wreath or two. Vocalist Tony Martin, announcer Ronald Drake and Ray Noble with his orchestra dovetail perfectly with the comedy efforts of George and Gracie.

"Song Time"

CBS has adopted the "Song Time" title for a series of 7:15-7:30 p.m. singing periods, daily except Sunday, with alternating guest stars. Monday the featured singers were Hollace Shaw and Ray Heatherton, followed by Ruth Carhart and Bill Perry yesterday. Today Patti Chapin and Howard Phillips are scheduled, followed by Dorris Kerr and Russell Dorr tomorrow, Gogo de Lys and Jack Shannon Friday and a show from the Coast on Saturday. Gordon Graham is the "melody host." First two programs were very enjoyable. Though blazing no new trail, the talent is first-rate and the presentation excellent.

NEW ORLEANS

WDSU announcer Earl Smith turned Chaliapin for the night at a recent resort broadcast and his "Old Man River" had them patting palms.

Harold Jordy, cocktail lounge maestro, is proud of the fact that Will Rossiter of Chicago is paying the printing costs for his latest song, "Dream of You."

Josephine Almerico, 16-year-old swing singer, is headed for Chez Paree at Henderson Point.

Yvonne LeBaron, who is being groomed for the concert stage, is on the clerical staff of WSMB, sometimes doubling as pianist.

A. L. Brown Heads Ass'n

Montreal—A. L. Brown was elected president of the Radio Manufacturers Ass'n at the annual meeting.

Allan Dramatizing Jardine

Extending his usual quarter-hour WINS program, "Little Moments With Big People", to a half-hour tomorrow, Doug Allan will present the Rev. R. Anderson Jardine, who performed the Duke of Windsor's wedding ceremony, in a biographical dramatization. The program will be heard at 1:30 p.m.

Joan Brooks for Claremont Inn

Joan Brooks, vocalist, has been signed to appear at the Claremont Inn for two weeks starting tonight. She will sing with Jolly Coburn's orchestra.

KYW Time Signal Sellout

Philadelphia—All time signals on KYW will be sponsored starting this fall. Bulova Watch has bought evening announcements through the Biow agency. Daytime signals continue under Breyer Ice Cream Co.

More Gershwin Tributes

In addition to broadcasts already given or announced in tribute to the late George Gershwin, WMCA tonight will air a 45-minute program at 9:30 with friends and admirers of Gershwin participating. Nat Brusiloff will conduct the orchestra, and those who are to appear include Harold Arlen, Gene Buck, Max Gordon, George White, Harry Hershfield, Ann Ronell and others.

The Chicago Philharmonic Orchestra revised its program over CBS last night to include a Gershwin tribute, and over the same network on Friday there will be a complete rendition of Gershwin's "Rhapsody in Blue" by Ferde Grofe.

Barlow in Advisory Post

Howard Barlow, CBS conductor, is one of a distinguished group of directors, composers, critics and spon-

LINCOLN

Wedding bells rang for Bid Wheatley, personal secretary to Reginald B. Martin, KFOR-KFAB manager, on June 8, according to belated announcement.

Vacation plans for KFOR-KFAB announcers include Carl Saunders, enroute to Los Angeles; Joe di Natale, planning the same trip; Ray Suber, leaving for the mountains to spend the layoff raising a beard; Jack Hanssen to Davenport, Ia., and Springfield, Ill.

J. Gunnar Back, continuity chief for KFAB, was the final speaker of National Youth Administration's course in career selection.

sors of music who will serve on an advisory committee on music for the New York World's Fair in 1939.



JACK HOLDEN and Pat Buttram of WLS and NBC are on a motor trip to the Buttram home in Alabama.

Barbara Luddy, femme star of "First Nighter" who just moved here from temperate California, collapsed in the Chicago heat and had to be taken to NBC infirmary. Revived and was able to do performance that night, however.

Ray Johnson, headliner of "Guiding Light," is the tennis champ among local air performers.

Tommy Bartlett, femme quizzer of WBBM's "Meet the Missus," has moved his show from the Arts club to station's big new audience studio.

Bob Griffin (Joe Marlin of "Mary Marlin") has returned from New York, where he visited Jane Crusinberry, author of the serial, who is gathering material on the lives of N. Y. suburbanites for use in the show.

Sunda Love of CBS dramatic staff off for vacation in Maine.

Bunny Daniels, in charge of publicity for J. Walter Thompson radio accounts here, is vacationing on a dude ranch at Wyola, Mont.

Roger Pryor and band to open at the Edgewater Beach hotel beach walk Aug. 5 following Bernie Cummins.

Eddy Duchin, leaving the Palmer House Aug. 5, will do two weeks at Chicago theater here and then start on a series of one nighters.

Lynn Brandt (Bloomquist), NBC announcer and Janis Herrington, radio actress, will wed in October.

Bumper Harvest Broadcast

A broadcast of jubilant harvesting scenes in the southwest, where the biggest wheat crops in a decade are coming in, will be aired by CBS on Friday at 5-5:30 p.m. Farms, mills, banks and railroads will be included in the scenes interviewed.

ST. LOUIS

Spencer Allen of the KMOX announcing staff will be married in September to Deane Steger.

Coyita Bunch, KWK staff singer, is building up quite a following with her thrice weekly program of popular melodies.

Margaret Daum, CBS soprano now singing nightly with the Municipal Opera, also is heard daily over KMOX.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 50 of a Series

KMA—Shenandoah, Ia.

930 Kilocycles—5,000 Watts Daytime, 1,000 Watts Night

EARL E. MAY, Pres.-Gen. Mgr.

J. "CY" RAPP, Operations Manager

ED CUNNIFF, Commercial Manager

KMA made its debut Aug. 12, 1925. Owned and operated by the Earl E. May Seed Co., the station's personnel is headed by Earl E. May, president and general manager; J. "Cy" Rapp, operations manager; Ed Cuniff, commercial manager; Howard Chamberlain, program director, and Ray Schroeder, chief engineer. Since its inception, KMA has always catered to the farmer, keeping him advised as to crop conditions, markets and anything of interest to the farmer. KMA maintains 170 miles of telephone wires to carry to the station programs of interest to the leading centers of Iowa. Also, KMA has a mutual tie-up with stations WMT, Cedar Rapids and Waterloo, and KRNT and KSO, Des Moines, and a direct wire connecting these stations. Sustaining and commercial programs are fed to and from these stations over these wires.

In 1936 a plot of 10 acres, one mile north of Shenandoah, was purchased, and a Truscon 488-ft. self-supporting half-way vertical radiator was erected. This is the highest self-supporting structure of its kind in Iowa. All new RCA high fidelity equipment was purchased and installed by RCA engineers. This equipment is housed in a two-story building, and it's completely air-conditioned, and has all the latest improvements. The lower floor and basement is given to equipment and the second floor is the home of the chief engineer, a four-room apartment also completely air-conditioned.

☆ **PROMOTION** ☆

Store's Anniversary Campaign

El Paso's Popular Dry Goods Co., one of the largest department stores in the West, chose an extensive radio campaign over KTSM to promote its 35th Anniversary Sale.

The complete radio campaign consisted of 1 hour program, 4 half-hours, 29 quarter hours and 53 spot announcements.

The campaign began on the Thursday previous to the Monday morning opening of the sale, and was initiated with a remote control broadcast of the Pep Rally of Popular Dry Goods employees.

One of the highlights of the radio series was the organ music of Dayton Payne at the Plaza Theater organ each day at noon during the entire campaign.

Drama played its part in the campaign. Four radio dramas depicted the highlights of El Paso history since the organization of the Popular in 1902. These events, portrayed by the Studio Players were: "The Building of Elephant Butte Dam," "Meeting of Presidents Taft and Diaz in El Paso," "Visit of Theodore Roosevelt to El Paso," and "El Paso's First Street Car System." The latter was given as the highlight of the one hour Popular Variety show, Sunday afternoon.

Other features of the campaign were "Man on the Street" broadcasts, Studio talks from the Popular organization, and the Popular's regular feature, "The Newspaper of the Air."

NBC Sports Tabulation

In a folder titled "For All Good Sports—Who Like to Listen," NBC lists the outstanding sport broadcasts that are scheduled over its network this year, next year, and even to the 1940 Olympics. It's quite an imposing list, running the gamut from a soap box derby to international polo, football, golf, tennis, horse and motor races, etc.

KTAR Sells Arizona

KTAR, Phoenix Ariz., has issued a 24-page booklet illustrated in color selling Arizona as a community much the same as a Chamber of Commerce would do the job.

No statistics are presented because these are available through the usual channels. Many photographs show the scenic beauties and business aspect of the state and the last page of copy is used by KTAR itself, revealing the station's development parallel with that of the community.

CKX Monthly Bulletin

On behalf of CKX, Manitoba, the Manitoba Telephone System is now publishing a four-page monthly bulletin for distribution to sponsors, fans and others. The mag contain gossip about artists and studios, news of coming events and other items and pictures of interest.

Riding on Uncle Sam

All outgoing mail at KMOX carries on envelope a list of outstanding



WHAT sounds like the perfect club —no dues and enough offices so that every member can have a title —is being formed from the ranks of Southern California's radio old timers. Walter Biddick, station rep. and E. K. Barnes, recording engineer, are moving spirits. Organization will be known as Radio Oldtimers Club. Will stage annual beer party and barbecue, and an annual radio show. Open to folks who have been in radio ten years or more. "Doc" Ralph L. Power has taken over the worries of permanent secretaryship.

George E. Stone is another addition to NBC's "Twelfth Night" cast for July 19. John Barrymore and Elaine Barrie will again play dual roles.

Jimmy Tolson's "Funfare" for Superio Macaroni comes back to the air, after a month or so's intermission, with Johnny Murray, Dave Weber, Beth Wilson and Vincent Lopez ork, over KFAC. Has a Monday night half hour.

Elsie Prescott heading a cast of British Players for Sunday series on KMTR; Frank Ellison, narrator, and Prescott Richardson, scripter.

Segar Ellis, whose Standard Library recordings used a saxless band that clicked on the disks, using same arrangements on a live Sunday evening series on KFAC.

Forrest Barnes, adapter on the current NBC Shakespeare series, and writer of Union Oil's "Thrills," signed as co-writer to adapt Harold Bell Wright's "Western Gold" for 20th Century-Fox.

Walter Biddick starts Aug. 1 to cut half minute series for furriers. They just finished a "Scrappy" series in collaboration with Columbia Pictures and Charles Mintz studios.

Ask Dismissal of Lord Suit

Pathe Films, defendants in a \$50,000 damage suit brought by Phillips H. Lord, over a planned promotion aboard a vessel, "Seth Parker", yesterday entered a denial along with counter claims in the U. S. District Court, and asked for a general dismissal of the suit.

programs broadcast over the station. Out of town mail carries CBS highlights and city mail is stamped with local features.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

EQUITY JOINS ET FIGHT; COMMITTEE APPOINTED

(Continued from Page 1)

and report back next week. Jackie Heller was named temporary chairman, and Richard Gordon also was among those who spoke in favor of Equity organizing the radio actors.

It is believed likely that a separate A. F. of L. charter will be obtained under Equity's wing for the radio branch.

A call is being issued to all Equity members now in radio to attend the next meeting on Monday.

On the ET question, the increasing use of actors for disked shows and the multiple playing of these recordings is considered by Equity as cutting down the employment of its members, in addition to comparatively low pay received for the diskings.

"Goldbergs" for P. & G.

(Continued from Page 1)

13, five times weekly. Broadcast time and actual network as yet have not been set. The contract, signed in Hollywood where Mrs. Berg is completing a film writing stint, calls for the original cast, including James Waters, Rosalyn Silber and Everett Sloan.

NBC Plans to Extend Foreign Interchange

John F. Royal, NBC vice-president in charge of programs, who sails on the Normandie today for a tour of Europe, will make a detailed survey of international broadcasting conditions and also complete arrangements for an extension of NBC's policy of exchanging personnel as well as programs with foreign broadcasting organizations. NBC maintains close association with BBC and the Reichs Rundfunk Gesellschaft.

Royal will visit England, France, Germany, Holland, Switzerland and the Scandinavian countries.

ONE MINUTE INTERVIEW

GUS HAENSCHEN

"Today radio is much closer to Hollywood than the theater is, perhaps because the techniques of the two media, radio and talking pictures, are fundamentally alike. While the stage reaches a comparative handful of the public, radio and pictures share a mass appeal and their audiences are numbered in the millions. Now any radio personality that builds up a following and in so doing gives evidence of genuine ability is almost certain to be considered as a picture possibility."



Coast-to-Coast



LEWIS TITTERTON, manager of the NBC Script Division, will analyze the technique of writing a radio play in a series of three broadcasts of the National Farm and Home Hour, beginning tomorrow and continuing July 22 and 29, at 1:30 p.m. over the NBC-Blue Network.

WOW, Omaha: Night Hostess Dorothy Cogswell is vacationing in Colorado . . . Dorothy Delfe has been hired as day hostess to replace Evelyn Mason, resigned to be married. . . New transcription equipment is being built for Announcer Thomas B. Chase, in charge of the station's transcription testing, by Chief Control Operator Joe Herold.

KOIL, Omaha, has changed the name of its daily man-on-the-street program to "The Curb Exchange" to differentiate it from the man-on-the-street daily broadcast of WOW, Omaha. Don Kelley and Had Hughes present "The Curb Exchange," now being sponsored by the 7-Up Beverage Co.

Frank Lea Short, president of the Shakespeare Fellowship, has revised the schedule of his organization in order to allow the actors to listen to the CBS Shakespeare series. Short states that the list of actors and actresses to appear would be invaluable to his troupe as instructors. The Fellowship, under Short's direction, is at present engaged in plans to present a cycle of the bard's works at the 1939 Fair in New York.

WTAQ, Green Bay, Wis., is preparing to broadcast the Wisconsin-Upper Michigan District Convention of Kiwanis Clubs in Green Bay on Aug. 8-10. Part of the program may be carried by CBS. Frankie Masters' orchestra will play at the Governor's banquet.

Karl O. Wyler, boss of KTSM, El Paso, and Roy Chapman, program director, have been working on new program plans since their return from Chicago, New York and Washington. They expect to break the story next month.

WIRE, Indianapolis: Morris Hicks, announcer, was badly cut when the station's short wave truck collided with an electric light pole. . . Bill Frosch is subbing for Hicks on the daily "street interview" . . . Gloria Feld, who is 15 today, celebrated her seventh year on the "Jake Presents" program Sunday. Her younger sister Olga, Jimmy Boyer and Doc's Mohawk Chiefs also in the show.

Cotton Blossom Singers, Negro male quartet which has been on NBC and other programs, started a thrice weekly series Monday on WGY, Schenectady.

James Milne, president and man-

ager of WELI, New Haven, report some studio personnel revisions under way.

Kenny Rapieff, announcer, is handling the "Town Topics" on WICC, Bridgeport, while Lou LaHaye is away.

WLBC, Muncie, Ind: Henry Marks of Indianapolis has been shifted to the sales staff from the announcing staff . . . Earl Kirk, auditor, as prolific vocally as with figures—and in telling tall stories—hopes station will find a regular weekly spot for his "Masked Tenor" program . . . Combs Blanford and Bob Evert of the announcing crew have a Hoosier-Virginia feud on, each tagging the other on pronunciation errors . . . Bill Craig, commercial manager, was given a testimonial dinner by Lions Club, of which he was recently elected prez . . . Don Russell, program director, and Donald Burton station owner, waging membership drive for Muncie Optimist Club.

George Storer and Harold Ryan, heads of WSPD, Toledo, were hosts to the staff Sunday on the tenth anniversary of the station.

Weed WJNO Rep.

Weed & Co. has been appointed national representatives of WJNO, West Palm Beach, Fla. Outlet is full-time affiliate of CBS and is the resort city's only station. Selling points on WJNO, according to Joseph J. Weed, head of the rep firm, includes the large "bonus" coverage sponsors receive during a long winter season when the normal population is swelled by visitors with buying power. George A. Hazlewood is general manager of WJNO.

"Rhythm" in Saturday Spot

The "Ford Universal Rhythm" show will move to a Saturday night 9:30-10 spot on CBS, effective Sept. 11. Move is necessitated by the return of the "Ford Sunday Evening Hour" to the air on Sept. 12, 9-10 p.m. on CBS.

"Universal Rhythm" is now occupying the full-hour strip on Sundays, but will be reduced to half-hour for the Saturday series. N. W. Ayer & Son Inc. has the account.

Fels-Naptha Staying On

Fels-Naptha has decided to stay on CBS with the Jack Berch-Mark Warnow show and on July 19 will shift to a Monday, Wednesday and Friday, 9:30-9:45 a.m., schedule. Effective with the shift, WPG, Atlantic City, is added to the network making a total of 20 stations in the web. Program is now heard Tuesdays, Thursdays, 1-1:15 p.m. Fels is moving out of the spot because the CBS General Mills daily hour show wants the stations. Young & Rubicam Inc. is the agency.

FOOTBALL TIME BOUGHT BY ATLANTIC REFINING

(Continued from Page 1)

stated by Joseph R. Rollins, advertising manager of Atlantic.

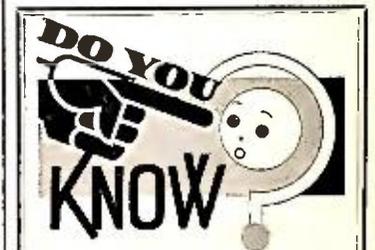
Station list follows: WDRC, WTIC, Hartford; WDEL, Wilmington; WJAX, Jacksonville; WRUF, Gainesville; WSB, WAGA, Atlanta; WRDW, Augusta; WTOG, Savannah; WBAL, Baltimore; WTBO, Cumberland; WEEI, WBZ-A, Boston; WROC, WTAG, Worcester; WMAS, Springfield, Mass.; WPG, Atlantic City; WOR, Newark; WOKO, Albany; WBNF, Binghamton; WBEN, WGR, Buffalo; WESG, Elmira; WHAM, WHEC, Rochester; WFBL, WSYR, Syracuse; WIBX, Utica; WBT, Charlotte; WDNC, Durham; WADC, Akron; WHBC, Canton; WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown; W C B A, Allentown; WFBG, Altoona; WEST, Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU, KYW, Philadelphia; WCAE, WWSW, KDKA, Pittsburgh; RAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York; WPRO, WJAR, Providence; WFBC, Greenville; WCHV, Charlottesville; WBTM, Danville; WSVA, Harrisonburg; WLVA, Lynchburg; WGH, Newport News; WRNL, WRVA, Richmond, and WDBJ, Roanoke. N. W. Ayer & Son Inc., placing the account.

Rogers Peet Taking Air With Heatter Exclusive

(Continued from Page 1)

Peterson, radio director of Marschalk & Pratt Inc., agency handling the radio account, said that Heatter had been signed by Peet on an exclusive basis i. e., Heatter will not be allowed to do any news broadcasting for any other sponsor, but will be able to do any radio acting he wishes.

This is the first time that Peet stores have ever used radio. Decision to use radio was reached by unanimous consent of all Peet executives.



Over 600,000 visitors have paid 75 cents each to see the WLS "National Barn Dance" at the Eighth St. Theater, Chicago, over a period of more than five years.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 10

NEW YORK, N. Y., THURSDAY, JULY 15, 1937

FIVE CENTS

FCC Fate Again in Doubt

HOTELS OBTAIN MUSIC FROM SPONSORED HOUR

Gulfport, Miss.—Gulf Coast hotels, members of Mississippi Gulf Coast Ass'n in Biloxi, Gulfport and Pass Christian, are obtaining music for their dining rooms without the need of hotel orchestras by jointly sponsoring an hour of dinner music over WGCN. The musical period is aired each evening and picked up by the hotels using the service. All advertising is held to the type suitable for the sponsors.

Kellogg Will Sponsor Ohio Football on WBNS

Columbus—WBNS will carry the at-home football games of Ohio State University under sponsorship of Kellogg. Consent also has been obtained from universities of Chicago and So. Calif. to carry their games with Ohio State.

Ray Perkins Program Is Cut to a Half Hour

WOR-Mutual's "Hi There, Audience," headed by Ray Perkins, presented for the last few weeks at 9-10 p.m. Sundays, will be condensed to a half-hour show, 9-9:30 p.m., starting next Sunday. Same cast will remain, including Willard Amison, Sid Gary, Helen Daniels, Key Men, Embassy Trio and Bob Stanley's orchestra.

Frank Quinn Promoted

Denver—New sales manager at KLZ is Frank Quinn, former national sales manager, who is relieving F. W. Meyer, station manager, of some of his duties through the promotion. Quinn has been with KLZ for five years.

Lopez Lectures

It will be "Lopez Speaking" at New York University next fall, when Vincent appears at the institution of higher education as guest lecturer. Lopez will conduct class sessions in music, Oct. 5 and 7, followed by two sessions in the piano literature classes. His ork also is to appear in the University's Chapel Hall.

Radio-Pix "Shadow"

"The Shadow", radio serial based on the magazine character and the series of four feature films being released by Grand National starring Rod LaRocque, makes its radio debut Oct. 3 over Mutual at 5 p.m. Sundays, and over the Yankee network at 5:30 p.m. First of the films, "The Shadow Strikes", is now being shown.

CIO'S RADIO CAMPAIGN MAY COMMENCE SOONER

Repeated attacks in newspapers and on the air may force the CIO to inaugurate its radio series before scheduled, RADIO DAILY is informed. That these numerous attacks are doing harm to the CIO is no longer being kept a secret. Recent surveys, conducted by unbiased parties, have shown that the CIO is gradually slipping from the favor of many industrial organizations. Dr. Gallup, noted statistician, recently made a statement to the press in which he claimed that recent surveys conducted by his trained staff had shown that the CIO was due to

(Continued on Page 3)

Clifford Is Appointed KXBY Comm'l Manager

Kansas City—Harry W. Clifford, for the past three years advertising manager for Skelly Oil Co. and for nine years before that with Reynolds & Fitzgerald, Chicago newspaper representatives, has been appointed commercial manager for KXBY, following resignation of Hal Makelini to join WIND, Chicago. Sid Q. Noel is president of KXBY.

Increased Radio Budget By Tire and Rubber Firms

Esty Lining Up Stations For Baume Bengue Spots

Thomas Leeming & Co., through William Esty & Co., is lining up a list of stations for a spot series to begin this fall. Baume Bengue is the product.

Death of Senator Robinson, Sponsor of Bill to Preserve FCC Entity, Gives Rise to New Speculations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Death yesterday of Senator Joseph T. Robinson, majority leader, who had introduced a bill designed to protect the FCC from being absorbed by the Department of Commerce as recently contemplated by the administration, aroused new speculation yesterday concerning revision of the FCC setup.

The reorganization bill is one of the measures that the administration is understood to desire passed before this session of Congress adjourns. Because of the uncertainties in the situation, FCC members are expected to pass up their usual summer vacations, at least until Congress adjourns.

Under the bill, the President would be allowed broader power in controlling the FCC and could reorganize

(Continued on Page 3)

FENDRICH RETURNING ON NBC NET IN FALL

H. Fendrich Inc., Evansville (La Fendrich & Charles Denby cigars), on September 26 will return to the air over a split NBC-Red network of 13 stations (KSTP, WHO, WOW, WSM, WMC, WAPI, WLW, WMAQ, KSD, WFAA-WBAP, KOA, KARK and WDAF), 1:30-2 p.m.

"Smoke Dreams", same show that was on Mutual last season, will again be the entertainment. Series is signed for 52 weeks through Ruthrauff & Ryan Inc., Chicago.

Radio Talent Signed For Festival in K. C.

Kansas City—Eddy Duchin, Isham Jones, Wayne King and Carl Hoff and their respective orchestras, Al Jolson and company, Edgar Bergen Dave Rubinoff, Alex Templeton Frances Langford and Gertrude Niesen have been signed to appear at the next Jubilesta, Kansas City's fall festival, which opens Sept. 17 in the Municipal Auditorium. MCA is booking the talent, with a budget of \$150,000. "The Great Waltz" also will appear.

JACK HALEY WILL HEAD NEW LOG CABIN SERIES

Jack Haley will be switched to the new Log Cabin show which starts over the coast-to-coast NBC-Blue network on Oct. 8 at 9:30-10 p.m. with repeat for the west coast at 12:30 a.m. the same night. Haley is now featured on the Maxwell House "Show Boat" sponsored by General Foods, makers of Log Cabin syrup.

New Haley show will be of the variety type and series is for 26 weeks. Sponsor will use KFI instead of KECA as the Los Angeles outlet. Benton & Bowles Inc. has the account.

More Burly Reform

Senator Fishface and Professor Figsbottle, who have been specializing in obvious, burlesque-like humor on their Sunday NBC-Blue network broadcasts, have decided to modify their script somewhat. Al Cock of the NBC Artists Service confides.

Henceforth the comedy pair will attempt a more subtle type of humor.

(Continued on Page 3)



Vol. 2, No. 10 Thurs., July 15, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Wednesday, July 14)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B, Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio, OVER THE COUNTER, CBS A, CBS B, Stromberg Carlson.

Filming Major Bowes
Chrysler Motor Co. is having the Major Bowes show filmed tonight, four cameras having been set up for the job. Additional entertainment features will be added to the film from one of the Bowes stage units, photographed right from the stage. Picture will be used in connection with Chrysler exploitation, etc. Another bid for industrial films is being made by Batten, Barton, Durstine & Osborn agency which is reported as seeking to have produced six commercial films for various clients.

Triple Celebration
A triple birthday celebration is taking place at Peterson Productions today. Those adding a year are Roy Le May and James Marr of the cast of "Junior G-Men", the Peterson program on WOR, and Gilbert Braun of the producing company's staff.

DON KERR Master of Ceremonies WMCA Fox-Fabian Amateur Hour Harlem Amateur Hour Paramount Professional Parade

Programs That Have Made Station History

No. 16—KWTO's "Ozarks Newscast"

FIVE minutes of each week-day's schedule on KWTO, Springfield, Mo., are devoted exclusively to who's who and what's what in the Ozarks of Missouri, Arkansas, Kansas and Oklahoma.

These tid-bits of social, civic, church, community and even personal news would, as a rule, be foregone by the news broadcasters in their rush to give the public the day's "hottest" and latest happenings.

Catering directly to the smaller towns and rural areas, yet accepting items of interest in the large cities of the area, this "Ozarks Newscast" has become increasingly popular during the two years of its existence at 9:45 a.m. on KWTO. Idea was originated by John E. Pearson, news editor, now national accounts manager.

Tragedies, deaths and the more important stories are given on the eight regular 15-minute newscasts daily on KWTO, so at 9:45 each week-day morning, residents of the Ozarks know that they can hear who's in the hospitals, what couple has a new baby, all about the cross-

Saunders New Sports Commentator
Ray Saunders, WHN staff announcer, is the new sports commentator on the station and is heard every evening at 6:45-7 p.m. Saunders used to handle the dramatizations on the gridiron Smokers and also gave the play-by-play descriptions of the Columbia football contests from Baker Field last year.

WJBW Suit to Be Heard
New Orleans—The Louisiana Supreme Court refused Charles Carlson, owner of WJBW, a rehearing on its recent ruling that civil district courts had jurisdiction over radio station contracts under certain circumstances. The ruling paves the way for Judge Hugh Cage to hear the case on its merits.

CBS to Air Davis Cup Matches
CBS yesterday completed arrangements with the British Broadcasting Corp. whereby CBS will broadcast a play-by-play description of the U. S.-German Davis Cup matches in England. Col. R. H. Brand, noted sports commentator for BBC, will be at the mike Saturday at 10:30-11:30 a.m., Monday at 12 noon-12:15 p.m., and Tuesday at 2:30-2:45 p.m.

NBC Italian Guest Announcer
Lisa Sergio, whose English and French radio programs over 2RO, NBC short-wave station in Rome, have won for her recognition in international broadcasting, has arrived in America, her mother's native land, to make a study of American radio and to act as guest announcer for NBC.

roads community singing, who's moved where, and other typical "home-folks" news of the type that makes the country weekly or the "personal" column in a daily newspaper so universally popular.

You'd be surprised how many towns, persons, and events can be included in just five minutes, handled in a breezy manner by Joe Evans, recently graduated from Missouri University and a typical "hometown" boy from Pine Bluff, Arkansas. Welsh Packing Co. of Springfield, Mo., sponsored the program for 10 months, gave away 10,000 cookbooks, increased business far beyond their fondest dreams on their "Ozark Brand" hams and bacon. Latest sponsor is Faultless Starch of Kansas City, who, by using clever tie-ins instead of blunt commercials is obtaining surprising results throughout four-state district.

KWTO believes no station is too large but that a "Home Folks" newscast, exclusively for home folks, will be one of the most popular on the station.

Planetarium Series on WINS
WINS tonight at 8 inaugurates a new series from the Hayden Planetarium. It's titled "Romance of the Stars", and will involve questions and answers in astronomy. "Speak Out", the thrice-weekly WINS program conducted by Norman Saxe for the aid of persons with speech impediments, has been changed to a new time, Tuesday-Thursday-Sunday at 9 p.m.

Soviet Fliers on NBC
Word picture of the arrival of the Soviet flyers at the army field, Riverside, Cal., was scheduled for the NBC-Red network last night at 10:45. NBC special events department had an exclusive on the broadcast because they were the only ones who had lines into the field.

Nola Day Signed by NBC
Nola Day, contralto recently arrived in New York from the coast, has been set by NBC to star in a series of twice-weekly popular music programs, Saturdays at 8:15-8:30 p.m. and Wednesdays at 7:15-7:30 p.m. over the NBC-Blue network. Norman Cloutier and his orchestra will accompany her.

McKnight to Write for Follies
Tom McKnight of McKnight & Jordan Inc. has been signed by the Shuberts to write sketches for the forthcoming edition of the "Ziegfeld Follies."

Bestry Signs Jane Pickens
Jane Pickens has been signed to an exclusive contract by Harry Bestry, artist representative. Contract becomes effective immediately.

COMING and GOING

FRED HART, owner of KGMB, Honolulu, Mrs. HART and his daughter, MARGARET, are in town preparing to sail on the Saturnia on July 24. He will remain in Europe until October. While abroad Hart will make a special study of ultra-short wave radio and television.

GEORGE BOLLING will arrive in New York the middle of next week to acquaint himself with his new post as head of the John Blair & Co. eastern office, succeeding Murray Grabhorn, resigned. Shift becomes official on Aug. 1.

WOODY WOODHOUSE, salesman and sports announcer at WDMC, Durham, N. C., will visit New York on his vacation, which starts July 26.

BOB BRADLEY has left KLZ, Denver, for New York, where he has been signed for Heinz's "Magazine of the Air".

A. L. ALEXANDER leaves today or tomorrow for Boston to visit his mother.

AL CORMIER of WIP, Philadelphia, was in town yesterday for a brief visit.

CARL G. DIETSCH, NBC engineer, is spending his vacation in Toledo visiting his parents.

ANDRE KOSTELANETZ, after his concert at Chicago's Grant Park on July 31, will plane to the Coast with LILY FONZ.

ROY E. BLOSSOM, manager of WFMB, Indianapolis, is sunning in Bermuda.

PEGGY REILLEY, WISN, Milwaukee, continuity writer, is sailing from New York on July 23 en route to Dublin for a month's vacation.

DONALD FLAMM returns from Europe on July 22.

HARRY EINSTEIN (Parkyakarkus) and his wife, THELMA LEEDS, return to Hollywood today after a short sojourn here.

HARRY McFAYDEN, TOM HUTCHINSON and CARLO EDWARDS, NBC production directors, leave tomorrow on vacation.

CECILE CUMMINGS of NBC program desk returned yesterday from trip to Ireland.

Networks Gave 12 Hours To Boy Scout Jamboree

Networks devoted a total of 11 hours and 45 minutes of radio time to describe to listeners what was happening at the Boy Scout Jamboree in Washington last week. NBC had 13 programs for a total of four hours and 45 minutes. Mutual put on 12 programs for a total of five hours. Columbia had five programs for a total of one and one-half hours. WJSV, WMAL and WOL, local Washington stations, carried additional programs besides those fed to the national networks.

WMCA Claims News Scoops
Two radio news scoops were claimed by WMCA yesterday in reporting the death of Senator Joseph T. Robinson, which was aired by the station at 9:34 a.m., and the story on the landing of the Russian fliers at San Jacinto, Cal., aired at 12:22 p.m.

BIRTHDAYS grid with numbers 1-31

Greetings from Radio Daily July 15 Roy Le May James Marr Gilbert Braun Howard Lanin

FCC FATE AGAIN STIRS SPECULATION IN WASH'N

(Continued from Page 1)

or even abolish any of the agencies, subject to approval by Congress. The FCC was three years old Sunday.

Another piece of radio legislation, Senator White's proposed investigation of the entire industry, is likely to be put over to the next session due to continued delay in settling the Roosevelt court program. Senator Burton K. Wheeler, chairman of Interstate Commerce Commission, told RADIO DAILY it now looks as though there is little hope for White's bill this session.

Senator Robinson, incidentally, was the favorite name mentioned as a possibility for "czar" of the radio industry. Big station owners believed that the broadcasters should hire a man of his standing for the next three years to work in Washington for important legislation.

CIO's Radio Campaign May Commence Sooner

(Continued from Page 1)

collapse within another year unless drastic measures were enforced to offset all the bad publicity. Radio is regarded as the main hope of John Lewis' organization. Dr. Gallup, in support of his statements, released figures to the press at the time of his statement.

Although not scheduled to begin until the fall, it is generally understood that Lewis has as yet not approved of the radio campaign. That he will be persuaded to act soon by other officers of the organization is believed quite certain. Already, despite Lewis' hesitancy, one radio series was attempted, but was not successful. Plans now call for a series over national hook-ups, with the CIO attempting to reach millions of workers each week in a concentrated drive. It is still doubtful, however, whether or not the CIO will be able to get time on the national webs. It is probable that plans will wait upon the decision of the National Labor Board in Washington in regard to the ARTA situation. A favorable decision toward the ARTA will allow the CIO to force a national web to give it the time requested.

J. W. Marrow Extends

J. W. Marrow Co. has extended its NBC contract an additional three weeks, terminating current commitment on Sept. 19. Henry Busse and orchestra are on the show.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

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

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

NEW PROGRAMS—IDEAS

"Our Baltimore" Returns

"Our Baltimore," the highly successful series of programs emanating from industrial plants in Baltimore, presented over WBAL for a number of months, will return Sunday at 10:30-11 a.m. The first broadcast will come directly from the Dress Dairy plant.

During these remote broadcasts, Brad Bradley, WBAL commentator, paints a word picture of the inner-working of industrial organizations. The complete process of manufacturing or assembling, whichever it happens to be, is explained. Executives and employees are interviewed on the various phases of the work.

Bank Sponsor Salutes Clients

"Romance of Fort Wayne Business," heard each Wednesday night over WGL, sponsored by the Fort Wayne National Bank, is catching on very successfully.

Program is unique in that it publicizes and eulogizes the various companies patronizing the aforementioned financial institution by describing the history and personnel of the companies, and by relating the story of the industry during its own particular broadcast. Harold D. Cothrell, assistant cashier and advertising manager at the bank, is in charge of production, assisted by the WGL production staff. An ensemble directed by Maury Cross provides the musical interludes.

Title Change Does Trick

The show was doing good—bagging weekly consistently large mail returns—but Maurice Coleman, manager of WATL, Atlanta, just wasn't satisfied. Felt the program needed some change. He studied it and sure enough the following week made a change. "All-night Dance Party" became "Dancing 'Till Dawn" in this 1-6 a.m. program. Result: Mail returns greater on that one broadcast than the entire previous month—in fact, the show set a record high for mail received from any program on the station.

New tie-ups are also being effected so that through diversified ways a national or sectional advertiser can benefit from a large ready-made audience.

Series of County Fairs

A series of broadcasts originating from County Fairs in Indiana is being launched by WFBM, Indianapolis. Shows will come from leading county seats until September, when Indiana State Fair will convene. As usual, WFBM will broadcast regular programs from own building on State Fair Grounds. Initial airing of County Seat Fair broadcasts will come from Franklin (Johnson County). Mayor L. W. Oliver, president of Fair Board, and other local dignitaries will speak over mike. Ma-

sonic Home Boys' Band (Franklin) and WFBM talent will supply entertainment on grounds and during broadcasts.

"Your Local Government," station feature on Thursdays at 9:45-10 p.m., presents city and county officials with info about operation of municipal and county governments. This series succeeds WFBM's shows pioneering state and county officials centering about the Governor's discussions as early as 1933!

Eerie Drama on Orange Web

Something new and different in the form of thrills and chills is being heard each Sunday night over the Orange network of California in the KYA program known as "Zero Hour."

The initial broadcast dealt with an insane surgeon who invented an artificial heart. He conceived the idea of attaching it to the heads of friends whom he lures into his laboratory and murders for the purpose of experimentation. This eerie drama originates in the Sacramento studios of the Orange network.

Informal Jollification

WFBR, Baltimore, has inaugurated a new Saturday night program in the nature of a jollification during which a variety of features are presented. "Let Yourself Go" is the title, with Grent Gunts as emcee; Henry Hickman, announcer; Ray Hall, Al Hornig and others. One of the opening features was a hilarious spelling bee. Similar features, including games, are to be offered and the public has been invited to attend and join in the community singing.

Pessimist Club

The Pessimist Club, originated by Announcer Russ Baker and Chief Control Operator Joe Herold of WOW, Omaha, to keep them awake Sunday nights, has gone on the air. Baker and Herold believe that there are as many pessimists as optimists in the world and they desire to help the pessimists keep their standing. Letters and ideas from club members are read on the program.

Woman's Service

"The Woman's Service of the Air," is a new series of tri-weekly 15-minute broadcasts being presented over WHBL, Sheboygan, Wis. Monday's program concerns itself with foods, Wednesday's with interior decoration and Friday's with fashion, beauty and charm.

INCREASED RADIO BUDGET BY TIRE-RUBBER FIRMS

(Continued from Page 1)

years advertising expenditures have been more than doubled, with radio business also growing. The 1935 figures show that \$696,801 was spent on network time, and in 1936 \$647,254. Total, \$1,346,055, is more than double preceding years' expenditures.

Radio Shows Are Stronger Than Theater

"No competition is keener than that which a radio show faces. If a listener doesn't like the show he merely turns the dial until he finds one that he does like.

"The movie fan or theater-goer, on the other hand, shops around for good pictures or shows to see. They are, in addition, helped by the critics. Once the ticket is bought, competition ends.

"It is for this reason that a radio show must be perfect in order to be popular. The very fact that a radio show is offered to the public free of admission prices, makes it necessary for it to be of high quality. It doesn't cost any more to listen to a good show than it does to a bad one.

"This competition is the most wonderful individual feature in broadcasting. Radio gets better and better because of it." — ROBERT EMMET DOLAN.

Swim Lessons on WJAY

Cleveland—H. K. Carpenter, general manager of WHK-WJAY, and John T. Vorpe, production manager, have completed arrangements for broadcasting what is believed to be the first series of educational swimming lessons ever put on the air. Floyd Zimmerman, swimming supervisor of Billy Rose's Aquacade at the Great Lakes Exposition, has consented to act as instructor in the weekly broadcast to start on WJAY next Tuesday at 1:30 p.m. Zimmerman has constructed a special beginner's platform at the Aquacade so he can start the series with fundamental instructions.

Borden Fading

The WEAF "Borden Special Edition" program fades from the station after the July 23 broadcast. Program is heard Fridays, 1:30-2 p.m.

TRAVEL AMONG STARS

Film folk fly United to CALIFORNIA — 3 stops — 17-1/6 hours. 3 fast flights daily. Don't waste biz days! Overnight Mainliner lvs. New York 5:55 p.m.—LOS ANGELES or SAN FRANCISCO for breakfast. CHICAGO — 3 non-stop flights daily.

STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"A COMPREHENSIVE LIBRARY OF CONTINUITY"
250 PARK AVENUE NEW YORK CITY

UNITED AIR LINES

GUEST-ING

FRANCES FARMER, FRED Mac MURRAY and CHARLIE RUGGLES in "Exclusive", on "Hollywood Hotel", July 23 (CBS, 9 p.m.).

DALE CARNEGIE, on "Magazine of the Air", July 23 (CBS, 11 a.m.). CROSBY GAIGE, on same program, July 21.

ILKA CHASE, NIELA GOODELLE and STUART CANIN, on Gulf summer show, July 18 (CBS, 7:30 p.m.).

BEN BERNIE, on Gillette Razor program, July 18 (CBS, 8 p.m.).

JACK NORWORTH, on "Universal Rhythm", July 18 (CBS, 9 p.m.).

CHARLES RUGGLES, on Benny Goodman program, July 20 (CBS, 9:30 p.m.).

DICK POWELL, on Werner Jansen program, July 18 (NBC-Blue, 7:30 p.m.).

MARTHA RAYE, with Radie Harris on the Movie Club tomorrow, (WHN, 10 p.m.).

HENDRIK WILLEM VAN LOON on "Hit Parade," Saturday (CBS, 10 p.m.).

CLIFF NAZARRO and LANNY McINTIRE'S HAWAIIANS on Al Pearce show, July 20 (CBS, 9 p.m.).

MARGARET McCREA on the "Sunday Night Party," July 18 (NBC-Red, 10 p.m.).

Gen'l Transcriptions Folds

General Transcriptions Features, Inc., formerly of New York, has ceased operations, it was learned yesterday. Future plans of George Fields, president, were not announced. Norman Furman, also affiliated with the concern, is conducting his own business as usual.

Inventions on WQXR

"Can It Be Done," program dealing with inventions, made its bow at 9-9:30 last night over WQXR.

Coming Events

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association New York.

Aug. 4-5: Stewart-Warner Corp. distributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Nov. 26: Inter-American Radio Conference, Havana.

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

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



● ● ● Carl Hoff has been made permanent conductor of the Al Pearce-Ford show, with Larry Marsh out of the running when the show returns to N. Y. in five weeks. Hoff was originally slated for the road tour only...Vernon Duke with Ira Gershwin will complete the music for the "Goldwyn Follies"...Chappell will close at two today because of the Gershwin funeral...Eddy Duchin will do four weeks of vaudeville after his Chi engagement and returns to the Plaza in Sept....Ferde Grofe's airings for the CBS bank sponsor fades Aug. 6 and he returns in the fall in an hour of semi-symphony music...Jerry Cooper will be back on "Hollywood Hotel" Friday after a two-week absence due to a throat ailment...Durelle Alexander will be Al Donahue's VOCALIST at the Rainbow Room starting the 28th...Horace Heidt goes to Detroit instead of Chi...Fibber McGee and Molly will do six weeks of personals...Vincent Travers will conduct Russ Morgan's band on the Phillip Morris show while the latter resists...Travers signs a contract to head his own commercial Aug. 9...Airactress Ethel Everett, vacationing abroad, post-cards from Switzerland for us to make a ditto trip "and add it to your Monday petty cash voucher."

● ● ● Yesterday at lunch some one said a few words which impelled silence in the noisy room...They were: "The Almighty will cast His biggest show with Jean Harlow as leading lady and Colin Clive as leading man...Al Boasberg will write the script and George Gershwin the music, with the entire production under the personal supervision of Irving Thalberg"...Ben Hawthorne, who with his cow, Bessie, conducts the "Morning Watch" at WTIC, Hartford, Conn., will be on the summer faculty of the Conn. State College...Ben, who's the great-grandson of Nathaniel Hawthorne, addressed the Faculty Club of the College some time ago about broadcasting cows (not opera singers) and they decided that the summer students also required a little info on this subject.

● ● ● Bobby Crawford regained consciousness yesterday afternoon and answered the questions of his wife, who arrived from the coast...Mark Warnow's starting date on Lucky is Aug. 14...Harry Salter's click will net him a repeat on this show...Parkyakarkus, who came east with Al Jolson to go abroad and honeymoon with Thelma Leeds, was SOS'd from the coast to start "An Apple a Day" with Joe Penner for RKO...Ice Rines is auditioning singers who will appear as guestars on his Gruen series...Bing Crosby is bankrupting Tin Pan Alley with "inside tips" on his horses...Ina Ray Hutton has won her concessions from the Mills office and will remain their stellar attraction...Frances Carroll, who was in readiness to succeed Ina, will be given another ork to swing...Lincoln Music moves into larger space next month...Joe Keit, who has been in the music industry for over 20 years and still knows more than many wisecracks around, should be snapped up by a firm interested in results rather than alibis...Mickey Alpert has a new Packard with a chauffeur—proving that it isn't always necessary to have a "major" wire.

● ● ● Neil Schaffner, when he returns to the National Barn Dance troupe in Chicago after touring with a tent show in Iowa, will unload his trailer first at the Windy City's produce market...Iowa farmers have been paying their admittance with spring chickens and pigs besides choice vegetables...WLS, Madison, Wis., is seeking to relieve the state's Limburger cheese marketing problem...The station is endeavoring to stimulate an interest in the cheese that will lead in greater consumption of the product...Every possible angle is being used via the station to co-operate with the local department of agriculture and markets to arouse the listener's curiosity in the "forbidden delicacy."

NEW BUSINESS

Signed by Stations

WGY, Schenectady

McKesson & Robbins, Bridgeport, Conn.; Fort William Henry Hotel, Lake George; Baldwin Laboratories, Saegertown, Pa. (insecticide); American Oil Co., Baltimore; White Beach, Ballston Lake, N. Y.

KTSM, El Paso

Seven-Up Bottling Works; Chicago Engineering Works, "Modern Miracles"; Rio Grande Lumber & Fuel Co. (paint), "Strange News and Familiar Music".

KYW, Philadelphia

Bulova Watch Co., evening time signals, starting Sept. 1, through Biow agency.

WHBF, Rock Island

Martha Turner Cosmetics, Chicago; Highland Potato Chip Co., Des Moines; Mississippi Valley Fair, Dav-
enport.

WMAZ, Macon, Ga.

Coca Cola bottling companies in Macon, Milledgeville, Sandersville, Eastman, Fort Valley, Hawkinsville, McRae and Vidalia, 130 quarter-hour disks, "Singin' Sam".

WNEW, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Carter Medicine Co., renewal, through Street & Finney; General Supply Co., through Scheer Adv'g Agency, Newark; Madison Personal Loan Inc., through Klingner Adv'g Agency; Home Furniture Co., through Schillin Adv'g Agency; Yeckes & Eichenbaum (Woozie-Woozie Melons).

Philadelphia

WFIL: Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Saratoga Ass'n for Improvement of the Breed of Horses, through Leighton & Nelson, Schenectady, N. Y.; United Industrial Union of Hosiery Workers (labor talk).

KOA, Denver

Old Homestead Bread Co., 177 one-minute announcements, and 78 15-minute transcriptions.

2 WHN Renewals

Oxydol, through Blackett-Sample-Hummert, has renewed for another 13 weeks on the Amateur Hour over WHN. C. Houston Goudiss also has renewed the "What To Eat and Why" program for an additional 52 weeks.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND



HELLEN KING will add her signature to contract making her judge in the new Kellogg Contest within the next 24 hours... Lily Pons, who leaves for Hollywood come the end of July to manufacture a celluloid "Girl in the Cage," to celebrate Bastille Day and her Gallic antecedents out Ridgfield-way, at the Outpost Inn... Guests will include Geraldine Farrar and Andre Kostelanetz (sic)... Rawls Hampton, the "Wise Man," is busy immortalizing his culinary philosophy in print... Tome will be called "Food for Thought"... George Frame Brown is collaborating to the extent of contributing a few reflections anent crepes suzettes... Dorothy Doncourt, who boasts Ken Murray as a brother, is out in Hollywood being entertained by him in the inimitable Murray manner... Patti Chapin's getting her exercise in the "old swimming hole" somewhere in Connecticut... she calls the sylvan spot "Patti's Pool"....

▼ ▼
Amri-Galli-Campi, coloratura soprano of mixed Teutonic and Latin ancestry, to offer a recital on WQXR's Artists' Recital program, Sunday, 2:30-3p.m.... The diva's authored a grand opera titled "Air Castles," combining motion pictures with stage action... Jean Colbert, back from her Florida combination vacation and honeymoon, brown as the proverbial berry and fit as the famous fiddle... "Bachelor's Children" Patricia Dunlap is learning to bicycle all over again... Sartorial aside to blondes... Dolores Hanford at WICC, effectively garbed in dark linens and floppy straws... Sunda Love of "The Romance of Helen Trent" Maine-bound on Saturday....

▼ ▼
Helen Nolan of CBS publicity department at home with a cold... June Aulick of that outfit, who's been vacationing on the coast with Kathryn Cravens, the "flying commentator," expected back on Monday... Wonder how Florence Marks of NBC Press is getting on up at Martha's Vineyard where the lucky lass is enjoying a month's loaf with husband Bosley Crowther and baby Bozzie... Dorothy Wilkens, vocalist with Peter Kent's New Yorker orchestra boasts a repertoire of over one thousand songs... Allie Lowe Miles, who conducts a women's club program over WOR Mondays and Wednesdays, has accumulated over 300,000 pieces of mail in the course of her ether labors....

LEON CHURCHEON, program director of KYA, brought his "Do you want to be an announcer" idea to KEHE for release over CRS on Tuesday night. Visit here necessitated by the hundreds of ambitious tyros who had applications in at KEHE and were unable to leave town for a tryout.

Broadcasting Service Association Ltd. has contracted for 65 of the "Frank Watanabe and the Professor" transcriptions for Australia, through Dr. R. L. Power.

KMTR has a new remote from the Knickerbocker Hotel, 5-6 p.m. Mondays through Friday, with Jimmy and his Saddle Pals, Colonel Volney James and Uncle Herb Land, plus a surprise guest each night.

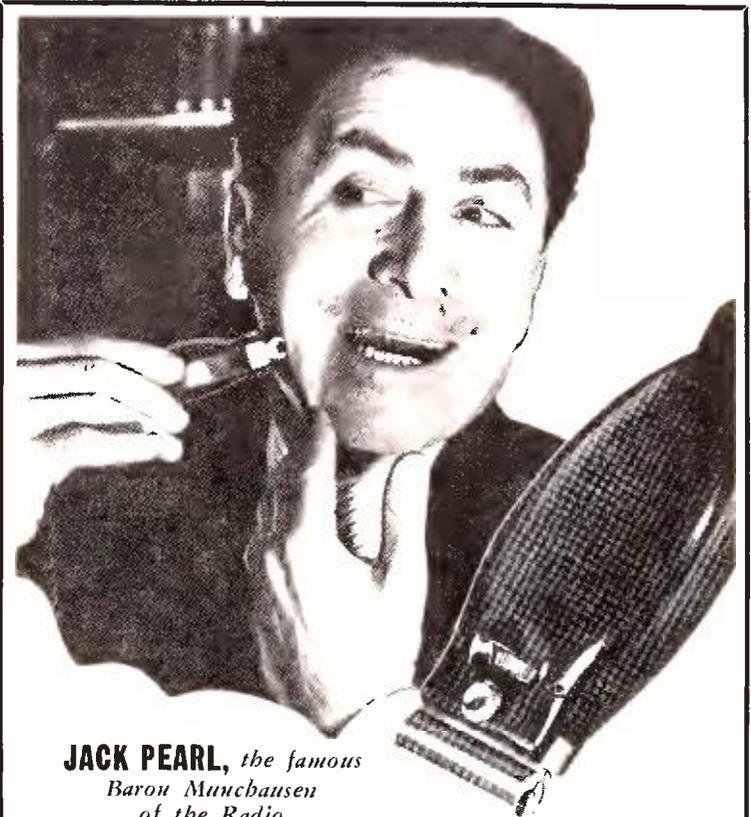
Rudy Cornell's analysis of the "lead" newspaper story each day in his "Behind the News" period on KMTR is clicking and productive of much favorable comment.

★ "Quotes" ★

WALTER CASSEL: "Many of radio's executives believe that the trend of bigger radio programs is toward Hollywood. It is true that many of the big programs already originate in Hollywood studios, but I believe that the great change will not come about until television is in use for the public. At that time sponsors, more than ever before, will be seeking picture people with good looks, talent and personality. When this, not too far off, condition exists Hollywood will possibly be the greatest center in these United States for Radio-Television broadcasts."

DOROTHY LAMOUR: "Far-sighted radio broadcasters are developing the stars of tomorrow in the film colony. Radio leaders realize the significance of the approaching advent of television. Hollywood, which once was the vantage point of picture stars, is rapidly becoming the most important radio testing ground in the country. Television talent may not be garnered from established picture stars, but it will come from Hollywood."

BARRY MCKINLEY: "When television finally arrives upon the scene, I wonder how radio executives will sell the time during luncheon and dinner hours? The vast majority of dialing millions would have no inclination to tune in and watch a broadcast while eating. A sponsor would be foolish to prepare a local program at such an hour!"



JACK PEARL, the famous *Baron Munchausen of the Radio*

**PACKARD
LEKTRO-SHAVER!**

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forever more. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$ 15**

**DICTOGRAPH
PRODUCTS CO., INC.**

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

PROMOTION

Scriptfolio Campaign

An intensive promotional drive is being started this week by Star Radio Programs Inc. on behalf of its new service, "Star Scriptfolio", a comprehensive library of continuity to serve both commercial and sustaining needs of the smaller stations. The continuities were originated by Burke Boyce and a staff of program writers and designers.

In connection with the drive, Star is releasing a descriptive brochure which describes the features in the "Scriptfolio," lists several station comments, and contains first pages from the seven half-hour programs, 30 musical announcement leads and 20 commercial tie-ins as samples. The brochure's slogan is "It's not what you play—It's how you play it!" The idea being that when transcriptions are broadcast, they should be accompanied by well-written continuity that gives the local program director the chance to build his own showmanship into the program, giving it local appeal. Star released the "Scriptfolio" every week, and the new promotion drive is under the direction of W. C. Gartland.

Brochure on Jewish Market

WLTH, New York, is readying an eight-page brochure titled "Mrs. Cohen Goes a-Buying," covering results of a survey made by Ross-Federal Research Corp. The study was conducted with grocery dealers, located in the five boroughs, who were asked the question: "If you were a food manufacturer and wanted to sell your product to the Jewish people in New York, which do you think would be the best way to advertise?" The results conclusively pointed out that out of a total number of 102 interviews 86 mentioned "Over a Jewish Radio Station."

The issuance of the brochure is part of the systematic promotion plan now under way in putting before agency time buyers the convincing facts about the Jewish market. Also being prepared is a folder "Ten Reports a Week" which tells about the outstanding results attained by the Marshak Maltmolak Company in their broadcasting over a span of two successive years.

Two WMT Tieups

Leo F. Cole, merchandising manager for WMT, Cedar Rapids-Waterloo, has just completed two merchandising campaigns tying the local dealers and the dealers around the state in with the products being advertised over the air.

In conjunction with the Tom Moore cigar announcements offering a golf ball for 15 cigar bands, Cole sent out letters calling dealers' attention to this campaign and urging them to "tie UP with this campaign and your customers will tee UP with U. S. Nobby golf balls."

Large window placards calling attention to the News programs sponsored by Jack Sprat food stores have

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 51 in a Series

WSVA—Harrisonburg, Va.
550 Kilocycles—500 Watts

FLOYD WILLIAMS, Owner and Gen. Mgr.,
CHARLES P. BLACKLEY, Commercial Mgr.
W. L. LYNCH, Chief Engineer

WSVA, though a comparatively new station, has made marked progress in serving the rich Shenandoah valley of Virginia. The station was established June, 1935, and has been operating since then under the able guidance of its progressive manager, Floyd Williams, who has adhered to a policy of building shows around local talent. Some of the programs which started when the station commenced operation are still on the air today.

As the station's territory, which is largely rich rural area, is surrounded by mountains, some of the more powerful outside stations are unable to put in a good signal, particularly during the daytime. Hence, the station's advertisers are in the fortunate position that many listeners are obliged to tune in **WSVA** for radio reception.

In addition to the regular studios and offices in Harrisonburg, sales offices are maintained in Staunton, Va. Present plans contemplate modern equipment and studios in the very near future.

VIEWPOINTS

Urges Singers to Learn How to Play Instruments

"Learn to play an instrument if you would become a famous singer." Most singers think they are well prepared for a career once they can hit certain notes, read music and use their vocal organs properly. But actually, there is more to singing than that. You should be able to add to a melody in a harmonious manner and you should have a feeling for proper timing. These things come to you only after studying a musical instrument that has led you into such fields as counterpoint, phrasing and harmony.

"Most of the most popular singers have found this out. Perhaps you've never heard them but nevertheless they all play one instrument or another. A few such singers are Rudy Vallee, Breen and deRose, Neila Goodelle, Vaughn DeLeath, Walter Cassel and Jean Sablon."—DOROTHY DRESLIN.

just been distributed to every Jack Sprat dealer in the coverage of WHT and are being displayed in prominent places in each dealer's store.

New Slant on Surveys

In a booklet titled "You Can Have It," WOR gives some new slants on audience surveys, the result of a series of studies made for the station in the past year by Crossley Inc. and Clark-Hooper.

Booklet contends that "it doesn't matter whether an audience survey ranks your program first, second or

Ability to Speak Lines Important for Vocalists

"It is important for a vocalist to be able to speak lines. The trend seems to be for singers to be masters of ceremonies, or at least to announce their own numbers. Lanny Ross, James Melton, Rudy Vallee, Jerry Cooper, Grace Moore and Nelson Eddy all do their own announcing, and sponsors seem to like the idea.

"No longer can a sponsor get away with a ruse such as was perpetrated on the old Showboat program, when Allan Joslyn was the speaking voice of Lanny Ross and Rosaline Greene spoke the lines for Muriel Wilson. Singers must speak for themselves. The public wants to hear their voices in speech as well as in song.

"Singers are studying voice now, and the new crop of shows that will be harvested during the summer and in the fall should definitely establish most of the top-notch vocalists as comedians, masters of ceremonies and actors and actresses. Who knows, they might even give the commercials?"—JANE PICKENS.

third; the point is, how many people are listening to the program."

New P. & G. Contest

Procter & Gamble have announced a new contest to promote the sale of American Family Flakes and American Family Soap. Contest, run as a weekly affair, offers new Studebaker cars with 1,000 gallons of gasoline as a first prize. Contestants must finish the sentence "I like American Family brand because—" and must send in a wrapper from both products.

ORCHESTRAS MUSIC

DUKE ELLINGTON and his orchestra will play the Palace theaters in Chicago and Cleveland on July 20 and Aug. 6, respectively.

Cab Calloway and his Cotton Club orchestra return July 30 from their tour. They play a week at the 125th St. Apollo, then begin work immediately in a new feature picture for Republic.

Kenny Baker introduces four new Warren and Dubin numbers in his first starring picture, "Mr. Dodd Takes the Air," Mervyn LeRoy's latest production for Warner Bros. The tunes, written especially for the film, are: "Remember Me?" "Am I in Love?" "Here Comes the Sandman" and "The Girl You Used To Be." These songs, which are being released by M. Witmark & Sons, comprise what many believe to be one of Warren and Dubin's most delightful scores.

Hudson-DeLange orchestra, with vocalist Nan Wynn, will close a big season at Playland Casino, Rye, N. Y., on Aug. 7 and start on a theater tour.

Lucky Millinder and the Mills Blue Rhythm Band will be featured at Loew's State Theater on Broadway the week of July 22.

Andy Iona and his Hawaiians are being heard several times weekly over WOR-Mutual, coast-to-coast, from the Hotel Lexington in New York. It's in keeping with the vogue resulting from the popularity of Harry Owens' song, "Sweet Leilani."

Arturo Toscanini, celebrated Italian maestro, will open NBC's third season of programs from the famous Salzburg Festival in Austria with the first act of Verdi's Opera, "Falstaff," to be heard July 26 at 2:05-2:40 p.m. over the NBC-Red network. The second Salzburg opera "The Magic Flute," will be broadcast July 30.

Dick Powell will sing three songs from two of his new pictures over Werner Janssen's program over the NBC-Blue network Sunday at 7:30 p.m. Two of them, from "Singing Marine," are "You Can't Run Away From Love" and "I Know Now." The other number, "On With the Dance," is from "Varsity Show," a picture not yet released. Loretta Lee, regular blues singer of the program, will sing "Dinah" and "Mama Inez." Janssen will conduct his 38-piece orchestra in a medley called "Music That Washington Knew," the "Pan American Rhapsody," which includes a "hot" arrangement of "La Cucaracha," and Dvorak's "Largo."

Roland Jordan Joins NBC

Roland W. Jordan, formerly with KOA and KLZ, Denver, has joined the NBC engineering department as maintenance engineer.

RADIO PERSONALITIES

No. 51 in the Series of Who's Who in the Industry

JIMMIE JEFFERIES, radio director of Tracy-Locke-Dawson Inc., advertising agency of Dallas, and a leading comedian in the South, won an amateur contest in the dim, dark past when he was 17 years of age, thus catapulting into a career that has made him famous on the stage and more recently in radio. Magazines and scores of his fans have rated him in the field with Jack Benny, Kenny Baker, Fred Allen and Fibber McGee.

Plumpish and affable, Jimmie is the victim of much ribbing on the Dr. Pepper Pepper-Upper show, the variety program heard every Sunday over the Dr. Pepper Dixie-Network of 23 major radio stations in the South. He is also the star of the Dr. Pepper Cadet program for children heard five afternoons each week over WFAA, Dallas.

Only once did Jimmie leave his native South—in 1935 when he emceed NBC's morning hit parade for a year. About New York, where he was more than moderately successful, he says with typical good humor, "I've had plenty." He remains deaf to offers from North and East.

Jimmie admits a pardonable fondness for Southern fried chicken, Southern hot biscuits, Southern girls and Southern carbonated beverages.

Asked what was his favorite sport, Jefferies said—dueling! The gag man explained: "Dueling saves time because you need only two seconds!"



Likes the South—and the South likes him.

★ Program Reviews ★

"Hammerstein Music Hall"

Reinald Werrenrath, one of our very best baritones, gave a beautiful rendition of "Homing" as the headline item on last Tuesday night's Ted Hammerstein program over CBS. A close runner-up was Abbey Mitchell, Negro vocalist, who put over "Wid da Moon, Moon, Moon" very nicely. Ann Pennington, the noted dancing darling of musical comedy, sang a couple of popular numbers and topped them off with a dance, while Charles Magnante tickled his familiar accordion. Comedy was provided as usual by Jerry Mann, who has just completed his first year as the comedian of this program and deserves a hand on that score alone. Jerry has done some good radio trouping in the course of these twelve months, making the most of good material when he had it and often succeeding even with poor stuff. Radio should hear plenty more of him as time goes on.

"Symphony In Rhythm"

As delectable a course of dinner music and vocals as you'd want to hear was caught over WOR-Mutual on Tuesday evening at 8:30-9 p.m. Emanating from the WGN studios in Chicago, with the WGN Dance Orchestra under the direction of Harold Stokes, and a well diversified assortment of vocalists judiciously interspersed, the program was a continuous source of high pleasure. Melodiously rhythmic, restful and relaxing as well as entertaining to the ear and stimulating to dancing feet, it hit the spot on all counts.

Ben Bernie

Bringing along a couple of his amusing dialect songs, Italian and Irish, Gus Van visited the Ben Bernie program on the NBC-Blue network Tuesday night and added much to its entertainment. Van is one of those tried and true artists who should be on the radio more regularly. Another bright spot of Bernie's Tuesday show was Lucy Monroe, who treated the listeners to two fine vocal selections. The Vass Family also continues to be a delightful item on the Bernie menu. And the old maestro himself is maintaining his excellent form week in and week out, the heat notwithstanding. Same goes for his whole aggregation and for announcer Alois Havrilla.

"Enemy of the People"

Federal Radio Theater's latest presentation in its Ibsen cycle, a one-hour version of "Enemy of the People", offered Tuesday night at 9 p.m. over WQXR, was a little bit of a letdown from the previous presentation. Though the parts were very clearly read by the cast, the staging seemed to be missing a bit on the emotional cylinders. Furthermore, this is one of the Ibsen plays that does not have quite the force today that it had earlier in its career. It's a social drama wherein an honest barrister, seeking to enlighten his fellow citizens regarding injustices and to assure their welfare, is fought and branded a lunatic by his mercenary brother and a few other rich and influential persons.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WTNJ

"... There is a battle for RADIO DAILY in this office every morning, each trying to see who is going to be the first with the latest news regarding the broadcast industry."

Edward D. Clery
Vice-president.

WESG

"... In RADIO DAILY you have a mighty fine newspaper which, in my opinion, no one in the business can afford to be without."

Dale L. Taylor
Manager

KMMJ

"... Almost without realizing it, I have come to look forward every morning to receiving RADIO DAILY. Keep up the good work."

Randall Ryan
General Manager.

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

PHILADELPHIA

WFIL engineer Frank Kern is the poppa of 8 pounds of lovely girl. Gil Babbitt, columnist for Radio Press, local fan weekly, doing a chatter stint over WIP.

Allen Franklin, newest addition to the WFIL sales staff, takes over the "Old Salt" fishermen's program and is adding another daily stint to his broadcasting activities. Starts a daily "Cozy Corner" program of homey philosophy and chatter.

Stan Lee Broza, WCAU program director, back from a week's vacation. Hugh Watson will spend his vacation in Harrisburg.

Benn Alley, WCAU tenor, plans to release several new songs which he has recently written with Doris Havens, who plays the organ on his nightly broadcasts for Household Finance.

Murray Arnold, WIP director of public relations, off to a vacation period at Long Island. But he's back in the studios every night at 7 p.m. to do his "For Men Only" broadcast, sponsored by the P. B. White & Co., men's tailors.

Howard Jones, WIP news editor, back from an auto vacation through the entire south.

Announcer Al Stevens is the new custodian of the WFIL Morning Bulletin Board, first program on the schedule.

Ray Fitzgerald, WDAS songstress, has forsaken the local airlines and is now auditioning in Gotham.

BOSTON

Keyes Perrin is the name of the new announcer at WBZ-WBZA. He comes from WPRO, Providence.

Charlie Vassal, WBZ control operator, on a vacation motor trip through the Blue Ridge Mountains.

With the coming week-end WBZ will loose five of its force on vacations: Archie McDonald, announcer; Cora Pittman, secretary; Jay Slocum, salesman; Evelyn Billelt, sales department, and Harry Goodwin, publicity.

Lew Whitcomb, WEEI publicity man, expects to be back at the office for a few hours each day beginning today.

ONE MINUTE INTERVIEW

TED LEWIS

"Radio has made its popular music fans actually fickle. No sooner does one get to like a new song when another one comes along to capture his fancy. I think there is need on the air for a program that features songs of a few years back. We all like to hear them again. It's a shame to bury a song that enjoyed great popularity and then lost it because of the mad pace radio has set."

★ Coast-to-Coast ★

DARRELL V. MARTIN, radio's pioneer editor, has returned to the Pittsburgh Post Gazette desk after a vacation spent at the Great Lakes Exposition in Cleveland. During his visit, Martin paraded through Ohio streets in James Melton's 1910 White touring car which Martin testifies can actually "do 50". Martin is now trying to promote a race between Melton's 1910 White and Ted Weems' 1905 Reo which Weems claims can "do 60." During Martin's absence, the Post Gazette radio column was written by his brother, Ken Martin, popular Pittsburgh bandleader. This is Darrell Martin's fourteenth year as a radio editor. He wrote his first column for the Pittsburgh Gazette Times in 1923.

Benne Alter, "Movie Man" at WMT, Cedar Rapids, Ia., now enjoying his vacation and according to all reports is spending his time without a radio. Did slip over long enough to visit studios in Chicago.

Dave Olsen, who has been on vacation, returns to the Grandpa and Snuggins program on WCAE, Pittsburgh, on Sunday. During his absence announcer Carl Dozer did a bit of pinchhitting.

Walter Thompson, recently of Philadelphia, is the latest addition to the WCAE engineering staff.

Pat Patterson, WCAE's former P.A., paid a brief call at the studios this week. He was on his way to his Minnesota home for a vacation.

Agnes Moorehead, NBC dramatic actress, and Teddy ("Blubber") Bergman, NBC comedian, will reinforce the Rippling Rhythm heckling crew for the third consecutive week on Sunday over the NBC-Blue Network. They will join Bob Hope's stooge-in-chief, Honeychile (Clare Hazel); Shep Fields, the program's maestro, and Del Casino, regular tenor of the cast, in a South Sea Island comedy sketch written by Hope for the program.

Hans Christian Adamson, one of the most prominent members of the Museum of Natural History staff, has been added to the group preparing the WABC-Columbian network's new scientific series designed for young listeners, "Adventures in Exploration," heard Tuesdays at 5:45-6:00 p.m.

Temperatures of air and water at Sheboygan's north and south side beaches are broadcast twice daily under sponsorship by WHBL, Sheboygan, Wis. A legislative review is a weekly feature, presented by Atty. Randall Miller of Sheboygan.

"Hog Hollow Meetin'", rural variety show on WHBL, Sheboygan, will move out-of-doors for one night next

month when it is the grandstand attraction at the Sheboygan County Fair in Plymouth. The cast of about 25 will be moved to the fairgrounds for the evening.

Directly from the stage of the old Opera House in historic Central City, Col., NBC will present two programs of the Sixth Annual Central City Play Festival, on Saturday at 4:30-5 p.m. and on Tuesday at 5:30-6 p.m., EDST, over the Red Network. Ruth Gordon, Dennis King, Sam Jaffe, Walter Slezak and Sheila Barrett, supported by a concert orchestra under the direction of Waldo Williamson, composer and conductor of the Civic Symphony Orchestra of Denver, will be heard in the two broadcasts.

Twenty Georgia public school students, talented audition winners in the Atlanta Journal School of the Air, were week-end guests of NBC in a visit which was climaxed yesterday by a television demonstration in the NBC studios and a personal greeting from Lenox R. Lohr, president of NBC.

Dick Bell, announcer at WBNS, Columbus, is having his vacation and appendix removed at the same time.

WTMV, East St. Louis, Ill.: Woody Klose, program director, doing night news shift in addition to other duties, due to Gene Hogan vacationing in Ozarks . . . Paul Godt, organist, airing the Majestic Theater Community Sings from the theater again . . . Johnny and Joe, guitar act, making records of their programs this week for use while they're on vacash . . . Fred Moegle, chief announcer, received a baby chicken via mail as his commission for selling 300 of them for a "Trading Post" listener.

Jack Kelly, national sales representative for WCOL, Columbus, is resting for two weeks at Great Lakes.

Bobby Kornheiser has replaced Norman Kaphan as WHN photographer during the latter's vacation. Kaphan is expected to return July 26.

WISN, Milwaukee: Therese Meyer, organist, vacationing at Three Lakes, Wis. . . . Harold Kissinger, violinist, will motor around during his leisure days. . . . Ted Robinson, saxophonist with studio ork, and George Brander, guitarist, will visit Chicago. . . . Art Eisler, pianist, now at Twin Lakes, Wis.

WDNC, Durham, N. C., has started a novel series of Bob Van Camp's Organologues from Page Auditorium on the West Campus of Duke University. Lee Vickers does the commenting.

Frank Jarman (WDNC manager)

SAN FRANCISCO

Marjorie (NBC) Gray, an expert horseman, spent her vacation on a dude ranch.

Janet Baird, interviewer on NBC's "Magazine of the Air," back from Hollywood.

Fred Henry, formerly KNX, Hollywood, joins the KJBS announcing staff. Also to produce programs.

Josef Hornik, KGO maestro, aims to please. He recently sent to Vienna for a copy of a tune on request of a fan.

Van Fleming, former producer of NBC's "Carefree Carnival," who suffered a nervous breakdown and has been on a tour of Europe for some months, back to home studio.

Kathleen Wilson of "One Man's Family" trying to get vacation reservations to Alaska. Winifred (Teddy) Wolfe, same sketch, in the Northwest for hers.

Pierre Monteux bows off the Standard Symphony Hour broadcasts today, with Alfred Hertz taking up the baton on the 22nd.

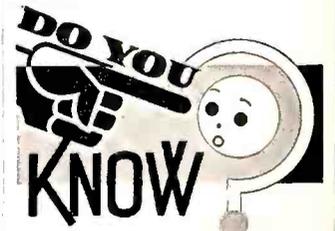
NBC sews up the Jack Winston band airing from the Bal Tabarin nitery, thus taking over every major night spot except the Fairmont Hotel. Their Deauville Club wire went into action Wednesday night with Frank Castle's ork swinging out over the Calif. Blue net.

and the bride will visit Wilmington, N. C., during vacation, starting Aug. 9. Lee Vickers and Red Dalton take their rest-up July 19; Woody Woodhouse and Kay Lee, July 26; Bob Stratton, Aug. 2; Tom Loeb, Aug. 23, and Al Harding, who will be married, Sept. 13.

Rosemary Dillon, member of the cast of "The Adventures of Ace Williams" network show, started her radio career a few years ago when she pawned her diamond ring in Dallas to obtain railroad fare so that she might receive a radio audition in Chicago.

Mary Lou Meyer, one of the "Smoothies," girl singing trio, at WWJ, formerly known as the "Three of Us" at WSPD, Toledo, will marry George W. Thompson of Toledo, Aug. 7.

George Pickard, announcer at WSPD, Toledo, is touring Michigan with wife and son on vacation.



Phil Regan was a member of New York's finest during one of the big crime waves—and he used to go to sleep counting black sheep.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 11

NEW YORK, N. Y., FRIDAY, JULY 16, 1937

FIVE CENTS

Banks in 1-hr NBC Series

20 STATIONS ARE ADDED BY TRANSRADIO PRESS

Transradio Press Service has a net gain of 20 station subscribers since June 1, according to Herbert Moore, Transradio head.

This figure includes the recent signing of such outlets as WCKY, WCAU, WLS and others. Coming into the fold shortly are WEMP, Milwaukee; KOY, Phoenix; WRNJ, Racine; WBTM, Danville, Va., and several others.

Dr. Patri's Heinz Disks Placed on 2 Stations

A series of 13 transcriptions featuring Dr. Angelo Patri, child authority, sponsored by H. J. Heinz Co. for Strained Baby Foods, will start airing July 21 on WJSV, Washington, and WAPI, Birmingham. Program will be heard thrice weekly. Maxon Inc. is the agency.

Frank P. Foster Heads Hearst Promotion Div.

Frank P. Foster, 2nd, has been appointed manager of the sales promotion division of Hearst Radio Inc., succeeding Theodore Oberfelder, who has taken a sales staff post with the New York State Broadcasting System.

Foster was formerly merchandising and sales promotion head of WINS, a Hearst station. In his new post he will supervise all sales promotion activities of the 10 Hearst owned stations.

Anning S. Prall III

Anning S. Prall, chairman of the FCC, is ill at his summer home in Boothbay Harbor, Me., according to advices received in New York yesterday.

Reverse Spitalny

Phil Spitalny, of all-girl orchestra fame, soon won't have anything on Jan Winters. Miss Winters, formerly heard on the networks and now the wife of Charles Stark, WHN salesman, is organizing an orchestra composed of men. And that's not all. Miss Winters will officiate as the conductor of the male aggregation.

ARNEW Convention

Chicago — John VanCronkhite, president of Association of Radio News Editors & Writers, is consulting with the seven directors as to most suitable week for holding first national convention which the board decided last May should be held some time in September in Chicago. CIO is making overtures to ARNEW and this issue is expected to come up at the convention.

PALL MALL IS STARTING NETWORK SHOW AUG. 6

American Cigarette & Cigar Co. (Pall Mall cigarettes) will start its first network show on Aug. 6 at 10:45-11 p.m., over the coast to coast NBC-Red network. Dorothy Thompson, recently signed by the sponsor, will head the quarter-hour.

Pall Mall now has Ford Bond on WEAf locally and will retain the period when the new network series starts, says the agency, Compton Advertising Inc.

More Touring Scheduled For Al Pearce's Outfit

Al Pearce and His Gang, now in Hollywood for the remainder of the Ford broadcasts during the summer, will be there until Sept. 8, when he resumes his road tour through the South, working northward along the east coast.

Pearce completed 5,000 miles in his (Continued on Page 3)

Nationwide Radio Biz in May Slightly Higher Than April

May Robson Disk Series Likely to Become Live

Chicago—"A Lady of Millions," the five-a-week daytime script show being disked by May Robson on the coast for Bauer & Black, may become a live network show if successful after a test period. Blackett-Sample-Hummert is the agency.

Full-Hour Program will Start on Oct. 4 Over Basic NBC-Blue Network in 9-10 P.M. Monday Spot

WRC-WMAL DEDICATION ON NBC WEBS JULY 22

Official dedication of the new WRC-WMAL studios will be aired over the combined NBC-Red and Blue networks on July 22 at 11:15 p.m. to 12:15 a.m., with Lenox R. Lohr, NBC president, delivering the official dedication speech.

He will be followed by Chairman Hazen of the District of Columbia commission, who will voice the ac- (Continued on Page 3)

Two-Thirds Live Talent Used by Small Station

Rockford, Ill.—Something of an unusual record is claimed by WRKO, whose program director, John C. McCloy, has compiled records showing that the station, which operates 16½ hours daily on 1410 kc. with 1,000 (Continued on Page 3)

Gough Touring Southwest

Emile J. Gough, vice-president of Hearst Radio Inc., is touring the southwest to confer with Elliott Roosevelt, vice-president in charge of the southwestern division of Hearst Radio activities, and with other directors and managers of various Hearst Radio stations. Elliott Roosevelt's headquarters are in Dallas.

Chicago—American group of banks have engaged the Philadelphia Symphony Orchestra and distinguished soloists for a new full-hour show to debut over the NBC-Blue network on Oct. 4, 9-10 p.m. (EDST). List of banks who will sponsor the series is not set as yet, but it is understood that the list will be approximately the same as is now sponsoring the current half-hour series on CBS. New hour program will be heard directly opposite the CBS Lux Radio Theater Hour. The CBS bank series terminates after the Aug. 6 broad- (Continued on Page 3)

WIL IN COURT APPEAL FROM DECISION OF FCC

Washington Bureau, RADIO DAILY
Washington—Declaring the FCC rendered its decision and thereafter adopted certain findings to support its ruling, WIL, St. Louis, has filed a brief in the U. S. Court of Appeals (Continued on Page 3)

Heatter in NBC Series For Grove Laboratories

Gabriel Heatter will do a news commentator series for Grove Laboratories Inc., St. Louis (Bromo-Quinine), starting Sept. 27 over the basic NBC-Blue network. Series will be broadcast at 8-8:15 p.m. on Mondays and Thursdays, and 10-10:15 p.m. on Tuesdays and Wednesdays. Contract signed to run 26 weeks. Stack-Goble Advertising Agency, Chicago, has the account.

Pick-up

Boston — Cora Pittman, on her way home from the WBZ studios at 5 p.m. Wednesday, was attracted by the music of an organ grinder who was playing on the street.

She brought him back to the studio and Arthur Feldman, special events man, spotted him as guest on the "Little Show" 15 minutes later.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Though network business usually falls off in May, a fair increase was registered nationally by local and national business for May, as compared to the previous month, the total being \$11,325,165, the NAB announced yesterday. Increase was due mainly to a 6.7 per cent gain in (Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, July 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A.M. Tel. & Tel.	169 1/4	168 1/2	168 3/4	— 3/4
Crosley Radio	21 1/2	21 1/2	21 1/2	— 1/4
Gen. Electric	57	55 3/4	57	+ 1/2
North American	25	25 3/8	25 7/8	+ 1/8
RCA Common	9 1/4	9	9 1/8	+ 1/8
RCA First Pfd.				
RCA 55 Pfd. B.		(100 Asked)		
Stewart Warner	17 3/4	17 1/2	17 3/4	+ 1/8
Zenith Radio	38 3/4	37 1/2	38 5/8	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 3/4	3 1/4	3 5/8	+ 3/4
Majestic	1 1/2	1 1/8	1 1/2	— 1/8
Nat. Union Radio	1 1/2	1 1/8	1 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/2	31
CBS B	29	30 1/2
Stromberg Carlson	13	15

Doelger Beer Campaign Being Placed by Winston

Leonard F. Winston Agency has been appointed to place radio advertising for Peter Doelger Brewing Corp., Harrison, N. J., makers of Doelger First Prize Beer. A campaign has already been planned for the metropolitan area, and spot announcement schedules have been placed on WHN and WBNX.

New "Gold Medal" Feature

"Gold Medal Hour," airing Monday through Friday over a CBS network, adds a new feature July 19, when the 1:45-2 p.m. period will be taken over by a show "Hollywood in Person." Under the supervision of Capt. Bob Baker, the program will present interviews with film stars direct from the movie sets in Hollywood. Each broadcast will also feature a short dramatization. Nino Martini and Jesse Lasky will be heard on the initial broadcast.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Court Discontinues Ascaph Suit

Federal Judge John C. Knox yesterday discontinued the suit filed by Pennsylvania Broadcasting Co., Philadelphia, owners of WIP, against Ascaph and four officers of the society, because plaintiff failed to appear when case was called.

Monopoly suit was filed in 1933 against Gene Buck, Ascaph president, Jerome Kern, E. C. Mills and Louis Bernstein. Station filed the suit in an effort to terminate its license with Ascaph which stated that the station must pay the society \$2,750 yearly plus 3 per cent of the gross earnings the first year, 4 per cent the second year and 5 per cent the third year.

American Passion Play In 2-Hr. WHBF Broadcast

Rock Island, Ill.—A splendid interpretation of the greatest of sacred dramas was brought to radio listeners by WHBF of Rock Island, Moline and Davenport, in a radio premiere Sunday of the "Passion Play of America," shown on the Mississippi Valley Fair Grounds, Davenport, July 12-16. Two hours were required for the complete radio performance of the play, with the tableaux bridged over by brief descriptions. In actual staging, a cast of 1,000 people and a stage a quarter of a mile in length were used. WHBF was the only local station carrying the drama, which was broadcast from their studios atop the Safety building in Rock Island. The narrator was Leroy Klove of Rock Island.

Lenore Collins in "Ann Worth"

Detroit—The leading role in "Ann Worth, Housewife," heard over WXYZ and the Michigan Network, will be changed Monday. Joan Vitez, who has played Ann Worth since the start of the drama more than two years ago, is leaving the cast to go to New York where she has had several attractive radio offers. Her place will be taken by Lenore Collins, who was selected by James Jewell, dramatic director of WXYZ, in a competitive audition in which more than 50 voices were tried for the part of "Ann Worth."

Clara Joel in Ave Maria Hour

Clara Joel, long a noted stage star, who starred in the original stage production of "Eternal Magdalen" by Robert McLaughlin, will be featured in the title role of "Mary Magdalen" on the Ave Maria Hour this Sunday over WMCA. The production, an unusually elaborate religious dramatization on the radio, will have a strong supporting cast and a special musical score arranged by Alfred Antonini, protege of Toscanini. Father Anselm, S.A., is director.

"Sunrise Hour" Now on WOV

"Lewis Charles' Sunrise Hour," a program of music and informality, dedicated to hospital patients and other shut-ins, is now being aired every Sunday at 8-9 a.m. over WOV. All musical selections played on the program are by special request.

Jack Berch in New Spot

Jack Berch and His Boys will be heard at 9:30-9:45 a.m. Monday-Wednesday-Friday over WABC-CBS starting Monday.

Set Hearing Sept. 13 For Accused Attorneys

Washington Bureau, RADIO DAILY
Washington—Hearings on disbarment proceedings against Attorneys Paul M. Segal and George S. Smith have been ordered to start Sept. 13 at 10:30 in the FCC offices, before the Commission en banc.

The FCC in general session yesterday, having considered the answers filed three weeks ago by two attorneys requesting charges contained in the order previously filed by the commission be dismissed, nevertheless decided to proceed with the hearings.

Heinz Serial on WTAM

Cleveland—A new summer series titled "The Adventures of Tommy Thatcher" will be launched by Russell Pratt over WTAM starting Monday at 5:15 p.m. as a five-times-weekly quarter hour under sponsorship of H. J. Heinz Co., for Heinz Rice Flakes. Maxon Inc. is the agency.

Tommye Birch Joins Pryor

Tommye Birch, vocalist on the staff of KWK, St. Louis, for the past four years, is joining Roger Pryor and his orchestra on Aug. 9 at the Edgewater Beach Hotel, Chicago. Miss Birch in private life is the wife of Dan Seyforth, KWK director, who recently placed her under contract with MCA, which in turn negotiated the Pryor deal.

Another KWK vocalist, Harry Babbitt, joined the Kay Kyser orchestra recently.

Fred Tracy on WBIL

Fred Tracy, known to millions of radio fans in the early days of radio as "FNT," is making a comeback over the ether waves, and his outlet will be New York's newest 5,000 watter, WBIL. "FNT" and his Radio Pals will be heard over WBIL every Friday at 2:15-2:45 p.m. beginning today.

Dorothy Miller Film-Bound

Dorothy Miller has left the Xavier Cugat orchestra and returned home to Chicago, where she will study in preparation for a try at films. Meanwhile she is singing evenings with Paul Sabin's ork at the La Salle Hotel in Chi.

Bob Stephenson Joins WHN

Robert J. Stephenson is the newest announcer to be added to the WHN staff. He was formerly with WBNF, Binghamton.

COMING and GOING

VAN FLEMING, NBC producer in the San Francisco studios, returns to the job today after a 10-week vacation trip abroad. He was accompanied by his wife.

LEHMANN ENGEL, director of WPA's Madrigal Singers, leaves next Tuesday night for Europe, returning in about three weeks.

HELEN GUY of the NBC program department leaves today on vacation.

BOB COVELL of the NBC music research department leaves for Newport, home town, on July 30, taking in American yacht cup races.

HILDA WATSON, secretary to Dr. Franklin Dunham, NBC educational department, leaves for vacash July 30.

JOHN H. NORTON, NBC station relations, now resting in Bermuda, returns July 19.

GEORGE H. MILNE of the NBC Eastern engineering department leaves for Lake Hopatcong on July 23.

JACK ROSELEIGH of the "Pepper Young" cast and his family leave for North Bridgeton, Me., tonight, on two-week vacation. Pedlar & Ryan Inc., agency handling this P. & G. show, arranged to pay entire cast members at least one week salary while written out for one or two weeks, as desired.

JAMES T. AUBREY, president of Aubrey, Moore & Wallace agency, Chicago, will sail July 18 for Europe on the Rex for a combined business and pleasure trip.

FRANK RAND, chief CBS publicist in Chicago, is off on a fortnight's vacation. He planes to Boston to see his family.

IRENE RICH will fly to Chicago this weekend to appear as special guest commentator at a fashion show there.

JOHN D. FITZGERALD, CBS assistant director of public affairs, is in northern Wisconsin on a vacation.

DONALD THOMPSON, WHO production manager who is visiting in New York, will stop off in Buffalo to visit Ed Reimers, former WHO announcer, now with WBen.

RADIE HARRIS, movie interviewer for WHN, leaves next week for her yearly trek to the West Coast.

IRENE WICKER, who has moved to Connecticut for the summer, commutes to New York for her broadcast.

BILL GREEN, press representative for Rubinoff, off to Chicago yesterday afternoon. He expects to remain in Chicago for a month handling arrangements for Rubinoff's three concert engagements.

MR. and MRS. SID SCHWARTZ sail aboard the Britannic on Aug. 16 for a cruise to Nova Scotia.

CARLOS A. ZUBLIN, advertising director at Antena, Argentine radio magazine, is in New York and will make his headquarters with M. D. Bromberg & Associates Inc. Zublin is from Buenos Aires.



Greetings from Radio Daily

July 16
Frank Singheiser Floyd Gibbons
July 17
Edith Dick Irma Glen
William Shelley
July 18
Gay Lee Harriet Hilliard
Adele Ronson

BANKS' 1-HOUR SERIES STARTING OCT. 4 ON NBC

(Continued from Page 1)

cast, then a seven-week vacation before the NBC series starts.

Program is handled through Wessel Co., Chicago. Stanley L. Wessel, commenting on published report that program was folding due to disappointment of banks in results, pointed to the expansion to a full-hour as the answer. Only complaint has been by listeners who sought more time so that more pretentious symphonic works could be given. Switch to NBC is being made because only a late hour was available on CBS and Friday night too often conflicts with symphony concerts in various cities, also in many homes it's going out night. Monday, however, is staying in night. Also 9-10 New York time is regarded as ideal hour.

Both Stokowsky and Ormandy will be featured as conductors. Soloists, both vocal and instrumental, will be revealed later by Philadelphia Orchestra. All talent is being booked through Biggie Levin, Chicago.

Willard M. Kiplinger, Washington business analyst, will again be heard, and one other regular speaker yet to be selected.

WRC-WMAL Dedication On NBC Webs July 22

(Continued from Page 1)

ceptance of the new studios. Postmaster General James Farley and James Roosevelt will speak for the administration, and Senator Wheeler will represent Congress. Other speakers scheduled are Anning S. Prall, FCC chairman, and Judge Eugene Sykes, chairman of the FCC broadcast division.

The U. S. Marine band will open the ceremonies just as they did in 1923 when NBC first started operations in Washington. Frank Black and his NBC symphony orchestra and chorus will fill in between speeches with musical interludes from the New York studios. An All-American program will be presented.

Bootleg Music Raid

Raid on a printing plant yesterday by Arthur Hoffman and John Wiener of Music Publishers Protective Ass'n resulted in two arrests and several thousand copies of song sheets containing infringements of copyright being confiscated. Arrest was made by a plainclothes man from the headquarters staff assigned to work with Hoffman. Those taken into custody were Patrick B. Mulkern and his wife Mrs. Lucy Mulkern, who were arraigned before the U. S. District Attorney and held for the Federal Grand Jury on Aug. 15.

NEW PROGRAMS—IDEAS

New Twist to Quiz Program

Golden Brothers Inc., dealers in Ambri-Coal, White Plains, have changed the face of their Quiz Quest programs heard Tuesday nights at 9-9:30 over WFAS, White Plains. Program set-up now permits entire listening audience to participate in each show, rather than just a sextet of selected listeners.

Twelve questions are asked, with plenty of time given to write them down. Listeners are invited to submit their replies by mail, or by personal delivery, to Golden Brothers' store. Winners are awarded valuable merchandise prizes, comprising articles for home-usage such as silex coffee-makers, toasters, camp-grills, etc. Winners names, and correct answers are broadcast the Tuesday following, preceding the new set of questions. Frank A. Seitz and Ran Kaler handle the show.

Golden Brothers' second weekly

WFAS show has been moved to Saturdays at 3 p.m. The first 30 minutes is an all-request recorded show, a segment of the famous WFAS "Celebrity Club" feature. Second half hour is a Kiddie Klub, aired from the stage of the Colony Theater, White Plains. The Saturday feature is broadcast in behalf of Golden Brothers' dealership in Kelvinator Electric Refrigerators.

Blue-Blood Dog Club

KLZ, Denver, is starting a blue-blooded dog owners' club with youngsters between 7 and 16 who own registered dogs eligible for membership. Plans call for monthly meetings with an expert to talk on dog affairs, such as training and care. Once a year it is planned to have a dog show for members only. Membership cards will be issued.

Two-Thirds Live Talent Used by Small Station

(Continued from Page 1)

watts day and 500 watts night, uses on an average 66.6 per cent live talent and 33.4 per cent transcriptions.

McCloy gives the following breakdown of programs as typical of a week's broadcast schedule:

	Per Cent
Total commercial	17.5
Sustaining	82.5
Commercials before 6 p.m.	13.6
Commercials after 6 p.m.	3.9
Sustaining before 6 p.m.	55.8
Sustaining after 6 p.m.	26.7
Mechanical Reproduction	33.4
Live Talent	66.6

Agriculture	4.85
Civic	7.05
Dramatic	4.49
Educational	1.61
Household	2.71
Music	10.78
News	9.43
Religious	5.28
Entertainment—(including many features containing portions of educational, household, and sports interest)	50.01
Miscellaneous	3.79

Honoring Dr. Goldman

Dr. Edwin Franko Goldman, noted bandmaster and composer, will be feted on the occasion of the 25th anniversary of his founding of the Goldman Band during a special broadcast from his present Daniel Guggenheim Memorial Concert Series on The Mall in Central Park next Wednesday, 9-10 p.m. over the NBC-Blue network.

WFAS Boosts Polo Turnout

White Plains, N. Y.—A sharp upturn in attendance was realized by the Blindbrook Turf & Polo Club, Purchase, N. Y., following inauguration of spot announcements over WFAS. As a result, the club has extended its order from a trial series of eight 50-word spots to a monthly run of 26 broadcasts.

WIL in Court Appeal From Decision of FCC

(Continued from Page 1)

for District of Columbia. Appeal was from a denial by FCC of an application by WIL for facilities of 1250 Kc., 1000 watts, with unlimited hours of operation and the granting of such facilities to Star-Times Publishing Co., St. Louis.

Brief alleges that findings were not made by FCC itself or by Broadcast Division or by any board authorized to make such findings, but that they were in fact made by the FCC law department. Brief raises contention that such findings cannot, by a minute entry of Broadcast Division, become findings of the Commission. Asserting that procedure followed in this case is contrary to established practice of other federal administrative boards, commissions and agencies, WIL asks that Commission itself be required to determine facts before making final decisions. Commission has until Sept. 20 to file answer.

NBC Shifts Boston-Phila. National Sales to N. Y.

In an effort to simplify the handling of local and national network sales in Philadelphia and Boston, NBC on Aug. 1 will close the national network offices in these two cities and handle all national sales contacts from the New York office.

After Aug. 1, Jack Hammann, who has been handling both national and local sales in KYW, Philadelphia, will become general sales manager of the station and will service only local accounts. A similar shift will be made at WBZ-WBZA, Boston-Springfield, where Gordon Ewing will become sales manager of the station.

NATIONWIDE BIZ IN MAY SLIGHTLY ABOVE APRIL

(Continued from Page 1)

local time sales which made up for the usual decline.

Radio advertising continued to show the greatest gains in advertising volume of any major medium as compared to corresponding periods last year. Gross time sales for May were 32.5 per cent ahead of May, 1936, and regional network volume gained 21.9 per cent. National network volume was off 2.3 per cent and national non-network 6 per cent.

Total non-network advertising rose 2.4 per cent over April and 33.6 per cent over May, 1936. The increase was due mainly to a 4.7 per cent gain in volume for the clear channel stations. Regional stations showed the greatest gain. The New England and Middle Atlantic area experienced the most marked gain of any section.

In rendition field, live talent showed the only increase of importance. Live talent showed the only gain in national non-network field, but transcriptions increased to greater extent in local field. As against last year total live talent increased 41.7 per cent; transcriptions, 25.1 per cent; records, 9.4 per cent, and announcements 29.1 per cent. Announcements in national field and live talent in local field showed greatest gains over May, 1936.

Retail advertising amounted to \$1,333,180, an increase of 6.4 per cent over level last month.

More Touring Scheduled For Al Pearce's Outfit

(Continued from Page 1)

tour for Ford, broadcasting en route from Detroit, Chicago, Denver, San Francisco and Los Angeles. Theaters and auditoriums played averaged a seating capacity of 2,800 and primarily the free show was for Ford dealers, employes and relatives. Usually no seats were available for outsiders. In all, 22 cities were covered in 28 days and itinerary worked out perfectly, with Pearce being unable to report so much as a train missed or a piece of baggage lost. Dorothy Haas of Fanchon & Marco offices was along as press contact and company manager.

JEAN PAUL KING Says:

"Running around town from station to station and program to program as I do, I find the Telephone-Secretary an invaluable aid in keeping my days straight."

NATIONAL RADIO REGISTRY

415 Lexington Ave. at 43rd Street
New York City VA 3-8157
Telephone-Secretary Doris Sharp

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Royal Dutch Products Corp. (mustard), N. Y.; Empire State Purchasing Co. (gold redemption), N. Y.; Blindbrook Turf & Polo Club, Purchase, N. Y.

WBRY, Waterbury, Conn.

Connecticut Refining Co. (Benzoline), 5-minute UP broadcast and baseball guessing contest.

KTSA, San Antonio

Coca Cola, "Refreshment Time with Singin' Sam"; Sabinas Brewing Co.

Chicago

WGN: Idaho Fruit & Vegetable Adv'g Commission, through Botsford, Constantine & Gardner.

WIND: Newberry Motor Sales, sports talks, through Kenley Engelson.

Dinehart in "Twelfth Night"

West Coast Bureau, RADIO DAILY
Los Angeles—Alan Dinehart has been chosen by NBC to play Orsino in "Twelfth Night", next of the Shakespearean plays in which John Barrymore and Elaine Barrie will appear Monday night over the NBC-Blue network. Miles Mander, John Fee, Erin O'Brien Moore and Hans Conried also will be in it.

GUEST-ING

LESLIE HOWARD and ROSALIND RUSSELL, interviewed by Kathryn Cravens, July 19 (CBS, 2 p.m.).

TEX LEWIS and his Lone Star Cowboys, on Gulf program, July 18 (CBS, 7:30 p.m.). Booked by Central Artists Bureau Inc.

JESSICA DRAGONETTE, on Floyd Gibbons "Your True Adventures," July 22 (CBS, 10 p.m.).

ANN PENNINGTON, on "Grand Stand and Band Stand," today (WMCA, 2:30 p.m.).

MARGARET McCREA and CLAUDE RAINS on Sealtest Sunday Night Party, July 18 (NBC-Red, 10 p.m.).

FRED HILDEBRANDT, KATHLEEN HEALY, ROSE MARIE, BOB ADAMS and GREGORY MATUSOVITCH, on "Spotlight Revue," July 19 (WOR, 3 p.m.).

JAMES W. BARRETT, president and editor of Press Radio Bureau, on Charles Henry Ingersoll's "Public Service Forum," July 18 (WOV, 6:30 p.m.).

PAUL CAVANAGH, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

EDMUND LOWE and OLIVIA DE HAVILLAND, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU on same program, July 29.

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 8 p.m.). ALICE BRADY, on same program, July 25; NELSON EDDY, Aug. 8.



● ● ● Beatrice Lillie and Broadway Merry-Go-Round depart from the airwaves July 21 and show is expected to come back in the fall before the comedienne leaves for England... Del Casino was divorced from his sustainings because of his Woodbury contract (which runs for over a year) and Noxzema commercials... Connie Boswell has five more dates on the Ken Murray show and Frances Comstock is set for one... Woody Herman leaves the Willows the 22nd to come to Brighton Beach, and Lee Shelley follows the day after into the Pittsburgh rendezvous. Herman is set for a fall date into the Normandie... Benny Meroff is a holdover at Hunts Plaza, Wildwood... A. L. Alexander has had his option picked up for another Red Book series on the "Good Will Court" angle... Sid Schwartz is doing a swell job for WNEW breaking "class" mags and Hearst papers... Songwriter Sam Coslow is slated to be honored on the Johnny Green show with a "Cavalcade of Coslow" tunes... Ralph Wonders is signing (Baby) Rose Marie to Rockwell-O'Keefe management... Lou Martin and aggregation go into Leon and Eddie's... Aileen Stanley is clicking across the Big Pond via a weekly BBC show... Though Shep Fields told intimates that he's playing in Boston, the maestro really is pulling a "Garbo" at Schroon Lake.

● ● ● "We must not grieve but rather mourn our country's loss." Thus did Rabbi Wise, in part, eulogize over the remains of George Gershwin in Temple Emanu-El before an assemblage of 2,500... Addressing the deceased's mother, he said: "...The world claimed him—but he remained your boy"... It was a dignified and worthy farewell to a genius... People of all races and color were permitted admittance until the main floor and gallery were filled... Celebrities did not seek to gain attention, many refusing the seats in the reserved section... Ascaph members had their own place... Ed Wynn, Guy Lombardo, Jack Bregman, Joe Young, Al Jolson, Harry Hershfield, W. C. Handy, Oscar Hammerstein, Alfred McCosker and Jimmy Walker were but a handful we spotted... Flowers covered the casket and flooded the large temple... Colored folks from the "Porgy and Bess" company cried... Mayor La Guardia, stirred by Rabbi Wise, shed tears.

● ● ● Al Jolson, Parkyakarkus, Martha Raye and Victor Young's orchestra have been signed to return for the Rinso sponsor Sept. 7... Bobby Crawford will leave the hospital next week... Gordon and Revel will sneak into town next week... Reason for Larry Marsh being off the Al Pearce show is that he is busy handling the Rex Chandler-Ford shows on Sundays because of the latter's illness... Edgar Bergen has bought a home in Beverly Hills, but Charlie McCarthy will escape paying an income tax... Will Rockwell will shortly announce his reason for resigning as head of Millar Music... Within 15 minutes after an appeal for blood donors was flashed via WOR the other day, 17 people volunteered... Johnny Hauser and his swell ork from Grossinger's were given a late spot on MBS... Travers starts next week on the Russ Morgan bandstand for three shots.

● ● ● Starr Yelland, WMT, Cedar Rapids, Ia., sports announcer, was airing the auto races and this being the first time handling such an event, he made arrangements to ride the track at top speed with Ted Horn, big-time racer. After two laps, Starr yelled for help, claiming that he had enough "color" to last him a lifetime... "From now on, I'll do my assignments without becoming intimate with the subject... Methinks I'll stick to my horse. That track is just one big curve," he concluded.

ORCHESTRAS
MUSIC

HOWARD BARLOW, on his next Sunday "Everybody's Music" program with Henry M. Neely as commentator, over CBS at 3-4 p.m., will present the world premiere of the third musical work in the series of six being written by as many members of the Columbia Composers' Commission. Composed by Aaron Copland, it is tentatively titled "Music for Radio", and listeners will be invited to participate in a contest to pick a permanent title for the musical work.

Guy Lombardo and his orchestra on Sunday will introduce the latest song number by Carmen Lombardo, titled "In A Little Carolina Town." Advance reports are that it's another hit for Carmen.

Ernest Tubbs, guitarist, is doing a weekly sponsored program on KONO, San Antonio, with Merwyn Buffington, who yodels as well as strums.

Horace Henderson, brother of Fletcher, is airing over WBBM, Chicago, with his ork from Swingland.

Marine Ballroom of the Steel Pier will be the scene of Will Osborne's CBS broadcasts during the Atlantic City engagement. The famous director and his versatile musicians go on the air via WPG Tuesdays and Thursdays at 11:30 p.m., following the famous "breaking of the waves" program from the ocean end of the pier.

Don Albert and his orchestra have been added to the cast of the MGM Movie Club and will bow on the new series this evening at 8-9 p.m.

The Perole String Quartet, one of the best known chamber music groups broadcasting weekly, and the only quartet of major importance on the air throughout the summer, will commence an ambitious project, cycles of Beethoven, Mozart, Brahms, and Schubert, over WOR on Sunday at 11:30 a.m. to 12:30 p.m. Directed by Joseph Coleman, the Perole Quartet has been broadcasting over WOR for seven years. It was organized in 1927 and made its formal debut at Town Hall in 1930. The present personnel consists of Coleman, first violin; Max Hollander, second violin; Lillian Fuchs, viola, and Ernst Silverstein, cello.

"Listener Speaks" Folding

"The Listener Speaks", sustainer, fades from the Mutual network after tonight's airing. Broadcast was originated 2½ years ago by Sid Schwartz, publicity director of WNEW.

"Wifesaver" in Shorts

Allen Prescott, the "Wifesaver" of the air waves, and Fred Niblo, motion picture director-producer now an NBC executive, are readying for production a series of shorts based on the "Wifesaver" program.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DOT HAAS postcards from Chicago, at the end of a long and satisfactory tour with the Al Pearce gang, made in their interests and those of Fanchon and Marco: "It was a superswell trip, but over too soon...I'll be calling you any day now"...It's about time.... Jean Colbert goes back on the Winchell radio offering Sunday to remain indefinitely.... "The Pretty Kitty Kelly" opus, now on a five day a week schedule, to be aired at 10 a.m. instead of 1:15 p.m. starting July 19, has Arline Blackburn, "Pretty Kitty" herself, frankly testing alarm clocks on account of the earlier rising hour.... Lois Lorraine, CBS press department lass, can't decide whether to go south on that long-awaited vac.... Jessica Dragonette's musical protagonist on the Palmolive program, Met warbler Charles Kullman, commutes from his Connecticut summer home on the Sound, importing Ripleyan tales concerning scaly denizens of the briny (fish to you).... while Jessica swears by her town apartment as a summer resort.... Insists it's the coolest spot in N. Y.

▼ ▼

Frankie Basch's question on the "Street Forum" program this afternoon will be one the rest of us have been revolving in our minds for several days.... she'll ask bystanders what they think Gershwin's outstanding tune was.... Neat touch that, Ed East and Ralph Dumke presenting the femme winners of the "Sisters of the Skillet" jingle contest with orchids, while the lads rate carnation boutonnières when they go to theater.... Ida Bailey Allen who's made a career of kitchens, takes 25 hours to prepare a script that airs for an hour, with 12 hours for the actual writing, 6 for typing, 2 for editorial work and the final polishing job taking up the remainder of the time.

▼ ▼

Out in San Francisco the producing field's being temporarily invaded by the distaff side, with Anita Bolton, secretary, subbing for Boss Pierce, now on vacation in the Sierras.... Anita's acting producer on the Western Farm and Home Hour for NBC.... Aileen Stanley, warbler of ditties of sophistication for BBC goes international, after signing for a Continental tour embracing the British Isles and the French and Italian Riviera.

★ Program Reviews ★

"CAN IT BE DONE?"

Sustaining
WQXR, Wednesdays, 9-9:30 p.m.

NEW INVENTIONS INTERESTINGLY PRESENTED AND PASSED UPON BY BOARD.

Not only is the fascination of newly devised gadgets presented in entertaining fashion on this new program, but the concise discussion of the ideas presented and the intelligent evaluation of the devices by a board of judges place the program on a higher plane than mere amusement.

The emcee presents each inventor and his gadget, elicits a few remarks on how the idea was born, questions him about its practicability and the results of tests, then asks the board, selected for the occasion, to give its opinion. If the opinion is favorable, a certificate of merit is awarded the inventor. If unfavorable, the inventor is invited to come again, with listeners also privileged to write in their reactions. An electrical transcription of the program serves as evidence to help establish the inventor's rights in his device.

Chairman of the board at the first session was Ray Gross, inventor-cartoonist. Inventions presented included a roller-shade stopper, a rug which can be inflated into a couch, a thermostat cover, a cookie cutter, a pencil sharpener and an auto headlight reflector. During an intermission Gross was questioned regarding other possible inventions for which there is a demand.

Whole program was very efficiently handled, with everything to the point. Walter Greaza was the announcer.

Soviet Fliers

At 10:45-11 o'clock Wednesday night, NBC-Red network originated a broadcast from the Officers' Club at March Field, near San Jacinto, Cal. Ken Carpenter, one of the Coast's ace announcer, emceed the special event and had the three record breaking aviators on hand who waffed a few words of greeting in native tongue to Russia and these were later translated by a representative of the Soviet government who acted as interpreter, etc. U. S. Army general handed out a bit of an official welcome and praise and the farmer on whose field the plane landed gave his version of the arrival and subsequent phone call to inform the army post at March Field.

Attempt was made to have a two-way conversation between the three Soviet fliers who made the trip recently from Moscow to British Vancouver, and the three new arrivals. The former are en route to Europe on the Normandie. Conditions over the Atlantic made reception impossible and it was given up quickly. Quarter-hour period however was a special event of more than usual interest and color.

"MID-SUMMER NIGHT'S SERENADE"

with GoGo deLys and
Freddie Rich's orchestra
Sustaining

WABC-CBS network,
Wednesdays, 10:30-10:45 p.m.

MELODIC PERIOD SPOTTED WITH OLDTIME TUNES THAT HELP SHOW ALONG.

Taking over the former Babe Ruth time, GoGo deLys, backed up with the able music of Freddie Rich's orchestra, bowed in with a 15-minute musicale fitting the title of the show, "Mid-Summer Night's Serenade". However, it appeared that the orchestra should have been given a moment of its own, instead of swinging from one GoGo song to another without an interlude. She sang "Kitchi-Mi-Koko Isle", followed by a ballad, "Gone With The Wind", and "You're My Desire". In the latter, Ork did play a few bars before GoGo came on.

George Gershwin's "Somebody Loves Me" was delivered the way the composer wrote it. Ending the show with another old-timer, "Exactly Like You", rounded out a well-balanced 15-minutes of evening music coming from a studio instead of a remote spot. Apparently idea is to appeal to idlers in parked autos, couch sitters, etc. This is the correct formula, dividing the period with new and old songs, for reminiscent purposes in the late evening.

"Cavalcade of Music"

The DuPont "Cavalcade of Music" program on Wednesday night, over WABC-CBS at 8-8:30,—switched its scheduled Rodgers and Hart tribute to that of Gershwin, whose music was originally scheduled for next week's show. Don Voorhees orchestra played many of the best known Gershwin tunes, with Conrad Thibault, baritone, coming in for some of them. Narrator highlighted the late composer's career, making but one error, chronologically, in giving 1923 as the year it was first played in concert by Paul Whiteman at Aeolian Hall. (Feb. 12, 1924, was the date.) Toward the close a short but apt eulogy was paid Gershwin as one who had taken his place in the "cavalcade" of America. Program, as usual, which does not interrupt for credits, closed with the value of research in bringing to light more and better uses of various natural and chemical products.

"Broadway Melody"

Col. Jay C. Flippen had a right smart guest lineup on Wednesday evening's "Broadway Melody Hour" over WHN-WOR. First there was the stuttering comic, Harry Savoy, who made a sensational hit on the Eddie Cantor program just after Parkyakarkus left, but for some reason didn't remain on the Cantor show. Savoy brought his same hilarity to Flippen's program, and it must have caused many listeners to wonder why

AGENCIES

J. WALTER THOMPSON CO. has again been appointed to handle the advertising appropriation, about \$225,000, for Washington State Apple Advertising Commission, Wenatchee, Wash.

BOTSFORD, CONSTANTINE & GARDNER agency, Seattle, is expanding, with addition of a new radio production, script and statistical department. The important new radio section is headed by Caryl Coleman. In the general expansion, the agency has taken much larger Seattle quarters in the 814 Second Ave. Bldg., and has also added other important staff members. Keith McCormick, formerly manager of Seattle offices of Stewart McIntosh agency, has joined the Botsford staff as account executive. John Kalbach has been appointed to assist in the handling of production and research, and Ella Lehr, formerly of the San Francisco Call-Bulletin, has been named to head the new home economics department.

WAYNE S. SWANSON has joined the W. L. Post Advertising Agency as an account executive.

such a funny comedian is not heard in a regular spot.

Gus Van was another guest, doing a few song numbers expertly. Then there were Helen York, Joe Martin and Ethel Shepard, vocalists, and Irving Aaronson's orchestra, as well as Flippen's femme stooge, Mousey. It was one of the brightest half-hours of the series to date.

"Little Moments With Big People"

Doug Allan's usual quarter-hour program on WINS was stretched out to a half-hour Thursday at 1:30 p.m. in order to present a dramatization of the life of the Rev. R. Anderson Jardine, the "poor man's pastor" who performed the Duke of Windsor's wedding ceremony. The Windsor event, of course, received emphasis in the dramatization, which was quite well handled and brought in Mrs. Jardine and several other characters. It made a very interesting 30 minutes.

Briefly

Walter O'Keefe was lots better on this past Wednesday's "Town Hall Tonight" than he was in the first week of his summer stint in the Fred Allen spot on the NBC-Red network. The more they let O'Keefe do a show in a style that fits his ample talents, the better the show will be.

Beatrice Lillie holds to a consistently high level in batting out the sophisticated comedy Wednesday evenings at 8 over the NBC-Blue network. And she gets effective feeding from the effeminate stooge in the cast.

WMCA's tribute to George Gershwin at 9:30 p.m. Wednesday was one of the most interesting of the special programs presented in honor of the late composer. Gene Buck, Sid Gary, Harold Arlen, Harry Herschfield and others participated, with Nat Brunloff's orchestra playing the music.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Entire New Equipment Is Installed at WJW

Akron — The engineering staff of WJW, with installation of an ultra-modern custom-built control desk, designed and built by the station's technical department, have completed the job of putting in entirely new equipment, from hi-fidelity transmitter to microphones, use of which adds greatly to quality of service rendered to WJW coverage.

The new control unit is a semi-horseshoe organ console shape, and from it the operator controls the studios and remotes, as well as the transmitter, itself, while an auxiliary rack contains all audition equipment. Full inter-locking microphone relays are augmented by an emergency manual patch-board, to obviate interruption of service.

Novel innovations include an electric clock and telephone dial set flush in the panel, and telephone equipment and a compartment for low-level amplifier in the upright standards of the desk.

Finished in black crackle with battleship grey panels, the whole is a compact unit exceptionally easy to "ride" according to the boys who are doing it.

Rules for Television Playwrights

Berlin — The television play "Detective Inspector Jenkins," recently televised here in the television cinemas in various parts of Berlin, was transmitted through co-axial cables without any technical interferences. The actors and the producer, too, did their work well. No curtains needed be dropped between the scenes. In moments when the background had to be changed, some leading actor was placed directly in front of the pick-up apparatus and his picture was transmitted in a close-up. The light shadows of stage-hands flitting to and fro behind his back were scarcely visible to the public. The actors experienced a novel kind of stage-fright, since they had to adapt themselves to the side-scene of the stage as well as to the close-ups usual in film studios whilst playing in the dark and being scanned merely by a beam of light.

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

Station Improvements

Cleveland—The FCC has just approved the installation of a new 470 foot vertical antenna for WTAM, the 50,000-watt NBC station here. Bids are now being received for the construction of the radiator. It is expected that the New York executive offices will let the construction contract for the new WTAM studios late this month. Job must be completed by January 1, 1938, because lease on present quarters expires at the end of the year.

Chicago—Construction permit for installation of a new transmitter, erection of a vertical antenna, and move of transmitter from Elgin, Ill., to Rohlwing Road, two and a half miles southeast of Schaumburg, Ill., and studios from 445 N. Michigan Ave. to 441 N. Michigan Ave., is requested by WGN in an application filed with the FCC.

Utica, N. Y.—WIBX has submitted application to the FCC covering modification of construction permit to install new transmitter and vertical antenna, change of power and move

of transmitter, requesting extension of completion date to Sept. 10.

St. Paul—KSTP has applied to the FCC for a construction permit for a new transmitter and installation of directional antenna for day and night use, along with increase in power to 50 kilowatts day and night.

More Remote Rig Units Are Developed at WLBC

Muncie, Ind. — Clemes X. Castle, WLBC engineer, in charge of developing new remote rigs for the station, has completed three more units. This gives WLBC five remote rigs now available for use.

KDKA Antenna Replaced

Pittsburgh—KDKA has completed the installation of its new vertical antenna which replaces the one which was blown down last winter as it was nearing completion. Tests are now going on and it is expected it will be in operation by the first of next month.

NEW PATENTS Radio and Television

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

Re. 20,442—Automatic Control for Audion Amplifier. Stuart Ballantine, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.

Re. 20,446—Negative Resistance. Edward H. Yonkers, Jr., Chicago.

2,086,546—Oscillograph. Roscoe H. George, West Lafayette, Ind., assignor, by mesne assignments to RCA.

2,086,566—Static Limiting Device. David G. McCaa, Lancaster, Pa., assignor to Alan N. Mann.

2,086,578—Electron Discharge Device. Arthur L. Samuel, Orange, New Jersey, assignor to Bell Telephone Laboratories.

2,086,579—Electron Discharge Device. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories.

2,086,595—Electric Wave Translating System. Sidney E. Anderson, Maplewood, N. J., assignor to Western Electric Co.

2,086,601—Modulating System. Robert S. Caruthers, Mountain Lakes, N. J., assignor to Bell Telephone Laboratories.

2,086,602—Modulating System. Robert S. Caruthers, Jackson Heights, N. J., assignor to Bell Telephone Laboratories.

2,086,615—High Frequency Wave Meter. Gastave L. Grundmann, Westmont, N. J., assignor to RCA.

2,086,718—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,086,742—Radio Receiving System. Hans Scharlau, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,086,892—Frequency Monitoring Device. Loy

E. Barton, Collingswood, N. J., assignor to RCA.

2,086,899—Keying System. Stuart E. Currier, Erlton, and Edwin C. Ballentine, Moorestown, N. J., assignors to RCA.

2,086,905—Radio Transmitter Apparatus. John Evans, Riverside, N. J., assignor, by mesne assignments to RCA.

2,086,904—Frequency Multiplier. John Evans, Riverside, N. J., assignor, by mesne assignments to RCA.

2,086,914—Condenser. Lyman G. Ketcham, Brooklyn, assignor to Teleradio Engineering Corp.

2,086,918—Method of Frequency or Phase Modulation. David G. C. Luck, Woodbury, N. J., assignor to RCA.

2,086,919—Oscillator. Frequency Regulation.

Donald W. McIlhiney, Great Neck, N. J., assignor to RCA.

2,086,926—Deflecting Circuits. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.

2,086,961—Method for the Wireless Transmission of Sound Films. Kurt Schlesinger, Berlin, Germany.

2,086,964—Current Measuring Means. Francis H. Shepard, Jr., Rutherford, N. J., assignor, by mesne assignments to RCA.

2,086,976—Antenna System. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,086,985—Weld-Splash Shield. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments to RCA.

2,087,063—Demodulator. Brunson S. McCutcheon, Princeton Township, N. J., assignor to Alan N. Mann.

2,087,073—Radio Receiver. Rogers M. Smith, Merchantville, N. J., assignor to RCA.

Tube Tester Developed For Radio Servicemen

As a result of a careful survey and analysis of today's serviceman's needs, Philco Radio & Television Corp. engineers have developed a high-quality, low-cost, complete, new 1938 Philco Model 066 Tube Tester, which gives an absolutely dependable test because it applies a check that covers all characteristics of the tube at once.

To meet the real demand for an accurate tube tester that would definitely tell the dealer or serviceman whether a tube is good or bad, Philco's Tube Engineering Department developed a circuit that proved especially gratifying because of its accuracy. Then, in preparing the chart that goes with the tester to show the readings for the different types of tubes, Philco engineers have actually tested and recorded the readings on more than 50,000 tubes. The tube chart is based on these tests.

New KSFO Transmitter In Operation Next Month

KSFO, San Francisco, expects to have its new 1,000-watt General Electric transmitter in operation next month. The transmitter, located on the bay, will be housed in a new building with vertical antenna. Jimmy Middlebrooks of the CBS engineering staff is acting as technical advisor to the station during installation of the new equipment.

John Riley on Vacation

New Haven—Engineer John Riley of WELI leaves this week on vacation. Destination unannounced.

Radios for Arctic

Commander Donald B. MacMillan, who recently left Gloucester, Mass., aboard the Gloucester fishing schooner Gertrude L. Thebaud, on a 6,000-mile Arctic expedition, the ship being equipped with a specially designed Zenith code-and-radio transmission and receiving apparatus, will make stops on his present Expedition at Sydney, N. S., and at a string of Moravian mission stations along the Labrador coast, where he will distribute Zenith radios and Windchargers. The latter generate electricity from wind power. In numerous northern posts which have no dependable source of electricity, the wind is expected to take over the job of electrification and running radio.

PROMOTION

WCCO Written in the Sky

A promotional stunt unique in the annals of Northwest broadcasting was staged by WCCO when the station's call letters were written against the blue sky high above the heart of Minneapolis. Speeding at nearly 200 miles an hour in his single-seated pursuit plane, Colonel Arthur Goebel, "Phillips 66" skywriter and winner of the 1927 Dole flight from San Francisco to Hawaii, wrote the gigantic letters at an altitude of 10,000 feet.

During the time he was cutting capers in the air, Goebel was also taking part in a two-way broadcast relayed over WCCO. The two-way communication was accomplished by W5XAR, a portable aircraft station installed in Colonel Goebel's plane, and W5XAS, a portable mobile station installed in a specially built car. Both of these stations are crystal controlled and operate on 31,600 kilocycles. Handling the microphone in the car was Clellan Card, ace WCCO announcer.

During the two-way test broadcast over WCCO, Colonel Goebel described his maneuvers in the air, gave his altitude and weather conditions, and described the view from his vantage point.

Readin' and Writin' Contest

Bob Provan's program, "Readin' and Writin'," heard Tuesday evenings at 10 o'clock over WDRC, Hartford, Conn., has proved to be a most popular feature judging from the many entries in the contest which Bob has been running. Readin' and Writin' asks listeners to submit lists of words to be spelled and pronounced and the station has received a gratifying response, hearing from people all over the state who believe they have lists of words which are pretty puzzling. Each week an electric desk clock is given away to the person submitting the best list of words in the opinion of the judges who are members of the station's staff. So far, five clocks have been given away in this interesting contest. An interesting excerpt from one of the fan letters received reads as follows:

"I have been very interested in your Readin' and Writin' program and have learned something in every program I was able to hear. Spelling was never very hard for me, but pronunciation—oh, oh! You see, when I was young I was alone so much and read so much, guessing at the way the words should be pronounced. Anyway, who stops to pronounce words when reading an interesting story? Then as I grew older, words came to intrigue me as I wove them into a few stories, a good many articles, and of late years, advertising work and contests."

"Lone Ranger" Wins Award

"The Lone Ranger" produced in the studios of WXYZ, Detroit, for broadcast over a nation-wide hookup three times weekly, has been selected for the annual award given by the C.I.T. Safety Foundation for the radio program contributing most to traffic safety. The award, a bronze plaque appropriately inscribed, will be made during the "Lone Ranger" program July 23 by John W. Darr, vice-president of Commercial Investment Trust Inc., of New York, creators of the C.I.T. Safety Foundation. The award will be made to King-Trendle Broadcasting Corp., owners of WXYZ and creators of "The Lone Ranger" program.

Doug Arthur Assigned

Doug Arthur, former announcer at WTNJ, has been given a new program of recordings and time signals at 7-7:45 a.m. every morning, Monday through Saturday, over WNEW. Arthur, a staff announcer for the past few months over WNEW, handled the "Make-Believe Ballroom" for Martin Block during the latter's vacation. Morning spot will be sold for spot announcements only until fall, when a regular sponsor is expected to take over the full show.

Robert Rounseville on WOV

Robert Rounseville, tenor, appearing in the Broadway musical, "Babes in Arms", will be heard on "Good Morning Revue" heard Tuesdays and Saturdays at 11 a.m. starting next week over WOV here and WRAX, Philadelphia.

Paramount Signs Bolton

Joe Bolton, baseball announcer for WHN, has been signed as chief sports commentator for Paramount newsreels. He assumes new duties, in addition to broadcasting commitments, in two weeks. Bolton has been doing special chores for Paramount for the past three years, but has never been under contract.

Cash Awards for Program Ideas

WNEW will pay cash awards to staff members submitting the best program ideas, it was announced yesterday by Manager Bernice Judis. Shows must have commercial value, and winners will receive award when the show goes on the air, and another cash prize when and if the program is sold. All employees of the station are eligible.

Gogo DeLys to the Coast

Gogo DeLys, CBS singer, leaves for Hollywood tonight to make a special appearance on the Ken Murray broadcast Wednesday night. Miss DeLys will stay on the coast for an unlimited period. Deal was set by Mack Davis of Columbia Artists Inc.

Bob Howard Back on WHN

Bob Howard, Negro singer, has returned to WHN and will be heard seven days a week at midnight.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

W P T F

"... We feel that RADIO DAILY is filling a very definite need in an excellent manner. Please accept our congratulations."

Richard H. Mason
Manager.

SMALL-LANDAU COMPANY

"... I have learned to rely a great deal upon RADIO DAILY, and think it unquestionably the most valuable publication in the field."

Peter DeLima

ATLAS PICTURES CORPORATION

"... Hats off to RADIO DAILY! It is a great little newspaper, and one that is surely needed by all the executives in the radio industry."

Bruce Gallup

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



★ Coast-to-Coast ★



NILES TRAMMELL, NBC vice-president; **O'Neal Ryan**, v. p. of **Blackett-Sample-Hummert** agency; **Hays MacFarland**, head of agency by that name, and **Attorney Norman Pritchard** are on a fishing vacation in Canada. Expect to return Aug. 1.

Realsilk has decided to drop radio for rotogravure and other newspaper advertising this season. **Leo Burnett** agency handles account.

Fibber McGee and **Molly** have turned down offer to play Chicago theater week of July 23. They're all tired out from movie making and want to get acquainted with their youngsters. **Ted Weems**, however, will play the theater that week.

Harold Clizbe, formerly a member of **WBBM's Cheri** and the **Three Notes**, has left the air to go into business at **Council Bluffs, Ia.** He has been replaced by **Lee Gillette**, formerly of **Campus Trio**.

Buckingham Gunn of **J. Walter Thompson's** radio department and **Janet Fargo** of **WBBM** Continuity department are home from their honeymoon.

John Lair of **WLS** to **Mt. Vernon, Ky.**, for funeral of his aunt.

Dick Chindblom, **WBBM** assistant program director, back from vacation in **Yellowstone Park**.

Everett Mitchell, senior **NBC** announcer here, back from **Rocky Mountain State Park**.

Edna Odell and **Milton Charles** are the talent in a new program being sponsored by **Chicago Milwaukee Steamship line** on **WBBM** through **W. W. Garrison & Co.**

Bernardine Flynn (Vic) will be written out of the "Vic and Sade" script for a while soon, due to a coming blessed event. **Paul Rhymmer**, author of the script, also headed for papahood.

Bess Johnson, the **Voice of Lady Esther**, and **Estelle Mendelsohn**, copy writer for the account, have already moved to **Lord & Thomas** though **Stack-Goble** continues to collect on the account until **Sept. 1**.

Leading role of **Princess Pat's "A**

WPA's "Music at Nine," on **WMCA** at 9-9:30 p.m. Tuesdays, starting next week, will skip a broadcast on **Aug. 3**. **Lehmann Engel**, director of the **Madrigal Singers**, who are featured in the four weeks' program, sails for Europe right after the first broadcast and returns to conduct the **Aug. 17** show. **Oliver W. Nicoll** of the **Radio Division** is in charge of the first presentation, and **James Selwood** will handle the **July 27** and **Aug. 10** shows.

Stuart Steelman, tenor of the **Song-fellows quartet** on **WHO, Des Moines**, will marry **Alice Marquis** at **Colfax, Ill.**, on **July 23**.

Harry Long is a new member of the announcing staff at **KOL, Seattle**.

Tony Stanchfield and his group of entertainers are being heard twice weekly on **KAST, Astoria, Ore.**

Tale of Today is being written out for the present, since no one satisfactory has been found to replace **Joan Blaine** who has gone to **New York**.

Isabel Randolph, **NBC** character actress and dialectician, is doing a series of spots on the **Fibber McGee** show.

Vacationists from "National Barn Dance": **Glen Welty**, musical conductor, leaves **July 22** for his old home in the **Black Hills**. **Henry Burr** to visit his birthplace in **New Brunswick, Canada**.

Announcer **Paul Dowty**, **WBBM**, back from motor tour of 2,200 miles in one week.

Harold Safford, program director; **Earl Kurtze**, manager artists bureau; **George Cook**, treasurer of **WLS**, to **Indianapolis** making arrangements for **WLS** programs from **State fair**. **WLS** also lining up shows for **Wisconsin** and **Illinois State fairs**.

Sherman Ellis, **Princeton** grad, has joined program department of **WBBM**.

Roger Krupp, **CBS** mikeman, back at work after illness of fortnight.

Cumberland Ridge Runners leave the **Drug Trades** show on **WJJD**, **July 19**, for a month's vacation with the **Pickard Family** pinch-performing.

Stella White is new on **WIND** continuity staff.

Olan Soule, who just wound up assignment on "Couple Next Door," is polishing off a dramatic show which he hopes also to star in, produce and handle the announcing.

Paul Luther to describe **Arlington Classic** and **Futurity** for **CBS** on **July 24** and **31**.

Bob McElwain, **WLS** promotion department, and **Sophia Germanich**, soprano, will be married **July 31**.

Chuck Haynes and **Ray Ferris** who started in radio with **Gene Arnold** and **NBC Minstrels**, are back at **WLS** teamed with **Christine**, a soprano, as vocal trio.

"Flying High," new Friday night studio diversion of **WPG, Atlantic City**, is exhibiting quite a bit of originality as presented by **Ray Morgan** and **Ralph Shoemaker**, staff announcers.

Sterling V. Couch, program director at **WDRG, Hartford, Conn.**, returns from vacation this week. **G. Arthur "Pete" Peterson** of the commercial department is going. Ditto **Walter Haase**, studio manager.

Hec Chevigny is the author of "A Lady of Millions," which **May Robson** is disking for **Bauer & Black**. Cast supporting **Miss Robson** includes **Nan Leach**, **Earl Ross**, **Charlie Long**, **Arthur Van Slyke**, **Capt. William Royal**, **Martha Wentworth**, **Ted Bliss**, **Gerry Buckner**, **Sonny Ladoux**, **Elbert Gondero** and **Vangie Bilbie**.

CBS Short Wave Revision

CBS's short wave station to **South America** and **Europe** began operating on a new time schedule yesterday. Each week-day programs will be transmitted to **Europe** at 7:30-10 a.m., 3-5:30 p.m. and 6:30-7 p.m. Programs sent to **South America** on these days will be heard at 10-10:30 a.m., 5:30-6 p.m. and 7 p.m.-12 mid. Sunday schedule calls for two broadcasts to be transmitted to each continent. **European** dialers can catch programs at 8-10 a.m. and 1-4 p.m. **South America** programs will be transmitted from 5-6 p.m. and 7 p.m.-12 mid. On the **Sunday** broadcasts to **South America**, frequencies used will be 15,207 kc. and 11,830 kc.

"Movie Pilot" to Sign Off

Hudson River Day Line terminates its summer series of "Movie Pilot" broadcasts on **WEAF, Mondays**, **Wednesdays** and **Fridays**, 7:30-7:45 p.m., after the broadcast of **Aug. 13**.

COLUMBUS

Bill Wallace, **WCOL** chief announcer, is on vacation.

C. M. Everson, general manager of **WHKC**, is vacationing at **Marinette, Wis.**

John Agnew, asst. program director of **WHKC**, vacationing in **Canada**.

Philco is buying two 15-minute night programs at **WBNS**, in addition to the **Boake Carter** broadcasts.

WBNS has contracted the **Judy Heating & Ventilating Co.** for a year of regular spot announcements.

WHKC's "Hob-Nobbers," vox pop program, has been sponsored for the next five weeks. **Fred Joyner**, announcer and night supervisor, and **Rose Kaye**, society and club editor, are the hob-nobbers.

GERTRUDE BERG's five-year contract whereby **Procter & Gamble** will sponsor "The Goldbergs" involves a cool million dollars. Deal whereby **Miss Berg** will write and produce the show, also play a part, was made by **Donna Harshberber** of the **NBC Artists Bureau**. Agency is **Compton**.

Alice Prindle contralto, and **Lewis TeeGarden**, reader, are the principals in the new **Orange** network show, "Slumbertime," heard three times weekly.

Verna Osborne, soprano well known in the East for her work on **NBC**, has joined the staff of **KFWB** and will be featured with **Leon Leonard's** orchestra on "Ask Mr. Hollywood," new **Tuesday 9 p.m.** feature.

South Sea Boys, Hawaiian combination, now heard over **KRKD** at 4:30 p.m. daily.

KEHE has added **Three Simmons Sisters** to the cast of the **California Swing Minstrels**, **Wednesdays** at 9 p.m. Cast already boasted **Miller** and **Mantan**, **Ollie May Lane**, the **Four Tones**, **Lucille Hall**, **Bill Alexander**, **Spencer Williams Jr.** and the **Sheffield Singers**.

"Miniature Magazine," **KMTR** feature produced by **Arthur Purcell**, has been moved from a morning spot **Saturday** to the 8:00-8:15 niche on **Thursday** nights.

Larry Kent and his crew busy waxing for **Brunswick**.

Charles Ruggles, **Lionel Stander** and **Pat O'Malley** set for comedy spots on **Camel** show of **July 20** and **27** and **August 3**, respectively, by **J. Savington Crampton** of **William Esty Co.**

Annual encampment at **Bohemian Grove**, playground of cosmopolitan **Bohemian Club** in **San Francisco**, tomorrow, magnet for **Earle C. Anthony**, **Harrison Holliday**, **Syd Dixon** and **Walter Bunker**, **NBC** producer, **Anthony** already in **San Francisco** en route to the doin's on the **Russian River**.

ONE MINUTE INTERVIEW

JOHN F. PATT

"You must, above all, realize that radio is as big as its service to its listeners. We can't expect to maintain purely a commercial enterprise. The listener's general wishes for entertainment and information come first. Then, we sell advertising space. My motto for radio is always 'Think first of the listener'. He's the man who keeps us in business."

John B. Gambling first read reports from a newspaper in 1927, and thereby claims to have been radio's first news commentator?



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 12

NEW YORK, N. Y., MONDAY, JULY 19, 1937

FIVE CENTS

7 New Fall Shows on CBS

NEWS PERIODS HEADED FOR NEW HIGH IN FALL

Use of news periods for both commercial and sustaining programs will be on a larger scale than ever this fall, with the leading press associations and news services continuing to enlarge their list of station subscribers throughout the country. That the trend may also lead to different type of news presentations apart from straight news bulletins and

(Continued on Page 3)

Ascap is Negotiating With Foreign Societies

Negotiations are on between Ascap and newly formed performing rights societies in Holland and Czechoslovakia, according to John G. Paine, general manager of Ascap, who returned to his desk Friday after a six-week European trip. Pact between the two foreign countries will further enhance the catalog of Ascap.

(Continued on Page 5)

Begin Short Wave Tests Within Next Few Months

London—In accordance with discussions at the recent summer meeting of the International Broadcasting Union held in Lausanne, Switzerland, with 20 nations represented, tests will be started within the next few

(Continued on Page 7)

P. & G. Resumes on Coast

San Francisco—Procter & Gamble has reinstated "Woman's Magazine of the Air" over the Pacific basic Red NBC net, Monday through Friday, 2:30-2:45.

KTKC Makes Bow

Visalia, Cal.—Another new California radio station made its bow yesterday when KTKC started functioning here.

Owned by Tulare and Kings County Radio Associates, the station operates on 1190 kilocycles with 250 watts power.

Visalia is in the heart of the fertile San Joaquin Valley agricultural district.

World Radio Confab

Sydney—Plans are being developed for holding the World Radio Convention here April 4-14. Institution of Radio Engineers (Australia) originated the idea, and General Secretary O. F. Mingay is handling advance details.

FIRST NETWORK SERIES FOR PEPPERELL MFG. CO.

Pepperell Mfg. Co., Boston (sheets, etc.) will start its first network series on Nov. 5 over 38 NBC-Blue network stations, Fridays, 7:15-7:30 p.m. Program was tried out on a two-

(Continued on Page 8)

No ET Commitments By Union After Aug. 14

In deference to potential action of the Executive Board of the AFM, which meets July 26 to take up the question of electrical transcription and phonograph record control on radio, Local 802 has requested its membership not to commit itself to the making of either ET or other disks after Aug. 14.

Action is more or less a matter of being covered in the event the Executive Board takes action which may put the musicians under a ban on recordings or the price scale jacked up, etc.

★ THE WEEK IN RADIO ★

... Disk Men and the AFM

By M. H. SHAPIRO

ACTION of the AFM Executive Board, inviting the phonograph record manufacturers to confer on July 26, when the board meets, does not seem to portend good news to outlets depending upon the playing of records... while the AFM's move would appear a conciliatory one, the fact is that they intend to bring pressure to bear upon the source of manufacture where the playing over the air could be controlled effectively.... In New Orleans the local musicians'

union ordered orchestra leaders not to make any electrical transcriptions or phonograph records unless each contract is approved by the local....

Summer bugaboo anent accounts steering clear of the ether seems pretty well dissipated this season, with virtually no unexpected major cancellation on any of the big nets.... Fred Allen re-signed for another two years, and the "Goldbergs" come back soon for Procter & Gamble for

(Continued on Page 2)

Three More Accounts to Be Set-Gross of Columbia Network for 1937 Will Top 1936 by About \$5,000,000

WLW LINE IS ADDING NEW ACCOUNTS IN AUG.

The WLW Line, will add new commercial accounts beginning in August, according to Transamerican officials, who have set four strips across the board plus other half-hour and 15-minute periods. These several hours will be augmented gradually, all according to time left open on WLW. Time situation on the 500,000 watt is the key to the sales;

(Continued on Page 3)

Would Ban Broadcasting Of Racing Information

Washington Bureau, RADIO DAILY Washington—A bill to prohibit transmission, by radio or otherwise, of gambling information such as advance dope on races or other events, was introduced in the Senate last week by Senator Burton K. Wheeler. The measure was referred to the Committee on Interstate Commerce.

Celler to Discuss Bill

Congressman Emanuel Celler of New York, sponsor of the bill for a government-owned radio station, will speak over WMCA tomorrow night at 9:45-10 on "A Pan-American Radio Station." Talk will originate at WOL, Washington.

With seven new shows booked for the fall and three more yet to be set, CBS bids fair to show a \$28,250,000 gross when the 1937 books are closed. This amounts to approximately \$5,000,000 more than the 1935 total. Billings are already \$3,600,000 ahead of the corresponding period of last year.

The network rate increase which went into effect last January will be felt before the end of the year, thereby adding more monies to the

(Continued on Page 3)

COAST ARTISTS' GUILD BECOMES EQUITY UNIT

West Coast Bureau, RADIO DAILY Los Angeles—The former Radio Artists Guild is now an integral part of Actors Equity and henceforth will be known as Radio Equity, Local No. 1. Affiliation was effected last week and affects a claimed membership of approximately 300 actors, producers,

(Continued on Page 7)

Advertising Rate Hike By WWL, New Orleans

New Orleans—WWL, the CBS outlet here, has raised its local advertising rates on an average of 25-50 per cent and discontinued its so-called bargain rates. A raise in national rates is scheduled for the near future, Manager Vince Callahan told the RADIO DAILY.

11th for Don Lee

San Francisco—Don Lee network will add its 11th station Aug. 1 when KQW, 1,000-watt on 1,010 kilocycles in San Jose affiliates with the web. Deal was made through Lewis Allen Weiss, general manager of the network, and Ralph R. Brunton, owner of KQW. Station will receive much Mutual stuff as well as Don Lee programs.



★ THE WEEK IN RADIO ★
... Disk Men and the AFM
(Continued from Page 1)

COMING and GOING

Vol. 2, No. 12 Mon., July 19, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

a long stretch. . . Networks and stations outdid themselves in paying tribute to the late George Gershwin . . . many fine programs excellently handled. . . CBS inaugurated its Shakespeare cycle with an auspicious start and swell production of "Hamlet." . .
Atlantic Refining Co. bought time on some 64 outlets for its football series. . . Lanny Ross signed to head new Packard show in fall. . . Trans-radio continues with its expansion plans and announces additional station subscribers. . . Bulk of network biz for first six months of 1937 is drawn from six fields . . . with drugs and toilet goods leading on NBC and food and food beverages on CBS. . .
Passing of Senator Joe Robinson

dealt a blow to the protagonists of the FCC as it stands . . . the Senate majority leader having introduced the bill to keep the FCC from being absorbed in the Department of Commerce . . . a few of the leading broadcasters of the country often proposed that radio hire a man of Senator Robinson's type as the so-called "czar" for many obvious reasons. . . Tire and rubber companies touted as being set for increased radio budgets.
Equity members held a meeting between themselves, one group inviting another for the purpose of talking over the organization of radio actors and possible control of ET situation also. . . Total nationwide biz in May was better than April the seasonal drop failing to come through. . .

KATHRYN CRAVENS arrives back in town late tonight from Hollywood, where she has been airing for the past three weeks. She stopped over in Chicago today long enough to make her broadcast, then continued on to New York.
BILL GOODHEART of MCA is out of town for a short vacation. Paula O'Brien, same office, left Saturday for three weeks at Cape Cod.
HENRY COX of Columbia Artists Inc. left Saturday for vacash. First stop is Quebec and then scuth to visit his folks.
REED KENNEDY, baritone on "Heinz Magazine of the Air," CBS program, has left on a two-week vacation.
JOAN BLAINE, due to a cold, delayed her departure from Chicago to New York until this week.
RUDY VALLEE and troupe, after next Thursday's broadcast from Dallas, will return to New York in time for the July 29 airing at Radio City.
MARY PICKFORD and BUDDY ROGERS sail back to California from Honolulu this week.
PHIL DAVIS of the WCAE, Pittsburgh, continuity department, is in Atlantic City.
LOUIS KATZMAN, musical director of WINS, leaves today for a vacation at Long Beach.
LESTER E. COX, president of WTMV, East St. Louis, has returned from a Maine vacation with his family.
HARRY GLICK returns today to WHN after a two-week vacation.
JOCKO MAXWELL, WLTH sportscaster, has left for Oak Bluffs, Mass., for a brief vacation.
IRVING STROUSE, Paul Whiteman's press agent, has returned from a ten-day trip with Whiteman in Fort Worth.
TED HUSING and ARCH McDONALD will be in Washington tomorrow to cover the fights from Griffith Stadium.
MAY ROBSON left Saturday on the Santa Rosa for the West Coast.
PAUL FELIX WARBURG sailed for Europe Saturday on the Rex.
BILL BURTON of the Rockwell-O'Keefe office left Saturday for a week's vacation at the Martha Boswell farm in Peekskill, N. Y.
PERCY WINNER, RUSSELL NORDSTROM, HENRY DOHERTY, FRANK SCHIELE and FRANK LE PORE, all of NBC press, off on their vacations.
JOHN McCORMICK, manager WKRC, Cincinnati, back at his desk after visit to CBS New York headquarters.
E. W. BUCKALEW, KNX sales promotion head, will be in New York sometime this week. He will remain east for a month and will be located at the CBS offices.
WILLIAM FEINBERG, secretary of Local 802, A. F. of M., left Saturday for a two-week rest at his summer home, Beacon, N. Y. (he doesn't expect to be called back more than 10 times during the two weeks.)
WILLIAM A. ROBERTS, sales representative of Station KRLD, Dallas, visits New York the last week in July on a vacation trip.

FINANCIAL
(Saturday, July 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	169	169 1/2	- 1/4
Gen. Electric	56 3/4	56 1/2	56 3/4	+ 1/4
North American	25 3/4	25 1/2	25 1/2	- 1/8
RCA Common	9 1/8	9	9 1/8	+ 1/8
Stewart Warner	17 3/4	17 3/4	17 3/4	+ 1/8
Zenith Radio	37 3/4	37 3/4	37 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	1 3/4	1 3/4

OVER THE COUNTER

	Bid	Asked
CBS A	30	31
CBS B	29 1/2	30 1/2
Stromberg Carlson	13	15

Kennedy Commentator For Kendall Refining

John B. Kennedy has been signed by the Kendall Refining Co., Bradford, Pa., for a series of news commentator programs on WJZ locally beginning Sept. 4. Series will be heard Tuesdays and Thursdays, 7:45-8 p.m. Batten, Barton, Durstine & Osborn Inc. is the agency.

Dog Food Account Set On 10 Stations in Oct.

Modern Food Process Co., Philadelphia (Thrivo, dog food) through Clements Co., Philadelphia, has signed a 26-week contract on 10 NBC-Blue network stations (WJZ, WBZ-A, WBAL, WMAL, WSYR, WHAM, WEBR, KDKA and WABY). Series will begin Oct. 17 at 4:45-5 p.m.

Signed for O'Neill Cycle

Helen Hayes, Henry Hull, Francesca Bruning and Peggy Wood, stage and screen stars, have been signed for the cycle of Eugene O'Neill plays to be presented over the NBC-Blue network next month. Miss Hayes will have the lead in "Beyond the Horizon," Aug. 2 at 9:30-10:30 p.m.; Miss Bruning in "The Fountain," Aug. 9 at 9:30-10:30 p.m.; Hull in "Where the Cross is Made," Aug. 16 at 9:30-10 p.m., and Miss Wood in "The Straw," Aug. 23 at 9:30-10:30 p.m.

Larry Nixon Joins WNEW

Larry Nixon, who recently left WMCA, has been appointed director of special events for WNEW. Nixon will assist Richard Brooks, news commentator, with a new series of news airings scheduled to begin July 26. Brooks remains in charge of news at the station.
New position at WNEW does not mean a change in personnel, as the post of director of special events had been divided between various department heads during the past. Sid Schwartz remains as publicity director.

Philadelphia Survey

Philadelphia—In a six-day survey conducted by Ross Federal for Bachman Chocolate, Brown & Williamson, and Mrs. Smith's Pie Co., using WFIL programs at 5:45-6, 6-6:15 and 6:15-6:30 p.m., following results are disclosed by Donald Withycomb, WFIL general manager.

Grouping all the periods, net total found WCAU first with 28.60 per cent; WFIL next with 24.34 per cent; KYW, 18.05 per cent; WJZ, 8.72 per cent; WDAS, 6.49 per cent; WIP, 4.26 per cent; WOR, 2.03 per cent; all others, 2.84 per cent; don't know, 2.43 per cent; refused information, 1.82 per cent; and incorrect replies, .42 per cent.

A street survey conducted by Lennen & Mitchell agency, prior to renewal of Tidewater Oil Co. contract on WFIL for another 52 weeks, showed that 80 per cent of their random sample listened to news via their radios and 64 per cent of these preferred the Tydol news periods over WFIL.

Writers Set With Parkyakarkus

Lee Sands and Robert Marko, radio script writers, have been placed by Herman Bernie under exclusive contract to write all material for Harry Einstein (Parkyakarkus) starting Aug. 17. They will work on the coast.

Harlan Eugene Read on CBS

Harlan Eugene Read, news commentator recently heard over BBC, Mutual and Inter-City networks, has been signed by the CBS for a special series of broadcasts concerning the European situation. Read's first two appearances over the web are set for July 26 and Aug. 2 at 6:15 p.m.

WCKY Boost to 10,000 Scheduled for July 27

Cincinnati—WCKY officially dedicates its new 10,000-watt transmitter on July 27. L. B. Wilson, president and general manager, will make a short talk at 8:27 p.m. EST.

First on Southern Network

First client to sign for the new NBC-Blue southern group is Zenith Radio Corp., Chicago, for its Blue network series starting Sept. 5 at 10-10:30 p.m. Program will go coast to coast using 82 stations. Sponsor is using a number of supplementary stations located in small rural sections where prospects for the Zenith windcharger radio set are located. E. H. Brown Advertising Agency, Chicago, has the account.

Herman Bernie to the Coast

Due to Ben Bernie's American Can program originating from the coast starting this fall, Herman Bernie, who handles guest talent for the show, leaves for Hollywood the latter part of August.

KMMJ
Clay Center, Neb.
The favorite family station

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

FRANK DEGEZ
CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK
BR yant 9-9746
Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

SEVEN NEW FALL SHOWS FOR COLUMBIA NETWORK

(Continued from Page 1)

CBS coffers. Some of the large CBS clients were protected by old contracts when the new CBS rates were announced last fall.

Sponsors who have definitely signed for new fall periods are Lever Bros., Lehn & Fink, Heinz, Fisher Body, Pet Milk, Ford and an unannounced sponsor for the Tuesday 8-8:30 p.m. time. Prospects include the annual 26-week Carborundum series and Ward Baking series. Carborundum has been a CBS client since the network was started and lately used the 7:30-8 p.m. spot on Saturdays. Ward has used CBS facilities for the past five years and according to the agency, Fletcher & Ellis Inc., indications are that Ward will be back on the air again this fall. Ward spends the bulk of its advertising appropriation in radio.

The other prospect, Pittsburgh Plate Glass Co., announced sometime ago that it would sponsor a network show this fall. The first series put on the air by this client was heard over CBS.

Starting dates for the new accounts follow: Pet Milk on Oct. 2 will take a half-hour Saturday night period. This is in addition to the CBS daytime shows.

Lehn & Fink on Oct. 4 starts a Monday through Friday, series, 4:45-5:30 p.m. Program will be broken up into quarter-hours and will promote Lysol, Pebecco toothpaste and Hinds Cream.

The Ford Sunday Evening Hour returns Sept. 12 at 9-10 p.m. over 93 stations. The Ford show now in the spot shifts to Saturdays, 9:30-10 p.m. All Ford radio accounts are on CBS.

Lever Bros. returns the Al Jolson show to the air on Sept. 7.

H. J. Heinz, which now sponsors three half-hours daily, Mondays, Wednesdays and Fridays, 11-11:30 a.m., will take the 11:15-11:30 a.m. spots on Tuesdays and Thursdays on 58 stations. The Tuesdays series begins Aug. 3 and the Thursday series on Sept. 2.

When Kolynos moves out of the Tuesday, 8-8:30 p.m., on Aug. 6 into the Friday 8-8:30 p.m. spot now occupied by Bisodol, another sponsor will move into the Tuesday niche. Time has already been sold, presumably for another Sterling Products account because the half-hour directly before is sponsored by Bayer Aspirin.

Fisher Body will take a one-time shot on Aug. 31 at 8:30-9 p.m. to announce the Fisher Body Craftsman's

NEW PROGRAMS—IDEAS

WHK-WJAY Safety Campaign

United Broadcasting Co.'s two Cleveland stations, WHK and WJAY, last Friday announced a concerted drive in cooperation with leading local and civic figures to cut down the number of deaths due to all kinds of accidents—the city's traffic death toll alone having reached a new high of 114 deaths in six months. This is the first non-commercial radio safety campaign in the city and will include regular radio appearances of officials of Cleveland Fire and Police Departments. According to H. K. Carpenter, General Manager, and John T. Vorpe, Production Manager, the newly inaugurated Traffic Violators' School of the Cleveland Police Dept. will be an important feature of the WHK, series which is to start Thursday at 6:30 p.m., EST and be aired weekly. In the school, traffic violators are enrolled by compulsion, and by means of blackboard and chalk they will be thoroughly drilled in fundamentals of Cleveland traffic code.

Opening program will feature Mayor Harold H. Burton, Police Chief George Matowitz and Fire Chief James E. Granger. The National Safety Council and Elliott Ness, Cleveland Director of Public Safety, have promised full cooperation, and Carl Smith, director of local division of National Safety Council, will supply material for factual part of broadcasts.

On same day, WJAY will begin a five-minute daily series of safety hints by Patrolman Carl Schultz, traffic division of Cleveland Police, and Lieut. William Fergus of the Fire Department, who will be heard alternately. Schultz will take for example an accident which happened the day before, describe what happened and tell how it could have been avoided. Fergus will tell how to prevent fires and go into detail on elimination of fire hazards.

This concerted drive has already been highly praised as a real and worthwhile service to the public served by the two stations.

Guild awards. Program will come from Detroit where convention is being held this year.

Camel is another account which will increase its time on the network. On Sept. 28 show expands to full-hour, Tuesdays, 9:30-10:30 p.m.

To make room for some of these shows, shifts will have to be made. Other programs are moving because sponsor desires a different period. Shifts are: Personal Finance back to its old 10:30-11 p.m. spot on Sept. 28; "Myrt & Marge" Monday through Friday show sponsored by Colgate-Palmolive-Peet (Super Suds) to a morning time, 10:15-10:30 a.m., beginning Aug. 2; Gillette and Texas Co. on Sept. 26 swap the late spots each has been using for its Sunday repeat broadcasts, Texas getting the 11-11:30 p.m. period and Gillette the 12 midnight to 12:30 a.m. hour.

"Your Good Health"

Carl F. G. Meyer Jr., vice-president of the long established drug house of Meyer Brothers Drug Co., St. Louis, is the director of the current series of informative programs entitled—"Your Good Health," which are heard every Monday night at 6:15 over KWK.

During each of his weekly appearances, Meyer brings to the microphone a prominent physician or chemist, to discuss interesting new developments in the world of medical and drug science.

"Your Good Health" is dedicated to the family physician, and devoted to the object of keeping the public informed of each week's progress in the never ending struggle of science and medicine.

Pet Peeve Program

Listeners get a chance to air their pet peeves through WAAF's (Chicago) new program "There Ought to Be a Law" every Friday afternoon. Listeners send in their pet gripes. The cases are prosecuted by "Mr. Peeve," evidence is presented by re-enacting each crime, and judgment is handed down from the bench after the presentation of incriminating evidence.

Odd Facts from Library

Donald Kohlstedt, head of the Kansas City Kansas Public Library, is airing a Friday afternoon quarter hour of odd facts and scientific information for KCKN which is titled, "Popular Science."

Wedding Anniversaries

WDAF, Kansas City, has inaugurated a daily early morning sustaining feature in which all persons who have been married more than ten years will be saluted on the date of their anniversary. The program which is known as the Wedding Anniversary Party will feature transcribed music and is conducted by Fred Weingarh.

Gene Austin Set for 39 Weeks

West Coast Bureau, RADIO DAILY
Los Angeles—Gene Austin signed by Young & Rubicam for full 39 weeks of the new Joe Penner-Cocomalt series. Gene currently appearing at Sardi's.

"We Paducah boys stand together! I'm speaking of the COLONEL FROM KENTUCKY I knew him when!"



THE COLONEL FROM KENTUCKY MONDAYS 3-3:30 (EDST) WABC COLUMBIA NETWORK

NEWS PERIODS HEADED FOR NEW HIGH IN FALL

(Continued from Page 1)

stories is indicated in the activities of several news organizations such as United Press, Transradio Press Service, Van Cronkhite Associates and others.

United Press radio news officials are definitely of the opinion that the coming style in news presentation will be away from straight talk, and are making plans accordingly. Transradio is hurrying work on its new recorded feature news presentation, while Van Cronkhite Associates continue to develop an already enlarged scope of news angles. United Press has passed the 170 station mark for its list of subscribers.

Transradio had a 20-station gain since June 1. Herbert Moore, Transradio head, is of the opinion that news sponsorship this fall will reach the peak of this type of broadcast. He bases his opinion on numerous talks with both sponsors and agency executives.

Transradio Press is also seeking to infuse new ideas in news presentation and is acting as a clearing house for its subscribers, passing along whatever new ideas are developed. Clients are now receiving effective examples of tie-ins and methods of handling programs. Canadian and Hawaiian outlets are beginning to go heavy for news. New Canadian Transradio clients include CFCF, Montreal; CRCT, Toronto; CJCR, Winnipeg; CJOR, Vancouver, and CFCN, Calgary. KGU, Honolulu is also a newcomer.

WLW Line Is Adding New Accounts in Aug.

(Continued from Page 1)

since WLW has a strong line of commitments, the WLW Line, with outlets in Pittsburgh, Philadelphia, and New York, is being careful of its own commitments and promises.

There is no Substitute for Coverage

W S Y R

Take Nothing for Granted—Investigate

SYRACUSE, NEW YORK

COMMERCIAL MANAGER of small station desires connection with more progressive station. Experienced production man, announcer, and an A-1 salesman will consider proposition with any progressive station. Salary no object. BOX A-102, RADIO DAILY, 1501 Broadway, New York City



BUDDY ROGERS is cutting his Hawaiian vacation-honeymoon short to return for huddles with several advertisers and agency executives interested in new Fall shows.

Wen Niles, brother of Ken Niles, announcer, and announcer himself, was announced by Ken Stuart, announcer-emcee of "Listen Ladies," as guest announcer on that program Thursday, according to an announcement of Fred Jones, KEHE releaser of press announcements.

"Screen Children's Magazine," new KHJ program featuring juvenile screen celebrities, has been temporarily discontinued, after being heard for two weeks, to permit of lining up "names" well in advance. Resumes on August 3.

Harrison Holliday, KFI-KECA general manager, told group of writers at Authors Club luncheon all about classic boners and "fox passes" that slipped over the mike to palpitating listeners.

Bill Gay, formerly announcer WMBD, Peoria, Ill., has been added to KNX announcing staff.

Lynn McManus of J. Walter Thompson's New York office added to the local set-up and will function on the Werner Janssen-Fleischmann program.

Eddie Peabody and his KFWB show intact, with Arthur Bryan added comic, goes into the Paramount Theatre on July 29 for a possible two weeks. House orchestra stays, with Gene Bren, youthful maestro who bats frequently for Rube Wolf, probably waving the stick. It is rumored that Eddie will play "St. Louis Blues."

Ted Bliss, KHJ, off to Yosemite and the Redwood country for the annual two weeks with pay.

Eddie Fitzpatrick and his orchestra and "The Playboys" combination have been busy waxing for Standard Radio's pop library.

Jimmy Vandever off to his favorite hideout for one week. All the time he can spare from his "Meet Some People" chore.

Jerry Danzig, who conducts the "Let's Visit" program with Dave Driscoll from New York over the Mutual network, is in town for a short stay. Danzig will broadcast three shows from KHJ while on the Coast.

"Sycamore Street," heard five days weekly on KHJ-Don Lee at 10:30-10:45 a.m., now is sponsored three times weekly by Golden Bear Coffee Co. Deal runs for thirteen weeks, meanwhile remaining two stanzas continue sustaining.

Frank Cunningham, one time sports-news commentator and continuity editor for the defunct Interstate Broadcasting System, has turned his hand to screen writing and just sold an original, "Coast Guard Patrol," to Warners. Cunningham is Hollywood correspondent for Foreign Press Syndicate also.

A REPORTER WITH A CONSCIENCE!

● ● ● The plaudits paid the memory of George Gershwin prompted a Main Streeter to remark that "as usual, George wasn't respected in living as he is now!"... Which started a brawl, because Gershwin was applauded and honored at all times... Funny thing about the entertainment world where every one is "pushing" others out of their way to reach a goal... Take the Jack Bennys and Jack Pearls, both top-notch comedians in radio, stage and pictures... When Benny gets a new show, picture, etc. Jack and Wini Pearl go wild with joy. Ditto on the vice versa situation... The nite before the Benny sailing, we met the foursome and told them of Bobby Crawford's illness. Pearl and Benny turned white and offered to run to the hospital... Pearl then says that he'll see us Friday and Benny takes us aside and whispers, "The Baron is lying again. He thinks I don't know that Wini and he are sailing with Mary and myself tomorrow for Europe."... Pearl figures the comic is giving us a scoop—instead of a surprise!

● ● ● At the Gershwin services some one points out a phony parading down the aisle and says, "he's so crooked, that when he dies, they'll have to screw him into the ground"... Which got us to thinking about a singer reaching the heights slowly, with only one fear in life—that people in the business will say he's developed a "Buddy Clark complex"... From a job as a clerk on Wall Street, he came to work at the Hollywood Rest. where on his \$40 salary he supported a family of 9 kids... Then he clicked via sustainings and only recently asked people to buy 10 per cent of himself for \$1,000 but found no takers... Today he's the singing star of big commercials and still supports his family in Brooklyn and personally lives at a \$12-a-week hotel... He's got the "moxie" to succeed... Del Casino can't miss reaching the heights in every field. Words and music are from the heart!

● ● ● It's nice hearing that Vivienne Segal (who is doing great at the Jones Beach operettas) is being considered for three air shows this fall... Also that WFAS, White Plains, finds that their "Drive with Safety" campaign sponsored by the Mayflower stations is receiving the co-operation and interest of grammar and high school children, who are brought before the mike in street interviews, and voice their opinions of what's wrong in traffic regulations... Tommy Dorsey's father is ailing in Pa., with the swingster rushing there nightly... Willie Farmer, who conducts the ork in the Sunken Gardens of Radio City, found himself in a peculiar spot the other nite... NBC finally discovered what a great aggregation he had and were all set to give him a coast-to-coaster. The evening was lovely—until 15 minutes before he took to the air—when a downpour shut him off the airplanes on his debut... On threatening weather, you'll find Willie fingering coins, elephants, etc., lucky pieces, so that it won't rain!

● ● ● From WHB, Kansas City, Mo., comes word of a swell show aired recently... Show was called, "Filling the Bread Basket of America" by Dick Smith, with Norvell Slater, announcer, taking a portable unit with Nelson Rupard at the controls, into the wheat fields of Kansas City, and interviewing farmers reaping their crop... Discussing bandleaders, artists and music publishers, Vincent Travers says: "When you're off the air—you get the AIR"... Rubinoff returns Sept. 26 to the airwaves... Hollace Shaw is being screen-tested by Paramount... Where did Vick Knight get 16 friends on the coast?... Consensus is that Abe Lyman will remain on the coast longer than six weeks!... From WNOX, Knoxville, comes the story of a person walking into the auditorium and asking when the tickets were going on sale. Announcer said that tickets would be sold at 11:30 next morning... which prompted the intruder to protest because he had to get to a town that nite... He thought the playhouse was a railroad depot!

JASON F. WHITNEY, president of Chicago City Opera, is to reveal plans for fall in an interview with June Baker on WGN, Wednesday. Tom Fisdale of Ferris & Fisdale, who have landed the opera account, reports that opera company is considering broadcasting this year.

Basil Loughrans, Lord & Thomas radio production chief, to New York to wax some more "Neighbor Jim" platters for Montgomery-Ward at RCA studios. M.W. is now using 77 stations.

Angelo Raffaelli, WJJD tenor, has departed for his new post at WLW, Cincinnati.

Helen Morgan, appearing at the Chez Paree, has been engaged to do a guesster with Harold Stokes on his "Melodies from the Sky" over WGN-Mutual, Wednesday night.

Bobby Brown, program director of WBBM-CBS, departed for six weeks in Europe.

Gene O'Connor, formerly of WGN sound effects, now is traffic manager.

Betty Bennett of Bennett and Wolvertson on NBC is playing in a stage show at Chicago theater this week.

Virginia Payne (Ma Perkins) plans to spend August in Bermuda.

Charlie White, old time boxer, planning a return to the air with his "muscle sense" reduction program. Willard Farnum of "Tale of Today" is back from a three-week vacation in home town of Mankato.

Fibber McGee and Molly do a guest turn on the National Farm and Home Hour today.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, and Gilbert McClelland, NBC press department, on sick list.

Courtney Savage, producer of "Arnold Grimm's Daughter," back in town after trip to Minneapolis to consult with General Mills.

Phil Bowman is directing "Manhattan Mother" at WBBM while Bobby Brown is in Europe.

3 New Soloists on WHBF

Rock Island, Ill.—Three new soloists of big-time calibre are recent additions to the staff of WHBF. They include Katherine M. Russell, formerly with Ted Weems' orchestra and once a featured soloist at WLS, Chicago; Leo Hart, who was tenor soloist with the Dubuque University a capella choir, and Lee Mason, who has been singing in Chicago and is best known to radio fans hereabouts as "Miss Carrene" and "Miss Teledial."

WHBF has over 20 artists of this calibre now on its list.

Al Bernard in New Series

Al Bernard ("Gentleman from the South") and the Melodeers Quartet start a new series of songs and comedy over the NBC-Blue network on July 27, to be heard Tuesdays and Fridays at 5-5:15 p.m.

Coast-to-Coast

MEMBERS of the internationally famed California Camera Club were recent guests of KSFO's "Camera Club of the Air" at a regular weekly Camera Club broadcast. The station's Dante Barsi Swingtette supplied the action for the candid camera enthusiasts. "Camera Club of the Air" is written and produced by J. C. Morgan and announced by Joe Walters. The voice of the camera is created by Jack Moyles. Program is aired Thursdays at 8:45 p.m.

Bob Bradley, recent tenor discovery brought to New York from Denver for the "Heinz Magazine of the Air" broadcasts while baritone Reed Kennedy is on vacation, will be heard Wednesday on the CBS program, singing several solos as well as vocal choruses with B. A. Rolfe and his orchestra. Irene Beasley is on today's program.

Joeko Maxwell, WLTH sports commentator, had a "Joe Medwick Day" on his Sports Parade program Saturday, honoring Joe Medwick, St. Louis Cardinals' star outfielder and batter.

Young's Harmonizers program, sponsored on KCKN by the largest department store in Kansas City, Kas., receives more requests for old favorite songs than any popular program receives for modern tunes.

Kitty Conti and Les Lindow of the WCAE staff in Pittsburgh resume work today, while Salesman Bill Schroeder starts his vacation. Gif and Harry Bixbee will vacation with their parents in the White Mountains. Their father, former chief engineer at WCAE, recently acquired a speed boat capable of doing 60 miles an hour.

An epic battle for the fiddle playing championship of Pennsylvania, plus picturesque fights for the state titles at hog-calling, clog and jig dancing, ballad singing, country auctioneering and tall story telling will be heard over CBS on July 31 at 4:30-5 p.m. Program will originate at the third annual Pennsylvania Folk Festival in the Memorial Stadium at Bucknell University, Lewisburg, Pa.

KDYL, Salt Lake City: Myron Fox, announcer, leaving July 26 for a two-week training at Monterey, Cal.; Fox is first Lieutenant in the U. S. Army Reserves. . . . Assistant Production Manager George Dixon Snell, who also writes novels and short stories, received word that two of his stories were selected by the critic Edward J. O'Brien for his yearbook, "Best Short Stories of 1937." . . . Frank Austin, Announcer, spending vacation in the Wasatch Mountains . . . S. S. Fox, president, and Fred Horwitz, salesman, on coast for couple of weeks.

James Crocker, director of the Greater Texas and Pan-American Ex-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 52 of a Series

WNBX—Springfield, Vt.

1,260 Kilocycles—1,000 Watts

COLONEL HARRY C. WILDER, Chief Executive

A YEAR ago, WNBX, Springfield, Vt., was a record-playing, early signing-off 1,000-watt station, with its location on the Vermont-New Hampshire border about its only advantage. Today, six months after a change of management, each month shows a substantial revenue increase. Its new management, headed by Colonel Harry C. Wilder, who also handles WSYR, NBC-Blue outlet in Syracuse, changed not only the methods but the results as well.

Wilder commissioned Leighton & Nelson, Schenectady advertising agency, to make a complete survey of the station. L. & N. supplemented the station's staff with a trained personnel; eliminated hillbillies, outmoded transcriptions and phonograph records; organized an artists service bureau, which included holding auditions, and established planned programs.

Key point in the success of the new WNBX is the system whereby definite hours of the day and night bring forth various types of programs best adapted to the listening public.

The new studios and new setup were recently dedicated appropriately with live variety shows featuring prominent people of the Twin States of New Hampshire and Vermont, as well as prominent radio artists, popular in that territory, such as Colonel Jim Healey and Bradley Kincaid.

WNBX is now tie-in with the Mutual, Yankee and Colonial networks, bringing the best of the tri-network sustaining programs. The hosts of vacationists patronizing New England in the summer months thus can hear dance music. Home games of the Boston big league clubs are broadcast under the joint sponsorship of General Mills (Wheaties) and Socony Vacuum Oil.

WNBX is a typical example of the service that can be rendered, both to public and patron, if properly handled.

position radio station, was married last week to Elizabeth Rea of the amusement staff of The Dallas Morning News.

WTNJ, Trenton: Rupe Werling, salesman, is writing two weekly radio columns for Trenton newspapers. . . . Harry McIlvain, program director, and announcer George Cahan are celebrating; both broke 100 last week on a Trenton golf course.

Jackie Coogan, now touring the states with his dance orchestra, spoke to KIDO listeners the other evening when he was interviewed in KIDO's new studios. With a quick look around at the pleasant and comfortable furnishings of the main studio, Jack exclaimed to Manager C. G. Phillips: "Boy, I'd like to stay here for the night!"

Annual Southeast Missouri Motor Boat race, held on the Mississippi River at Cape Girardeau will be broadcast by KFVS, Cape Girardeau, Mo., on July 25. Participants in the races will speak and an account of the race itself will be given by the Roving Reporter of KFVS.

"The Family Man," WTMV's No. 1 morning show written and aired by Woody Klose with Paul Godt as accompanist, suspended for the summer last week while Klose and Godt vacation.

Kenneth Eccleston of Binghamton, who won a Grand Union Co. (chain stores) radio contest and a trip to New York, also has landed an announcer's job at WBNF, Binghamton.

Bill Elliott today takes over the "Town Topics" on WICC, Bridgeport. Same station will have Olga Bacalnova in an interview tomorrow at 2:15 p.m.

Buick Motor Co., Flint, has already received congratulatory letters and postcards from 11 countries in praise of the Braddock-Louis fight sponsored by auto firm.

The Public Affairs department of KMOX, St. Louis, with Jerry Hoekstra as director, is presenting a series of programs from Jefferson Barracks during the 30-day encampment of the C.M.T.C.

A trio of internationally famed yachting authorities will assist Ted Husing in the intricate task of covering the America's Cup races off Newport, R. I., starting July 31. CBS network listeners will hear Sherman Hoyt and Edward P. Foster, American experts, and John Scott Hughes, Great Britain's outstanding boating authority in addition to Husing's descriptions of the more exciting phases of the races.

"Meet the Maestro," a program of recordings, has been inaugurated each Sunday morning at 9:45-10 a.m. over WIBU, Beaver Dam, Wis. Each week the program pays a tribute to a leading dance orchestra.

The Superior, Wis. offices and studios of WEBC have been completely modernized and additional facilities installed. W. C. Bridges is general manager.

AGENCIES

ABBOTT KIMBALL, chairman of the board of Kimball, Hubbard & Powell, Inc., has resigned that position to open his own office at 250 Park Ave. The present agency name will continue unchanged.

NORMAN FRANKEL, radio director for the Freitag Advertising Agency, Inc., Atlanta, for more than three years, expects to locate in New York again permanently. He was formerly a newspaperman here. In his post with the Freitag firm, Frankel handled some elaborate merchandising and promotion campaigns, also did considerable commercial script writing.

LEON MEADOW has resigned from the J. Walter Thompson agency to join Blackett-Sample-Hummert, Chicago, effective Aug. 2.

Ascap is Negotiating With Foreign Societies

(Continued from Page 1)

The Congress of performing rights societies held in Paris last month was more or less routine, said Paine, with mutual problems being discussed for the most part.

Strongest impression, generally, was the cooperative attitude of the European governments toward their author, composer and publisher organizations. French government for instance appropriated 300,000 francs for entertainment of the visiting delegates to the confederation gathering.

French government offered this year 3,000,000 francs to the French performing rights society for use of its catalog over the government stations. Complete protection is the by-word, and in Italy where composer rights are virtually under the protection of all law enforcement officers the head of the state cultural branch of the government takes an active interest, with similar officials doing likewise in other countries.

Public domain music in Italy, for instance, is never really public domain in the full sense of the word. When a copyright runs out, the work is the property of the people, but the government collects royalties, using the performing rights society as its collection agency.

New Washington Studios Equipped for Television

Provisions for television have been made in the new WRC-WMAL, Washington, studios which will be officially opened Thursday evening. Located in the Trans-Lux Bldg., with Kenneth Berkely as general manager, the plant is one of the first in the country to be equipped with actual visual broadcasting apparatus.

Cast in CBS "Caesar"

Claude Rains, Raymond Massey, Walter Abel and Reginald Denny will head the cast of "Julius Caesar," the CBS Shakespearean presentation on July 26 at 9-10 p.m.

★ Program Reviews and Comments ★

Robert L. Ripley in "CARAVAN OF TRUTH"

with B. A. Rolfe's orchestra
General Foods
WJZ—NBC-Blue Network, Fri-
days, 9-9:30 p.m.
Benton & Bowles

DEBUT OF ENTERTAINING SHOW MAR- RED BY AMATEUR SOUND EFFECTS, WITH ROLFE'S MUSIC TOPNOTCH.

Robert (Believe It or Not) Ripley made his debut Friday in a new series for General Foods (plugging "Huskies," cereal) after a vacation in Alaska. Ripley first gave some interesting far north facts to Ford Bond, the announcer, then dramatized one of his "Believe It or Not" features dealing with a man who had been executed by a firing squad in Mexico and lived to tell about it. In fact, the man was interviewed by Bob immediately after the sketch. Though the acting and material was fine, poor sound effects spoiled things somewhat. The hoofs of horses, for instance, sounded like the clinking of teeth.

B. A. Rolfe and his orchestra did much with "September in the Rain," "Around the Marble Arch" and portions of the "Tales of Hoffman," the latter following a dramatization by Ripley's company of how the first operetta came into being. For the commercial, Ripley used Vince Richards, the tennis champ, who had a part of his boyhood enacted and then told how his entire family ate "Huskies."

This new series, with Ripley emceeing even the musical numbers of B. A. Rolfe, giving a few notes about the tune, etc., is without a doubt the most interesting show brought to the airwaves by the "Believe It or Not" fellow.

"Kraft Music Hall"

Bob Burns' second program in the Kraft summer series last Thursday

BOSTON

NBC here plans some new sustaining shows for network consumption. Rakov and a 15-piece band may present two shows weekly.

Edward Hall is filling in for Harry Goodwin of WBZ's press department while latter vacations.

New control operator at WEEL is Al Teacherman, from Pawtucket.

Tony Russell, WBZ baritone, will do a 10-minute program each Thursday 6:35 p.m. over the NBC-Blue network from the studios of WBZ.

WEEL feeding three pick-ups a week of Bob Crosby from the Ritz Roof to the CBS network.

Fred Cole of the WBZ sales promotional staff away from his desk a few days because of illness.

The time of Jean Abbey's program on WEEL waves has been changed from 9:30 to 10:45 on Monday morning beginning the 26th. Jean just recently returned from her honeymoon.

Scott Furriers signed for three weekly 15-minute spots on WEEL.

night was somewhat better than the first. For one thing, there seemed to be a more balanced distribution of Burns among the various guest stars, all of whom were very good.

James Stewart of the films did an amusing bit of crossfire with Burns. Jose Iturbi provided a distinguished bit of piano playing. Fortunio Bonanova, "the Clark Gable of South America," sang pleasantly and swapped a few cracks with emcee Burns, and then there was a particular bright spot in the person of Dorothy McNulty, a talented comedienne who also sang "You Made Me Love You" in a sweet style.

Johnny Trotter's orchestra and the Paul Taylor choristers again did themselves credit in their musical end.

"Vallee Varieties"

Emanating from three points—Dallas, Hollywood and New York—last Thursday night's Rudy Vallee show was highlighted by the comedy chatter of Joe Cook, who has learned fast in radio and is now among the best of the airwave wits.

Jack Arthur and the Gauchos, male chorus of 24 voices trained by Lynn Murray, stood out in vocal work, and the chats between Vallee and Governor Allred and Corinne Griffith were interesting. Fay Wray and Richard Cromwell appeared in a trivial playlet, "The New Yorker," piped in from Hollywood. Joe Laurie, Jr., also was in his usual spot.

"Hollywood Hotel"

Harriet Parsons stepped in last Friday night to pinch hit for vacationing mother Louella on this CBS hour, and she did exceptionally well. Parsons Jr. displayed considerable wit and snap in the little introductory sequence before presenting a skit of the film "Broadway Melody of 1938,"

Coast Still Speculating On Bacher's Successor

West Coast Bureau, RADIO DAILY
Los Angeles — Rumors regarding Bill Bacher's successor on Hollywood Hotel are flying up and down the Boulevard. W. B. Lewis, CBS vice-president, is reputed to have turned down the berth, but the fact remains that he and L. Ward Wheelock, head of F. Wallis Armstrong, are knee deep in conferences today. Probability is that no announcement will be made until Wheelock returns to New York, and in the well known meantime Ken Niles and Diana Bourbon will carry on with the former Bacher organization. Diana Bourbon's vacation was summarily cut short en route to New York and she flew back from Pittsburgh.

WGCN Adds Two Announcers

Gulfport, Miss.—Bob Johnson, formerly of WJBW here, and Bill Rohmer, formerly of WAHA and WFOR, have joined WGCN here as announcers.

with Robert Taylor, Eleanor Powell, Sophie Tucker, Buddy Ebsen, Billy Gilbert, George Murphy, Judy Garland and Igor Gorin taking part. The regular members of the "Hotel" cast, including Frances Langford, Jerry Cooper, Raymond Paige's orchestra, Ken Niles and the delightful telephone voice known as Sally, all did their usual good work. The film "preview" was just so-so.

Kenny's Kids

Nick Kenny's Saturday morning kiddie hour on WMCA, with Uncle Charlie conducting, provided a surprisingly bright musical revue when caught last Saturday. Quite a number of unusually talented youngsters paraded their talents in the course of the hour. Topping the list was Morte Rappe, who displayed a voice of good quality and a very effective style of delivery in the singing of "Two Rocking Chairs." Jimmy Flynn, singing "When the Poppies Bloom Again"; Mary McHugh, in "Rose of No Man's Land"; Alan Milo, singer of cowboy songs, and the youngsters who warbled "When Irish Eyes Are Smiling," "Vienna Dreams," "Let's Sing Again" and "Nobody Asked Me to Play," as well as a cute Mae West imitator, all were excellent. Zeke Manners was a caller. Show is sponsored by Dr. Brown's Celery, handled by Carl H. Schultz Corp.

Johnny Hauser Orchestra

From the Grossinger Country Club Playhouse at Ferndale, N. Y., over the WOR-Mutual network on several occasions weekly comes the music of Johnny Hauser and his orchestra. When last caught, Friday afternoon at 3:30-4 p.m., the versatile Hauser did some passable vocalizing of "In My Cabin of Dreams," "My Rosetta," "Chinatown" and "My Blue Heaven," in addition to conducting and handling the announcements. He also

presented a guest singer, Leo Fuld, who did right well by a popular Viennese number, which he sang in German as well as English, while a femme singer put over "Where Are You?" and a male group contributed further vocalizing.

There was a graceful amiability about the program, giving it a sort of nice informal touch.

"Your Invention"

Opening sequence in Sam Hammer's "Your Inventions" program over WMCA last Friday night sounded awfully much like a sock at another inventors' program which made its debut last week. Sam holds claim to being the first in the local field with a show of his type, the latest broadcast being his fourth, and his program differs from the newer one in several respects. One is that only patented inventions are aired. Basically, however, and in so far as the entertainment is concerned, both shows depend on interviewing the inventors and eliciting descriptions of the new gadgets, all handled in serious fashion and quite entertainingly. Sam's fourth broadcast was as interesting as earlier ones, with an apparent plenitude of new and novel gimmick available for airing.

Fred Tracy

New York's pioneer radio announcer, Fred Tracy, who also has knocked around in vaudeville, theatrical publicity, etc., returned to the metropolitan scene Friday over WBIL at 2:15-2:45 p.m. with a variety program put on by a batch of assorted talent. There was quite a bit of singing of songs, old and new, by talent that was pretty good on the whole, especially considering that they had only the help of a studio piano. Tracy should be able to build this up into a very pleasing show.

"Crazy Quilt" on WMBS

Charles Michelson, eastern representative for Earnshaw Radio Productions, has placed "Crazy Quilt," the new Earnshaw musical variety transcription series, on WMBS, Uniontown, Pa. This makes the 17th station using the show.

Wedding Bells

Margaret O'Connor, secretary to John Royal, NBC vice-president in charge of programs, was married Friday to William McCaffrey of Hesse & McCaffrey, the booking agents. McCaffrey at one time was employed in the NBC Artists Service.

Mine Disaster on Mutual

Mutual System, through the facilities of its Cincinnati affiliate, WLW, last Thursday broadcast by means of a short wave transmitter a 15-minute program consisting of interviews with mine officials and the lone survivor of the mine disaster at Sullivan, Ind.

SAN FRANCISCO

Howard Wilson, KROW sales chief, off Friday to Vancouver, Lake Louise, Yellowstone Park. Wife accompanies him on the 2-week vacation.

J. Ray Conlan, KYA sales staff, Reno-oped recently with Frances Duffy.

Bert Buzzini, KYA mikeman, back from three weeks in N. Y.

Anita Bolton, assistant to Jennings Pierce, is producing the "Western Farm and Home Hour" daily now that Pierce is on vacash.

Wallace Ruggles, sound man, and Warren Andresen, studio engineer of NBC's ether plant, down in H'wood inspecting quarters there.

Betty Bell, KYA traffic manager, breaching the ozone of the great open spaces for the next two weeks.

Eleanor Jackson, narrator, and Gaylord Carter, debuted a new talking show on KGGC and KLS.

Bill Grove substituting for Harry LeRoy, KGGC sportscaster, who is out with flu.

PROMOTION

Sendoff for New Studios

Along with a series of special programs from WRC-WMAL, Washington, in celebration of its new studios, the printed word and other exploitation methods will be employed to bring the event to the attention of the local public.

A distributing crew will place an eight-page rotogravure paper, tabloid size, into every home and apartment in Washington. Print order calls for 135,000 copies. Remainder will be sent out via direct mail all over the country.

On dedication day, next Thursday, 1,000 balloons, half red, half blue, will be released from atop the new studio building. Cards will be attached which ask the finder to return to the NBC studios for a possible award. Over 25 prizes contributed by NBC and local merchants will be attached to the balloons. Grand prize will be a trip to New York and a tour of the Music Hall and Radio City.

Local Merchants will also publicize the event through special window displays built around an NBC display piece.

Sponsor Plugs Sportscasters

Hyde Park beer has spread the picture of one of its Sportscasters over the length and breadth of St. Louis in an extensive billboard campaign to promote their Sports programs over KWK. Ray Schmidt, who handles one of the Hyde Park Sports Reviews, occupies the billboard space this month. His picture will be removed at the end of that month to be replaced by Johnny O'Hara, who is also on the list of sportscasters, through the medium of an early evening sports broadcast.

The brewing company sponsors all wrestling and boxing descriptions at KWK, as well as bankrolling several nightly periods of sports gossip, to say nothing of a full hour of light entertainment, "The House Party at Otto Hasenpfeffer's," every Saturday night at 10:30.

During the baseball training season, the sponsor sent O'Hara to the Cardinal training camp, at Daytona Beach, Fla.; and Schmidt to the camp of the St. Louis Browns, at San Antonio, for a series of direct broadcasts of training dope.

Quotes from Reviews

A new series of promotional material based on reviews of its shows in the daily papers is being prepared for distribution by WMCA.

The series consists of transcripts of comments from radio editors printed on colored post cards with cartoon illustrations to fit the subject. These cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

CBS Shakespeare Contest

Columbia Broadcasting System has arranged for a contest with high schools in connection with the current Shakespeare cycle. The first

Begin Short Wave Tests Within Next Few Months

(Continued from Page 1)

months to obtain data on short wave problems for presentation at the International Radio communications Conference in Cairo next year. Tests are to be made at the request of the inter-Continental meeting recently held in Bucharest by the Union, when a committee prepared a program of tests involving the close collaboration of American stations.

Representatives of BBC here and CBS, NBC and RCA from New York were among those who attended the Lausanne conference. It was decided to invite the Commonwealth of Australia to arrange the fourth Inter-Continental Concert, to be broadcast in the Spring of 1938. Investigations were also made into the possibility of an exchange of gramophone records of historical interest for broadcasting.

The technical committee again considered aspects of the problems affecting the operation of European long and medium-wave and short-wave stations. It reaffirmed that it had not been possible to solve the several serious cases of interference in the long waveband by the Lucerne Plan, or by arrangements with other radio services. In the medium waveband, a higher stability of certain transmitters could make possible the reduction of existing interferences.

Bearing in mind future improvements in the European bands, the committee has confirmed the advantage resulting from the adoption of synchronized transmitters for national systems, as compared with the system of waves shared among different countries. In addition, the committee has continued its regular studies of microphones, studio acoustics, and anti-interference campaigns in cooperation with the *Comite International Special des Perturbations Radiophoniques*.

The next meetings of the Union will take place towards the end of the year at Nice. Their principal object will be to draw up the Union's final recommendations to the forthcoming International Radiocommunications Conference at Cairo.

Coast Artists' Guild Becomes Equity Unit

(Continued from Page 1)

writers, continuity editors and sound effects men.

Officers are: Norman Field, President; William Lawrence, first vice-president; Duane Thompson, second v.-p., and Thomas Freebairn-Smith, third v.-p. Ralph Scott is secretary and Donald Wilson treasurer. Board of governors to be elected shortly.

prize, \$250, will be paid to the student writing the best critical essay on the series. 15 second prizes consisting of volumes of the bard's works will also be awarded. Best letter from every school will be selected and sent to the national judges who will make the final selections. Contest was arranged through the cooperation of leading school authorities.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WTMV

"... All in all, I think RADIO DAILY is a publication that the industry as a whole has needed for quite a few years, you and your staff are doing an excellent job, and I wish you tremendous success in every way."

Woody Klose

WNBH

"... You will be glad to know that we consider RADIO DAILY the best investment we have ever made, and no publication receives more thorough perusal in our offices."

Sol Chain

KMOX

"... May I take this occasion to compliment RADIO DAILY and the editors for a mighty fine paper. I have found your publication most interesting from the first."

Harry W. Flannery

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

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Community Broadcasting Co., Toledo. CP for new station. 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Telegraph Herald, Dubuque, Ia. CP for new station. 1340 kc., 500 watts, daytime.

WKBB, Dubuque. CP for new equipment, move transmitter and install new antenna. 1500 kc., 100 watts, 250 watts LS., unlimited.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. Special experimental authorization for new station. 1370 kc., 10 to 100 watts, unlimited time synchronously with WLLH.

WLMU, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.

APPLICATIONS DENIED

Voice of Greenville, Greenville, Tex. CP for new station.

Ted R. Woodward, Kingsport, Tenn. CP for new station.

KGFF, Shawnee, Okla. Mod. of license to change frequency and power.

EXAMINER'S RECOMMENDATION

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime, be granted.

WBCM, Bay City, Mich. Mod. of license to 1410 kc., 500 watts, 1 KW. LS., unlimited.

HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 21: WMBH, Joplin, Mo. Mod. of license. 1380 kc., 500 watts, unlimited.

V Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Juan Piza, San Juan, P.R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Network Series For Pepperell Mfg. Co.

(Continued from Page 1)

station hookup WSB, Atlanta, and WRDW, Augusta, down south and proved very successful. Dr. Karl Reiland, who headed the test series, will be heard in the network series. At the start program will originate from New York then shift to WSB studios. Batten, Barton, Durstine & Osborn Inc. placed the account.

Joins WNOX Sales Staff

Knoxville—W. J. Kappes, Jr., has been added to WNOX, Scripps-Howard Radio Inc. local sales staff.

ONE MINUTE INTERVIEW ALEXANDER GRAY

"When television finally does come, it will call for a brand new technique as far as singing goes. Singers with stage and screen experience will, of course, have the edge on those lacking this experience, but everyone will have to learn the new style of presentation. There is a very strong possibility, I've been told, that television may alter, in a technical way, the actual sound of a man's voice."

ORCHESTRAS - MUSIC

PERCY GRAINGER, composer-conductor, and Dr. Joseph E. Maddy, president of the National Music Camp will conduct the National High School Orchestra during the National Music Camp concert next Sunday, 10-11 p.m., over the NBC-Blue Network. The broadcast will come from Interlochen, Mich.

Harry Rosenthal, society orchestra leader, now at the Versailles, has been signed by Artists Management Bureau Inc. for management and publicity. Paul Whiteman, associated with Artists Management, arranged the contract.

Bob Lawrence, Paul Whiteman's tenor, singing with Billy Rose's Aquacade in Cleveland, broadcasts every Sunday on the NBC "Tapestry of Melody" show.

Jimmy Brierly, now singing with Paul Whiteman at the Casa Manana in Texas, was booked for three local sustaining shows in a week out of Fort Worth, on behalf of the "Frontier Fiesta."

The King's Men, appearing twice weekly over NBC's Blue network, are being prepared by Artists Management for several Fall commercials. They were formerly with Paul Whiteman.

"In an Old Forgotten Garden" composed by Jack Ward, staff organist at WMCA, was sung on the air for the first time Thursday at 5:00 p.m. during the "Grand Stand and Band Stand" program. Jerry Baker, tenor, offered the rendition of the number, accompanied by Lee Grant's Champion Orchestra.

The "Kings' Jesters" and their orchestra inaugurate a new series over WOW today when they begin airing from Fairview Gardens, Lake Manitou, Ind. Each Monday and

Wednesday this popular "sing-play" group will serenade from this resort spot at 10:45-11:15 p.m., and Fridays at 11 p.m., CDST.

Vincent Pirro, accordionist, recently featured with Paul Whiteman's band, has been engaged as the new instrumental soloist with Jenö Bartal's orchestra in the Georgian Room of the Hotel Piccadilly.

Zella Layne, NBC's contralto sustaining artist, vocalizing with Ellis Kimball's band at Topsy's Roost now that Kimball lost Mary Ann Harris, his former canary to Frank Buck, his trombonist, who nixes the warbling act.

Mickey Alpert's orchestra from the Riviera; Mitchell Ayres and his crew from the Hollywood Restaurant, plus N.T.G.; Val Ernie and ork, also from the Riviera, and Lee Mosley and his colored combo from Barnes Tavern have been added to the WNEW "Dance Parade," 9:30 p.m.-2 a.m.

Vincent Lopez and his orchestra are in Detroit for a weeks' engagement at Westwood Gardens, fresh from a record-breaking two weeks put in at Denver's Lakeside Park. The Lopez crew will be back East to open at Piping Rock for the racing season at Saratoga on July 26.

Final summer bookings have been made for Shep Fields' "Rippling Rhythm" orchestra. After a few one-nighters Fields will appear at Manhattan Beach, and thence to the New York Paramount Theater.

Ted Lewis is doubling this week between the Hotel Astor Roof and Manhattan Beach. His "Rhythm Rhapsody Revue," with a bevy of variety entertainers, is likewise appearing at both spots with the band.

NEW BUSINESS

WNOX, Knoxville

Philco, Boake Carter, three times weekly; Postal Telegraph, four daily announcements, one year, through Marschalk & Pratt; Armour Fertilizer Works, one year, through Gutschaldt-Humphrey agency; Pinex, through Horton, Baggley & Hoyt agency; Institute of Electrical Research, through Critchfield & Co.; Thoray Laboratories; Dr. W. B. Caldwell, one year, through Cramer-Krasselt agency; Coca Cola bottling works; Seven-Up Bottling Co.

WOR, Newark

Doyle Packing Co. (Strongheart dog food), Newark, through Charles Dallas Reach agency, Newark; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan; Anderson Co. (Sleet Master), Gary, Ind., through

Schwab & Beatty Inc., Transradio news with Dave Driscoll; S. Gumpert Co., Inc., Brooklyn, through Rose-Martin Inc.

WBZ, Boston

Baldwin Laboratories (insecticide), through Yount Co., Erie, Pa.; Mass. Savings Bank Life Insurance, through A. W. Ellis Co., Boston; Narragansett Racing Assn., Pawtucket, through Chambers & Wiswell, Boston.

KFVS, Cape Girardeau

Montgomery-Ward, "Neighbor Jim," thrice weekly, 26 weeks.

WGNC, Gulfport

Coca-Cola bottling works, 15-min. transmissions, five times a week, 26 weeks.

GUEST-ING

EFREM ZIMBALIST, FLORENCE EASTON and TEX O'ROURKE, on "Magic Key of RCA," July 25 (NBC-Blue, 2 p.m.).

RAY HEATHERTON, DESIREE TABOR and MITZI, on Chamberlain Brown revue, today (WMCA, 1:30 p.m.).

CLYDE BARRIE, supported by Modern Male Chorus of 16 voices under direction of Lynn Murray, on "Heinz Magazine of the Air," July 21 (CBS, 11 a.m.).

HELEN MORGAN, on Harold Stokes "Melodies from the Skies," July 21 (Mutual, 10:30 p.m.).

RICARDO CORTEZ, GENE AUTRY, RUSS BROWN and DOROTHY LIBAIRE, from Hollywood, and JOE COOK in Dallas, on Rudy Vallee program originating at Dallas, July 22 (NBC-Red, 8 p.m.).

BETTINA HALL, HARRY McNAUGHTON, 3 MUSICAL NOTES, a piano team, and CARSON ROBISON and His Buckaroos on Harry Von Zell's Gulf Show, July 25 (CBS, 7:30 p.m.).

LIONEL STANDER, on the Benny Goodman Swing School, July 27 (CBS, 9:30 p.m.).

HERBERT EMMERICH, Deputy Governor of the Farm Credit Administration, on government series, July 21 (CBS, 9:45 p.m.).

VICTOR MOORE, on "Hollywood Showcase" initial airing, July 24 (CBS).

MARY PICKFORD, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

BENNY DAVIS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

RUSSELL MARKERT, director of Music Hall's Rockettes, on "For Men Only," tonight (WHN, 8:30 p.m.).

MISCHA LEVITZKI and WYN MURRAY, on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.).

CHANNING POLLOCK, on "Heinz Magazine of the Air," July 26 (CBS, 11 a.m.).

FIFI DORSAY, MAY McKIM, VERA NIVA and BILLY BLAKE, on "Broadway Melody Hour," July 21 (WHN-WOR, 8 p.m.).

WWL Appoints Ad Manager

New Orleans—W. P. Beville has been appointed advertising sales manager of WWL here.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

July 19

Merlin H. Aylesworth
Irene Hubbard
Walter Wicker



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 13

NEW YORK, N. Y., TUESDAY, JULY 20, 1937

FIVE CENTS

Fall Spot Business Active

TWO NEW SPOT SERIES DISKED IN CLEVELAND

Cleveland—Guild Productions has completed a series of recordings which Akron Truss Co., Akron, O., is spotting on 60 stations throughout the country. It is the first time this type of product has been advertised by ET.

Guild also has produced a series of spot recordings for Bloomfield Dress Co. of this city, to be used on 75 stations starting Aug. 1.

WIND and WJJD Sign With A. F. of L. Unit

Chicago—WIND and WJJD, Ralph Atlas stations, have signed contracts for engineers with International Brotherhood of Electrical Workers, A. F. of L. unit. Deal runs to 1939 and provides for wage boosts of 10 to 50 per cent. WGN and WCFL also are aligned with IBEW.

WFIL'S New York Office; Frank Wellman in Charge

Philadelphia—Radio activity at WFIL has increased to such an extent that Donald Withycomb, manager, has found it necessary to seek a permanent address in New York for the station. It will be at 48 West 48th St. Frank Wellman, advertising man, instrumental in organization of the Quaker State Network, a Pennsylvania regional with WFIL as key, is in charge of the new office.

New office will serve as a clear-

(Continued on Page 5)

Everidge Smith at KABC

San Antonio—Everidge Smith, formerly with WNBR, Memphis, has joined KABC as commercial manager.

S.P.C.A. Note

Trenton, N. J.—Ed Savidge, rural skitter over WTNJ, is having lots of fun, and providing as much to listeners, by calling their dogs over the air.

Reports have it that the dogs sit and stare at the radio, bark, and even attempt to get into Trenton radio sets to see who's paging them.

Ascap-AFM Meet

E. C. Mills, chairman of Ascap's administrative committee, and Joseph N. Weber, president of American Federation of Musicians, meet this morning on the question of Ascap affiliation with AFL via AFM. This afternoon, Ascap board meets informally, supposedly for a canvass of opinion on how members stand. Another confab is scheduled for the evening.

2 RENEWED, 1 RETURNING ON NBC CHAIN IN FALL

Two NBC accounts, Welch Grape Juice Co. and Wander Co., have signed renewals for their air shows. Welch sponsors Irene Rich on a coast-to-coast NBC-Blue network, Sundays, 9:45-10 p.m., with a repeat at 11 p.m. Renewal is for 52 weeks, effective Aug. 15. H. W. Kastor &

(Continued on Page 3)

Acme White Lead Show Switching to Blue Net

Acme White Lead & Color Works, Detroit (paints) has shifted its fall program from the NBC-Red to the Blue, taking the 5:30-6 p.m. period on the basic network beginning Aug.

(Continued on Page 3)

WCAU Rural Check

Philadelphia—Dr. Leon Levy, prexy of WCAU, has commissioned R. L. Polk Co. to survey the listening habits and volume of rural counties covered by the 50,000-watt CBS link here.

Extensive Schedules Are Being Approved by Sponsors and Passed On to Agencies for Placement

PENN STATE CAMPAIGN GETS UNDER WAY SOON

Plans are now being completed for a new series of broadcasts to be sponsored by the State of Pennsylvania which will begin shortly over a national hook-up. As first reported in RADIO DAILY, the new series is a part of Gov. Earle's plan to bring tourists to the state. Program will be a musical, with Music Corp. of America doing all the booking. Roy Campbell Royalists already have been signed, and it is expected that

(Continued on Page 3)

Van Cronkhite to Rep For New Station as Lab

Hammond, Ind.—WHIP, new 5000-watt station with a directional antenna on to Chicago, has closed a deal with Van Cronkhite Associates Inc. of Chicago whereby VCA takes over all sales and merchandising as well as complete charge of the news. Deal was concluded by John Van Cronkhite and Dr. G. V. Courier, head of the new outlet. Understood con-

(Continued on Page 7)

S. R. O. at KMCA

San Antonio—Manager Howard W. Davis of KMCA announced last week that schedules are all sold out until Aug. 1.

KOIN Employees to Get 50% of Stock in Station

Family of Anning Prall Called to His Bedside

Washington Bureau, RADIO DAILY
Washington—Family of FCC Chairman Anning S. Prall, who is ill in Boothbay Harbor, Me., has been called to his bedside. Late reports at the FCC here described Prall's condition as serious.

Portland, Ore.—Forty employees of KOIN, will become owners of approximately 50 per cent of the stock of the station, under an arrangement effected by C. W. Myers, president. Allotments will be made in accordance with length of service.

For more than ten years KOIN was operated on a basis of plowing profits back into the business. During that

(Continued on Page 3)

By HOWARD J. LONDON

After the usual summer lull in the spot broadcasting field agency activity has jumped into high-gear. Time buyers report that all their regular users of spot along with a large number of new accounts will be on the air this fall. Football leads the field this fall, with about 100 stations carrying airings of local games.

American Tobacco Co. (Lucky Strike cigarettes) in October will go into every large college which has a daily newspaper and endeavor to place the college-news on the air via the local station. Schedule calls for five minute stints, Mondays through Fridays. Sponsor has already signed for Yale and will air the news over either WELI, New Haven, or WBRY, Waterbury.

Peaslee-Gaulbert, Louisville, and Wadsworth-Howland, Boston, subsidiaries of Devoe & Reynolds Paint Co., through J. Stirling Getchell Inc., in September will place a large spot announcement schedule. Peaslee will use 37 southern stations in a one-minute campaign. Wadsworth will use five-minute disks on 11 stations in New England and part of New York state.

Postal Telegraph is using live announcements on six stations (KHJ, KFRC, WNOX, WCPO, WMC, WNBR) with five to six announcements weekly. Series is signed for a year through Marschalk & Pratt Inc.

Anderson Co., Gary (Sleetmaster), has signed 28 stations for a six-week schedule to begin late in October. Quarter-hour programs will be heard on WOR and WIND. Transradio is

(Continued on Page 3)

Films Dig In

Films and radio are due for closer alliance next fall, with deal now reported set for M-G-M studio to supply a \$25,000 weekly show produced by Bill Bacher for Colgate-Palmolive-Peet. Paramount also expected to have an air show again in fall, while Warner Bros. are radio expanding via Trans-american.



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JOHN W. ALICOATE : : Publisher

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

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FINANCIAL (Monday, July 19)

Table with columns: Am. Tel. & Tel., High, Low, Close, Net Chg. Includes sections for NEW YORK STOCK EXCHANGE and NEW YORK CURB EXCHANGE.

WRR Ups News Coverage

Dallas—With both other Dallas stations newspaper-owned, Managing Director John Thorwald of WRR has placed more vigorous stress on news coverage, airing 29 weekly 15-minute news periods personally handled by Phil Hopkins, prominent local commentator, as news editor. Station uses Transradio, varied syndications and staff-produced matter. Listener response has been excellent.

Richfield Coast Series

Richfield Oil Co. of Calif., through Hixson-O'Donnell Inc., Los Angeles, will place "Richfield Reporter" on the NBC-Red Pacific network beginning Aug. 15. Series will be heard Monday, Tuesday, Wednesday and Friday at 10-10:15 p.m. (PST) and Thursday at 10:15 p.m. (PST).

David Carter Out

West Coast Bureau, RADIO DAILY Los Angeles—David Carter has resigned as publicity director for CBS. Hal Rorke succeeds him.

RADIO EVENTS, INC. AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES 535 Fifth Avenue, New York, N. Y. From script to production—that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'It Looks Like Rain', 'Where or When', 'Sailboat in the Moonlight', etc.

Ray Perkins Program Intended as Laboratory

"Hi There, Audience!" the new Ray Perkins sustaining program on WOR-Mutual, is in the nature of a laboratory from which it is hoped to develop fresh ideas in material, production and personnel, according to Perkins.

The program recently was shortened from an hour to a half-hour at the request of Perkins, who says that, although he realizes a show working under the restricted budget and other handicaps of a sustaining is "sticking its neck out plenty", ultimate results are expected to prove worth while.

Lowell Thomas' Arab Guest

Lowell Thomas, who goes in for unusually colorful guests occasionally on his NBC-Blue network Sunoco newscasts, presented a scholarly Arab last night. Aneen Rihani by name, the guest made some pointed remarks, in precise English, about the Palestine controversy.

Martin J. Porter Promoted

Martin J. Porter, formerly radio editor of the N. Y. Evening Journal, has been appointed assistant to the editor of The American Weekly, Hearst magazine supplement. The Journal's radio department is now handled by Dinty Doyle, who moved over to the evening sheet from the N. Y. American when the latter paper was absorbed.

Oliver Owen Kuhn Dead

Oliver Owen Kuhn, director of the National Radio Forum, one of the first non-commercial radio broadcasts, died Sunday in Washington. Kuhn was also managing editor of the Washington Star.

Plenty Early Listeners Found in WTMJ Survey

Milwaukee—In a survey to determine number of listeners during early morning hours, WTMJ, the Milwaukee Journal station, reports its investigators found that between 6 and 7 a.m. 23 per cent of radio sets were turned on; 7-8 a.m., 40 per cent; 8-8:30 a.m., 56 per cent, and 8:30-9 a.m., 59 per cent. Only 1 per cent had sets on before 6 a.m.

It was found that 17 per cent of radio set owners tuned in for morning devotional services.

Holdup Aired While It's Hot

Muncie, Ind.—Five minutes after a major robbery occurred at the height of the early afternoon shopping period, listeners to WLBC were hearing all the details. The WLBC special events department brought witnesses to their microphones, which were located in the corridors of the office building and in the offices of the Independent Discount Corp. E. Pierre deMiller, news director; Francis "Jake" Higgins, special events announcer, and Ottis Roush, chief announcer, handled the interviews. Donald Burton, owner, and a staff of engineers, handled the remote equipment. WLBC gave its listeners the complete description of the robber and all the details before the police had determined exactly what had happened. This is believed to be the first broadcast of its kind.

Transradio Philly Move

Philadelphia—While KYW is preparing to move to its own site, WCAU given over the 8th floor of its studio building to house the local bureau of Transradio Press. Harold Parr, transferred from Boston, will be in charge. Transradio also adds WCAU to its clientele this week.

COMING and GOING

ALFRED H. MORTON, manager of NBC owned and operated stations, and CLAY MORGAN, promotion head, go to Washington today to attend WRC-WMAL dedication ceremonies on Thursday.

WALTER WINCHELL and BLAYNE BUTCHER left for Hollywood last night. The Jergen's Journal will originate from there next Sunday.

MRS. ALLEN T. SIMMONS, wife of the owner of WADC, Akron, and MR. and MRS. JOHN AITKENHEAD, chief engineer, sailed from New York on Saturday for a West Indies cruise. They will return Aug. 1.

JOHN THORWALD, managing director of WRR, Dallas, is sojourning in New York after attending an FCC hearing in Washington.

JOHN S. YOUNG paid a visit to WSPR, Springfield, Mass., on Saturday. He left the following day for Norway, Sweden and Russia.

DANNY DANKER, J. Walter Thompson vice-president in Los Angeles, boarded the Santa Fe on Saturday for a three week confab at the home office in New York.

CHARLES (IGOR) GORIN is off to Honolulu for a week's vacation.

MILTON BERLE leaves for Hollywood in October.

LOIS RAVEL goes to the Coast next week to appear on the Ken Murray show.

JERRY BELCHER heads for the Coast to air his "Our Neighbors" show from there next Sunday.

EDDIE MATHEWS of the Major Bowes Capitol Family leaves for a two-month concert tour in Mexico.

CARL RAVELL left yesterday for Kentucky. ELEANORE (PAT) HURLEY, secretary to G. W. Johnstone of WOR, has left for Lake George on two-week vacation.

E. C. MILLS, chairman of the Ascap administrative committee, was back at his desk yesterday, from trip to Coast.

ALEXANDER KEESE, maestro of the Pepper Upper program orchestra, returns to Dallas from vacation in time to direct Sunday's program over the Dr. Pepper Dixie Network.

New Series on WHN

The Drew Brothers (Nino, Morton and Ed), novelty vocal trio who were featured in California, are now appearing weekly in a new series of programs broadcast every Tuesday night via WHN at 9-9:15 p.m. The trio, who feature novelty songs in a program called "Rendezvous with Rhythm," until recently appeared on NBC.

Angelo, the Italian tenor, is being heard over WHN in a new series of programs, which started last night at 10:45-11. The broadcast will originate in Cincinnati via the WLW line.

Harry Glick, vacationing the past two weeks, returned to WHN yesterday morning with his program of exercises.

Fran Allison Leaving WMT

Waterloo, Ia.—Fran Allison, for the last four years a member of the Waterloo staff of WMT, leaves to join the NBC program staff in Chicago on July 26. Miss Allison will be heard as featured singer in a number of Blue network shows, including Club Matinee and Breakfast Club, as well as twice weekly in a program of her own.

WANTED: ANNOUNCER who can really sell. Sober, dependable, experienced. Submit references, photograph, recording of voice if possible. Must be enthusiastic, hard worker. Good opening for right man. BOX A-103, RADIO DAILY 1501 Broadway New York City

FALL SPOT BUSINESS SHOWS MUCH ACTIVITY

(Continued from Page 1)

being used on WOR on Saturdays following football broadcast. On WIND football scores are being aired each Saturday. Weather reports are being used on the other stations once a night, six to seven times weekly. Stations are WNAC, WEAN, WTIC, KDKA, WHAM, WCKY, WHO, KFAA, WFAA, WFIL, WFBR, WRC, WRVA, WMC, WTCN, KSD, KOA, KTHS, WOKO, WGN, WFBM, WJR, WTAM, WTMJ, KMBC, KVOO. Schwab & Beatty Inc. placed the account.

Lydia E. Pinkham Medicine Co., Lynn, Mass., is another radio prospect. Erwin, Wasey & Co., just appointed to handle the entire account, reports that radio will be used either on a test basis or a full schedule.

Akron Truss Co., Akron, through Guild Productions, Cleveland, has just released a series of spot announcements to be placed nationally on 60 stations. Another client of Guild Productions, Bloomfield Dress Co., Cleveland, has a 75-station campaign of spot announcements, promoting Mme. Renaud dresses.

United Drug, Boston (Rexall stores), in October will launch its semi-annual Rexall one-cent sales campaign. Series placed by Spot Broadcasting for Street & Finney will be placed on 200 stations. Series, as usual, runs one week on a station with five quarter-hours for each station.

In the football field Atlantic Refining has announced its 65 station list. Kellogg has signed some but is looking for more. N. W. Ayer & Son has both the Atlantic and Kellogg accounts. Socony-Vacuum Oil, which has bought the Yale games for New England and New York City, is another sponsor on the look-out for more good football games to be broadcast.

The largest sponsor of transcriptions, Chevrolet Motor Co., is preparing to make recordings for its renewal which will take the air in late August. Campbell-Ewald Co. has this account.

Brown & Williamson, which has a large number of stations broadcasting sports programs in the interest of Avalon cigarettes, has signed renewals for seven of the stations plus the Don Lee network, which is plugging Viceroy cigarettes. Don Lee renewal goes into effect this week. WFIL, KSTP, WTMJ, WSB, KOIL, WFBM, WSJS are the seven stations whose contracts have been renewed for 13 weeks. BBDO has the account.

NEW PROGRAMS—IDEAS

"Treasures Next Door"

"Treasures Next Door" is one of the new features heard over WGL, Fort Wayne, every Friday evening at 8 p.m. Each week a group of aspiring players interested in the art of radio technique present the works of some famous writer. Last week the players presented a synopsis of "The Spy" by James Fennimore Cooper. The objective of the series is to try and interest people in reading some of the many books to be found on the shelves of local libraries. Other selections to be previewed will be "The Autocrat of the Breakfast Table," by Oliver Wendell Holmes, "The Legend of Sleepy Hollow," and "The Man Without a Country." The series presented in dramatic form are under the direction of Bill Davies.

Piano-Conversation

Exploiting an old vaudeville gag, Merrill Bennion, emcee of KDYL's Old Fashioned Community Sing, broadcast Sunday nights, 9:30-10 p.m. MST, from Salt Lake City's Liberty Park Open Air Theater, and Les Weelans, piano-playing announcer, conduct a "piano-conversation" as a feature of the sing. Idea is for emcee to ask pianist questions, and piano answers by playing appropriate titled songs.

Another variation of the piano-program is the presentation on KDYL, in which Les Weelans, piano wizard and announcer, conducts a patter-and-piano stanza including a description of the number just before he plays it—and a query concerning the title. Program jogs listeners' memories and pulls plenty of requests. "What's the Name of That Song?" is heard Mondays, Wednesdays and Fridays at 8:15-8:30 a.m., MST.

Interview City's Visitors

A new sustaining program called "People and Places with Gail Northe" has been launched by Ralph Nim-

mons, program director of WFAA, Dallas. The program features interviews by Miss Northe with interesting people visiting in Dallas and will cover outstanding events of the Greater Texas and Pan-American Exposition.

"Your Home and Mine"

"Your Home and Mine," new program heard over KFRU, Columbia, Mo., each Wednesday and Friday evening, is designed to help the home-owner with the problem of maintaining his home, front lawn to garden, cellar to attic, also to aid the man and woman building a new home. Answering all questions and bringing to the WFRU listener all the latest developments in home maintenance is "The Builder," who has as his assistant on the program a personality known as "Miss Home-Builder."

Agricultural Forecasts

Farmers of Missouri who wish a broad perspective of the markets of the future are listening to the broadcasts of E. A. Logan, senior statistician of the U. S. Department of Agriculture, over KFRU each Friday at 12:45 noon. Through intensive research on the part of his staff, Logan broadcasts over the Columbia, Mo., station each week the fluctuations of the market in the past under conditions similar to the present; hence, the Missouri farmer can look to the future with a knowledge of the past—"Forewarned is forearmed."

"Know Your City"

A new series of programs has been inaugurated over KFVS, Cape Girardeau, Mo., titled "Know Your City." Broadcasts are conducted from different points of interest of Cape Girardeau. The Municipal Swimming Pool always furnishes many interested spectators and participants in the broadcasts.

Richard Maxwell in New Spots

CBS has changed the schedule of Richard Maxwell, in "Songs of Cheer and Comfort." In the future he will be heard Monday, Wednesday and Friday at 9:15-9:25 a.m., Tuesday and Thursday at 9:30-9:40 a.m. and Saturday, 10-10:15 a.m.

KOIN STAFF TO RECEIVE 50% OF STATION STOCK

(Continued from Page 1)

period the employees stuck by the ship in grand manner exerting their efforts toward the perfection of the institution.

Present stockholders of KOIN have diverted about half the stock to a pool of shares available to employees. Only those who have been with the station one year or longer will participate in the plan.

2 Renewed, 1 Returning On NBC Chain in Fall

(Continued from Page 1)

Sons Advertising Co., Chicago, is the agency.

Wander Co. (Ovaltine) renews "Little Orphan Annie" on Sept. 27 for 14 weeks, which carries the series out to the end of the year. Program is heard on NBC-Red, Mondays through Fridays, 5:45-6 p.m., for eastern listeners and at 6:45 p.m. for mid-west tuners. Blackett-Sample-Hummert Inc., Chicago, has the account.

General Mills Inc., Minneapolis (wheaties), will return "Jack Armstrong," script show, to the air on Sept. 27 over 15 NBC-Red stations, Mondays through Fridays, 5:30-5:45 p.m. Blackett-Sample-Hummert Inc., Chicago, has the account.

Penn State Campaign Gets Under Way Soon

(Continued from Page 1)

a vocalist and orchestra will be set before the end of the week. Guest talent will also be used. The network, as lined up to date, calls for a 58 station web on CBS. Starting date and time have not been divulged. Barnes & Aarons, Philadelphia, is the agency handling the account.

Acme White Lead Show Switching to Blue Net

(Continued from Page 1)

29. Smiling Ed McConnell, Larry Larsen, a choral group and Palmer Clark's orchestra will be the talent. Series is signed for 52 weeks through Henri, Hurst & McDonald Inc., Chicago.

BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO.
 730 Fifth Ave., New York

Sponsors Northwestern Games

Chicago—Chicago & Northwestern R.R. has bought the Northwestern University home football games for fall airing over WJJD. Russ Hodges will be at mike. Through Caples agency.



Member of the Performing Right Society Limited, London, England.

BRITISH-AMERICAN PRODUCTIONS, INC.

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LONDON NEW YORK

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Transcriptions in Production for Australia, New Zealand, Gt. Britain, Latin-America.

CONSULT US IF YOU HAVE SALES PROBLEMS IN THESE MARKETS
 12 YEARS EXPERIENCE

B.A.P. Inc.—"HALL MARK OF SHOWMANSHIP!"



GENE CARMAN, well known writer and producer, long affiliated with prominent local agencies, resigned his berth as production manager of the C. P. McGregor organization last week, to devote his entire time to scripting and building shows for advertisers and agencies direct, and reports several important commissions now in work.

Betty Grable and John Payne, with Wilbur Hatch orchestra, set by KNX for sustainer labeled "Song Time," Saturdays at 3:15.

Ken Carpenter will interview horse players and just plain sightseers from Dubuque and Ottumwa at Del Mar track for NBC on three successive Fridays.

Popular Gilmore Circus turned over to Botsford, Constantine & Gardner agency, with John Weiser producing and Cliff Clark continuing as Gilmore representative.

KMTR has new Monday through Friday sustaining 15 minutes, 4:15-4:30, with Steve Allen, accordion, and Barry Davis, baritone, selling their wares.

Ken Stuart, who has been handling "Listen Ladies," transferred to his first love, production, at KEHE, and will be succeeded in his former spot by Al Poska, while Mel Angle, announcer of "News by Air" becomes stooge announcer and foil for Joe Twerp on "Cosmopolitan Revue."

John Clarke, KNX news editor, and Virginia Cummings, Paramount publicity, slipped one over on their friends by a plane elopement to Las Vegas.

Lou Small, KEHE commentator on business trends, goes California Radio System, commencing tomorrow, Monday, Wednesday, Friday at 8:15 p.m.

Ethel Davis, well remembered Broadway comedienne of another day, makes her West Coast radio debut over KEHE via "Listen, Ladies" today. Miss Davis was starred in many Broadway musicals and should be a natural for radio.

Son of the inventor of the patented mail-bag-catching device in present-day use, Gail S. Hamilton, will play the role of his late father in a dramatic sketch woven around the life of the inventor cheated of a fortune by tragic circumstances, written by Clinton Jones for the Postal Players over KEHE at 8 p.m. today.

Ken Carpenter and Buddy Twiss so aviation minded following interviewing Russian North Pole flyers at March field that they are making a stratosphere flight in an army Lockheed on Friday. Will short wave their experiences and sensations to KECA, with NBC spreading over the Blue network, 12:45-1 p.m.

KFAC presenting new serial based on incidents in the life of Marie Antoinette, Fridays at 7-7:30 p.m. Produced by Celeste Rush, with Lou Merrill in the lead.

● ● ● Shaw Newton has resigned the vice presidency at Brooks, Smith, French & Dorrance to go with Morse International... Frank Parrish had a heart attack at the Paramount the other day... Leon Navara, signed with CRA, goes into a wired spot within two weeks... The Jack Bennys, on their return from abroad, will adopt another child from the "Cradle"... Benny Fields is up after a serious tooth infection... Rose Blaine is up at Grossinger's Playhouse... Al Shayne has been renewed at the Pavilion Royal for an indefinite period... Mutual's "Let's Visit" show will shortly be commercialized... Bert Block in St. Louis is looking for a femme vocalist... Hillbilly Zeke Manners' maw is handling the bookings and business for Frank Wallace, Mae West's long lost hubby... Ben Bernie, on his return to the coast, will register at a DRAMATIC ACADEMY!... Joe Rines, who gets the Gruen show, is organizing a new orchestra... Joe Lewis goes into Ben Marden's Riviera following Eddie Garr... Joe Casarella, pitcher for the Cincy Reds, is around town pleading for an air show so that he might quit baseball... Goodman Ace was ordered to take up golf by his doctor. The first day on the links, he appeared with —an adding machine!

● ● ● During the recent recall campaign against the mayor of Joplin, Mo., WMBH held its own burlesque election campaign for mayor—basing its presentation on the ancient history method of a mayoralty recall... Station had Maxine Devaney of the staff tell Bruce Quisenberry her campaign platform with her manager Honest John Hamilton Farley... She was introduced as Madame Candidate Pandora Pinfeather... For opposition, Morris Eisen and Al Amundsen, also of the staff, represented Patrick O. Klotzmeyer... Maxine's platform was "to put all men in shorts—to show them as they are"... While Morris presented a plan to solve the free sparking problems of a troubled city... Entire show was aired from the city's streets.

● ● ● Henry Spitzer, music tycoon, has negotiated with RKO on the coast for Lew Brown and Ray Henderson's music... Confirming our lead of the 13th, Raymond Paige succeeds Johnny Green on the Packard show, marking the former's first appearance on NBC... Shep Fields turned down the Biltmore spot... Frank Masters has been renewed for 13 weeks on the Edgar A. Guest series... Atlas Radio Corp. is throwing a "coming out" party at the Astor tomorrow afternoon... Jerry (Club 18) Krieger will share songs with Vivian Marshall and Johnny Russell on the Jay Freeman airing tonite... Walter Winchell came into Lindy's at lunchtime yesterday—wearing smoked glasses!... Because of the kidding on the crop he was sprouting, Roger Doulens was forced to remove the soup-strainer... Jean Paul King has bought a piece of the Wharf Theater at Provincetown, Mass... Milton Berle, after seeing "New Faces" for the sceighty-eighth time, finally discovered what was wrong. It seems that RKO made a mistake—and sent the "trailer" out as the feature!

● ● ● Irving Poznan, former baseball writer and now scripter for WTMV, East St. Louis, is taking physical culture courses at a gym. Says Poznan: "I gotta have muscle to satisfy some of these advertisers"... The other evening at KDKA, Pittsburgh, Hostess Gertrude Heck received this phone query: "Is that fishing program on your station?"... "Why I don't know what you mean," sparred Miss Heck... "Oh, you know—that Dragonette show," he explained... "But what has that to do with fishing?" "Well," came the reply, "can't Jessica Dragonette?"... Ouch!

JOHAN BLAIR, head of John Blair & Co., and George Bolling, soon to head New York office, are on a southern swing, visiting stations at New Orleans, Beaumont and Houston.

Vivian della Chiesa, soprano, beginning her own 15 minute program with Roy Shield's ork over Blue network at 7:45 tonight.

Annette King, Breakfast club songstress, and Walter Blaufuss, NBC ork leader, are having their song, "The Moment I Met You," published.

Truman Bradley's daily comment program for American Family is moving from 12:30 to 1:45 p.m. on WBBM effective Aug. 2.

Kirk Douglas has replaced Lynn Cole as singer on the WBBM Lavena series Sunday nights. Cole went to WLW.

John Shelton is leaving WBBM sales staff July 26 and joining WOR's Chicago sales staff.

Bill Krenz, Breakfast Club pianist, and Al Spiegel, NBC cellist, off to Mikana, Wis., for two weeks' fishing. Joe Wolverton, NBC pianist, expecting an heir.

Burridge Butler, president of WLS, has taken over editorship of the Prairie Farmer, of which he is publisher, since Clifford V. Gregory has left for post with Wallace's Farmer in Des Moines.

Ozzie Nelson and Harriet Hilliard opened at the Palace theater on Friday. Harriet returns to Hollywood and more film work at end of engagement here.

College Inn will have Little Jackie Heller and Frankie Masters' band starting July 28. Al Trace is there now.

Dick Jurgens is slated for four week engagement at the Trianon ballroom starting July 31.

Bess Johnson gave a party for Evans Plummer and about 50 associates at Drake Hotel. Plummer left over week-end by motor for the coast where he will head Radio Guide's office.

WLBC to Air from Fair

Muncie, Ind.—A large array of talent and unique programs are being lined up by WLBC for the 85th Great Eastern Indiana Muncie Fair to be held the first week in August. WLBC will originate many of the programs direct from their own studio building on the fairgrounds. One of the features to hit the airwaves will be the broadcast of the harness races from the fastest half-mile dirt track in Indiana. Remote pick-ups from all buildings and exhibits will be made during the week the fair is in progress.

Bobby Dolan Renewed

Robert Emmett Dolan, musical director of the Sunday Night Sealst Party, has been renewed for an additional 13 weeks on that show.

**ORCHESTRAS
MUSIC**

**WFIL's New York Office;
Frank Wellman in Charge**

(Continued from Page 1)
ing house for program traffic and time commitments, WFIL being actively affiliated with the Mutual, WLW line and NBC-Blue networks; also to coordinate the work of Edward Petry, WFIL's national rep, in agency and sales contact; promote the Quaker State regional to agencies to better advantage, and place the station in a position to buy better talent for local shows.

Withycomb told RADIO DAILY that three big accounts are ready to spring big variety shows on local listeners this fall, bringing New York name talent here for the productions. There is also a possibility that at least two of the accounts will seek a chain outlet for their shows.

WADC Staff Additions

Akron — Recent staff additions at WADC include Bob Morton and Paul Van Deusen, to the engineering staff, and Ray Spencer, Bob Hansen and Bill Casselman, announcers.

Larry Suhadolink, engineer, resigned to join CBS in New York.

Jerry Frakes in Denver

Denver — Jerry Frakes, late of WLW, and well-known for his work on the NBC Tums Show as well as the Mutual Net, has been subbing for Bob Bradley at KLZ. Bradley, as KLZ's romantic tenor, has been "guesting" on the "Heinz Magazine of the Air" from CBS' New York studios.

Allen T. Simmons Buys Plane

Akron—Allen T. Simmons, owner of WADC, recently bought a new five place Reliant Stinson plane, which will be delivered next month. It will be the fourth plane he has owned, and he'll use it on his many business trips to New York, Chicago, Washington, etc.

WBOW Flies to Mine Tragedy

Terre Haute, Ind.—Horace Capps, production chief at WBOW, chartered a private plane and flew to Sullivan, Ind., scene of the Baker Mine disaster last week. WBOW had a full staff of announcers and engineers on the job for full coverage of the incident.

Cliff Webster Quits CRA

West Coast Bureau, RADIO DAILY
Los Angeles—Cliff Webster, associate manager of Hollywood office of Consolidated Radio Artists, has resigned the berth he took over last October with the opening of CRA local office. Webster was formerly business agent of the Los Angeles musicians union.

Griffin Sponsors Ohio Games

Columbus—Griffin Mfg. Co. has arranged for WCOL to carry all Ohio State University home football games this fall.

DEL COURTNEY, bandmaster, after closing a Detroit run, arrived in Oakland, Cal., yesterday to wed Mary Ann Bradley, leaving immediately thereafter for Louisville, where Courtney's band opens Friday.

Ken Moyer and his ork replace Bud Waples at the Gunter Hotel, San Antonio, and will air over KABC. Waples goes to Dallas.

A novel 25-piece juvenile balalaika orchestra under Col. Luke Bakootas will debut Sunday on WICC, Bridgeport.

Fred Waring, who begins a return engagement at a San Francisco theater this week with his famous Pennsylvanians, will be interviewed over a Pacific Coast NBC-Red Network tomorrow at 2:00 p.m. PST by Janet Baird on the "Woman's Magazine of the Air."

Willow Grove Park, Philadelphia, spotting name bands for single nights to battle-of-music it with Jim Fettis. Will Osborne started the parade.

Closing of the Hotel Walton roof garden, Philadelphia, has Paul Kara leaving and WIP yanking out the remote lines.

National Ass'n of Music Merchants trade exhibit at the Hotel New Yorker, July 26-29, will have the largest accumulation of musical instruments ever housed in one place.

Opening broadcast of Jack Winston's orchestra at the Bal Tabarin in San Francisco was heard over an NBC-Red Network on Saturday. Ivy Cole, formerly with Henry King's orchestra, and Betty Baker are the new vocalists with Winston's band.

Henry Halstead and his orchestra have been set for an indefinite period at the Hotel Muehlebach, Kansas City, starting July 23. Deal made by Leo Salkin of CRA office in Chicago.

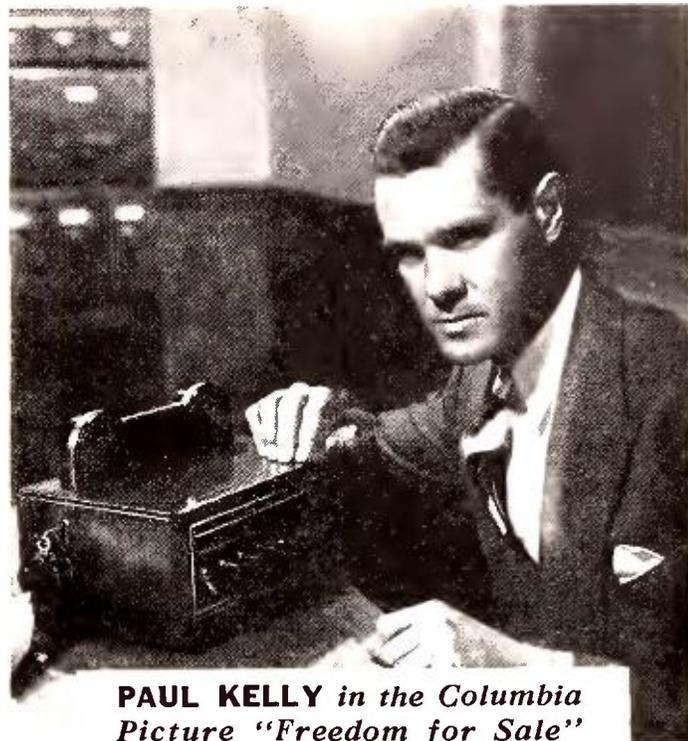
Harold Stern booked at Atlantic City's Million Dollar pier for week of July 31. Following Stern, music of Johnny Hamp, Clyde Lucas, Don Bestor and Jack Denny dated for short stays. Bookings set by CRA.

Hudson Lelange ork plays the Million Dollar Pier Aug. 21-27.

Marvin Frederic and ork have had their contract extended at the Commodore Perry Hotel, Toledo. Band, booked by CRA, features Romany Trio and is heard twice weekly over NBC-Blue.

"Ghosts" on WQXR

Ibsen's "Ghosts" will be presented by the WPA radio division over WQXR at 9-10 tonight.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph
**INTERCOMMUNICATING
SYSTEMS**

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

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☆ Program Reviews and Comments ☆

Columbia Workshop

Entering its second year, the Columbia Workshop series of dramatic shows, directed by Irving Reis, continues its experimental work, further enhanced for the present with special permission of Ernest Hemingway to adapt some of his stories. This first Hemingway short story, "50 Grand," aired Sunday over CBS, gives an intimate cross section of the life in a training camp and the thoughts of a boxing champ who is on the wane. The champ knows he can't win, but is determined to give the fans a good show—but he also determines that he might as well make some money out of the fact that he will lose the fight. If he loses he stands to make an additional \$50,000 by betting against himself. Waging a stout but losing fight, he suddenly realizes that he has an opportunity to lose the bout without being knocked out and fouls his opponent. The struggle to put up a good fight and clinch some money for the wife and kids makes an interesting slant.

Reis as usual, injects his inimitable sound effects and modern style of direction. The staccato raps of the punching bag, the bouts with sparring partners, the talk between them, the crooked fight promoters who visit the camp, the ringside atmosphere later, the newspapermen sending in their stuff, the radio commentator, etc., broadcasting the fight is strikingly presented with musical background and effects symbolic of such an event.

At one point it seemed that the sound effect symbolizing the passing of various rounds was somewhat repetitious and might have been altered slightly from time to time. However the total effect was impressive and the whole production moved forward smoothly and entertainingly. This CBS 7 p.m. spot has much for those who appreciate an extraordinary dramatic production. Cast was exceedingly good.

"Magic Key of RCA"

A highly enjoyable novelty feature of "The Magic Key" on Sundays over the NBC-Blue network is the summer series of oldtime song dramatizations written by Edmund Birnbryer.

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

BIRTHDAYS

Greetings from Radio Daily
July 20

Irving Fields Teddy Black
Jimmy Tansey Harry Horlick
Lucille Neil

They are no sketchy affairs, but truly elaborate presentations with a production background that sounds quite expansive and proves very effectively entertaining. The series started two weeks ago with "Only a Bird in a Gilded Cage," and last Sunday the offering was "The Man Who Broke the Bank at Monte Carlo," dramatized with a fetching note of romance, adventure and Monte Carlo color.

Another chief item of last Sunday's "Magic Key" was Oliver Wakefield, the English comedian, who was given quite a slice of time and who made it quite amusing. He's currently appearing at the Rainbow Room. Jean Sablon again sang a few numbers in his individual style, and the piano specialty by Fairchild and Carroll was good. Marian Anderson's vocalizing by short wave from South America was somewhat marred by atmospheric interference.

"Ave Maria Hour"

This Sunday evening half-hour aired over WMCA by the Graymoor friars at Garrison, N. Y., set something of a precedent in religious radio dramatizations last Sunday when "Mary Magdalen" was put on, with the noted stage star, Clara Joel, in the title role. With dramatic frankness, the story told how Mary humbled herself to seek the help of her rich and influential former "boy friends" in an effort to save Jesus from being sentenced by Pilate and crucified.

It was quite the most ambitious and interest-compelling production yet attempted by the "Ave Maria" group, and the cast, which had a number of familiar Broadway voices in addition to that of Miss Joel, was efficiently directed. Besides the excellence of the staging in the dramatic end, there was a similar improvement in the musical portion of the program.

"Public Service Forum"

Charles Henry Ingersoll's half-hour form on WOV last Sunday evening had an unusually interesting guest in James W. Barrett, president and editor of Press Radio Bureau, whose subject was "News of Yesterday, Today and Tomorrow." Barrett not only has a rich and extensive background to draw upon, but his voice and manner of talking are very well attuned to radio requirements. In other words, he would make a first-rate radio commentator.

Ingersoll (the man who made the watch that made the dollar famous) makes a good forum host. He presides over the session in a way that is most favorable to the guest.

Nola Day

Debutting in her own NBC-Blue network program, at 8:15-8:30 Saturday night, Nola Day regaled listeners with an engaging contralto voice and

a graceful facility in selling songs. She did "Where or When," "Tomorrow is Another Day" and "Love is Never Out of Season," all very well suited to her style. In between, the proficient Norman Cloutier and his orchestra tooted "It Goes to Your Feet" and "The Lady Who Couldn't be Kissed." Though the program was more or less typical of its kind, it also rates a better than average mark in its class.

In addition to the Saturday spot, Miss Day also will be heard Wednesdays at 7:15-7:30 p.m.

Milton Berle

Milton Berle, the up and coming film actor, had a pretty good time with Ben Bernie as his guest Sunday night over CBS. Some of their quips were a little too close to the shop from the standpoint of general listeners, but on the whole it was a snappy set-to between Berle and Bernie. Incidentally, the Gillette razor show has held to a better average score since it condensed into a half-hour, minus the community singing, and moved to an 8 p.m. spot. Wendell Hall, Tommy Mack, Bert Gordon, Jolly, et al, all doing well.

"Spotlight Revue"

A good workmanlike job of emceeing was turned in by Fred Hildebrandt on this WOR program caught yesterday at 3-3:30 p.m. He had a good troupe of artists working with him, including Rose Marie (the former Baby), who went to town with "St. Louis Blues"; Kathleen Healy, comedienne, in chatter that spanned New York, London and Paris; Bob Adams, talented baritone; Elliott Sisters, harmonious warblers, and Gregory Matusевич, adept at accordion and other instruments.

Briefly

Elinor Sherry, WOR songbird, gets better and better by the week. Also sounds more and more like an Ethel Merman. Her singing of "Mad About the Boy" and other numbers last Saturday afternoon, with Louise Wilcher accompanying, was very delectable. Miss Sherry also made a nice partner for Walter Ahrens on Sunday afternoon, with Bob Stanley's orchestra as background.

Mario Cozzi, who's been missed on the airlines lately, filled a Saturday afternoon spot on WEA-F-NBC Red, with the Honti orchestra as background. Cozzi's singing of "Chloe," in his rich baritone, was the program's high-light.

Buffalo Broadcasting Corp. sent another of its highly entertaining half-hours of variety over the CBS network last Saturday afternoon. Outstanding item was Lee Morse, who delighted the ears with her singing.

The lively orchestra and other entertainers also were tops.

Ted Lewis, remoting from the Astor Hotel Roof, makes listeners wish for a regular radio program starring the "Is Everybody Happy" maestro; a musician and showman who is still going as strong as ever.

Montana Slim, Texas Jim Lewis and other cowboy singers had better watch their laurels. A nine-year-old youngster, "New York" Levy Santora of the Horn & Hardart Sunday morning children's hour on CBS, already can croon a western ditty and hold a yodeling high note like an old-timer from the grazing country or the Kentucky mountains.

Just so listeners won't forget that he's still connected with the show, Eddie Cantor popped in for a few words on Sunday's CBS Texaco program. It was good to hear his voice again. Eddie is vacationing and filmmaking till September. Meanwhile, Eddie Stanley, Jimmy Wallington and the rest of the gang are doing a swell job.

The "Home Songs" program on NBC-Red thrice weekly, with Alden Edkins and Gertrude Foster as vocalists and John Winters at the organ, are very congenially rendered affairs. Good artists and pleasing selections.

Jack Berch and the Boys, who started a new thrice weekly schedule for Fels-Naptha at 9:30 a.m. yesterday over CBS, are a very cheery bunch. The singing of Berch is particularly well designed to give the day a sunny sendoff.

Werner Janssen's Sunday 7:30 p.m. NBC-Blue network series has been improving since the initial broadcast, and last Sunday's guest star, Dick Powell, was a help. Loretta Lee's warbling of "Dinah" also scored big.

GUEST-ING

VIVIANNE SEGAL, on Martha Deane program, today (WOR, 2 p.m.).

HARRY ROSENTHAL, on Martha Deane program, July 24 (WOR, 2 p.m.).

AL PEARCE, on George Jay's "Listen Ladies" program, tomorrow (KEHE, Los Angeles).

JOE REICHMAN, "Pagliacci of the piano", now playing at the Baker Hotel, Dallas, on the Pepper Upper program over the Dr. Pepper Dixie Network, July 25.

NEW BUSINESS

Signed by Stations

WADC, Akron

Goodyear Tire & Rubber Co., Bob Wilson in sports patter; Alka-Seltzer, "Trailer Talks" interviews at local tourist camps handled by "Red" Hageman and new mobile unit; Coca-Cola, "Refreshment Time With Singin' Sam."

WHN, New York

Coca-Cola, through D'Arcy Advertising Agency; Hotel Mayflower, Washington, through Osgood, Roberts & Associates, Washington; Drums, renewal, originating in WLW studios, through C. C. Wynnham agency.

WTMJ, Milwaukee

Dr. Caldwell's Syrup Pepsin, "Monticello Party Line"; San Felice Cigars (Diesel-Wemmer-Gilbert Mfg. Co.), news periods.

WPTF, Raleigh

Armour Fertilizer; Nu-Enamel Paint; Sherwin Williams; Gruen Watch Co.; Log Cabin Syrup; Chilean Nitrate.

WHAS, Louisville

Gulf Refining Co., Gulf Sprayers, Hillbilly music.

WWVA, Wheeling

Procter & Gamble (Ivory soap and flakes), "The Gospel Singer."

KLZ, Denver

Stevens Hotel, Chicago; Townsend Clubs; Ozer Exterminator Co.

KSL, Salt Lake City

Hudson Bay Fur Co.; F. W. Woolworth Co., opening new Salt Lake unit.

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN has been appointed by General Mills to assist its publicity department. Donald Davis, president of G. M., stated that new appointment will not alter General Mills' relationship with any other agency now connected with the company.

BATTEN, BARTON, DURSTINE & OSBORN, Chicago, has been appointed advertising counsel for Laundry Owners Nat'l Ass'n. Robert B. Barton and Robert F. Branch will handle account. No word yet on radio plans.

MRS. RUTH N. RUSLING has joined Thornley & Jones Inc., Philadelphia agency, headed by George H. Thornley.

ALFRED JORDON and JAMES A. COLEMAN, both well known in Philadelphia ad circles, died recently.

Van Cronkhite to Rep For New Station as Lab

(Continued from Page 1)

tract runs for three years, covering also WWAE, the 100-watt full time Hammond station owned by same interests. Negotiations under way call for a remote studio set up in Chicago's Stevens Hotel for the WHIP station.

Commenting on the deal, VCA executives insisted VCA had no intentions of entering the national sales representative field, stating deal was merely an exception to VCA's usual activities because station is "right in our own back yard."

Understood, however, VCA's main interest in the station rests with their being able to make the outlet a Nation's Radio Program Laboratory, making it possible to test merchandising and program ideas intended for eventual network and higher power station broadcasts. Due to its location WHIP can tackle the testing of programs and merchandising tie-ups aimed at all classes of listeners. The unique directional antenna designed by the Bell Laboratories, especially for the physical needs at Hammond, will bring a powerful signal into Chicago. It will also blanket the suburban and rural area of the rich middle northwest markets.

Astronomy Series on CBS

American Museum of Natural History has replaced "Adventures In Exploration" with a series entitled Drama of the Skies," starting tomorrow at 5:45-6 p.m. over the CBS network. It is quite probable that the "Adventure" programs will be renewed later in the year. Dorothy Bennett, astronomer and assistant curator at the Hayden Planetarium, will conduct the new series which will be heard every week at the same time.

Luther at Mike for Races

Two of the year's outstanding horse races, the Arlington Classic and the Futurity, will be described by announcer Paul Luther over a CBS network on two successive Saturdays, July 24 and 31. The Classic will be heard at 6 p.m., July 24, and the Futurity at 5:45 p.m., a week following. Luther will be assisted at the trackside by Frank Ashley.

Atlas Drama on CBS

A dramatization by Lee Atlas, playwright, based on portions of the book, "Why Let Them Live," by Paul de Kruif, will be broadcast over the CBS network when the Columbia Workshop presents "A Matter of Life and Death" next Sunday at 7-7:30 p.m. Irving Reis will direct the production.

WTMJ Anniversary Reunion

Milwaukee—Merle Blackburn, Louis Roen and Don McNeill, "graduates" of WTMJ, Milwaukee, are slated to return for the station's tenth anniversary celebration July 25. Others who got their start at the station, Happy Jack Turner, Pat Barrett and Stanley Morner, will send recorded greetings.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

CBS

"... I want to tell you what a swell informative publication you have. It has gotten to the point now where I can't wait for the other fellow to finish reading his copy—I've just got to have one for myself. Enclosed please find check."

Edmund L. Cashman
Program Dept.

WCOA

"... RADIO DAILY is a splendid publication and I read every issue with interest."

H. G. Wells Jr.
General Manager.

KUJ

"... It is a pleasure for us to tell you that almost daily we run on to a number of good ideas in RADIO DAILY, as well as pertinent information to us in each issue."

M. F. Jensen
Director.

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

San Francisco

Ward Byron, producer of "Bug-house Rhythm" and other NBC shows here, has resigned, effective July 31, to join Music Corp. of America in Hollywood. Move terminates nearly 12 years' affiliation with NBC.

Wayne Green, 15-year-old dramatic reader, will leave Oakland for a Paramount screen test later in the month, sponsored by Fanchon & Marco who liked his work on "King Kiddies' Court," Oakland KLS child program. Gloria Thompson of that station produces the show.

Dr. Alfred Hertz, the first conductor of the Standard Symphony orchestra, will direct the remaining 14 concerts in the summer series starting Thursday, over the Pacific Coast NBC Red Network.

Radio execs who expect to attend the Bohemian Grove Russian River annual get-together include Don E. Gilman, Harrison Holliday, Earle C. Anthony and Walter Bunker.

Muriel Ireland and Carl Christiansen, she of the program-continuity department of KYA, and he of the control board, recently received their final citizenship papers.

Kathryn Julye, KYA harpist, returned to KYA after a vacation to L. A. where she played in the ork of the "Amphytrion 38" company.

Charles Vanda and the missus arrived Wednesday for a few days lookie at KSFO here. He's the CBS program for entire West Coast.

Richfield Oil renewed its nightly air flashes for another year. Ken Barton and John Wald will continue to do the hawking.

Bob Rockwell, 15, who broadcasts the "Chronicle" Sunday comics over KGO, has gone to Hollywood for television tests.

Dick Newton, who plays piano and sings, starts his sustaining series today.

Joseph Magnin Co. has waived its cancellation privilege and will continue Don Allen's "Hollywood Reporter" movie chatter show until May 29, 1938.

Dudley Manlove, KROW announcer in Hollywood on leave, continues there for another two weeks, with Bob Goerner staying on at the Oakland studio as a sub.

ONE MINUTE INTERVIEW

JOHN L. CLARK

"Perhaps there is too much concentration on the selling and buying of time, with not enough attention paid to program development. On one hand the advertiser is to blame and on the other hand it may be the network. Most of the dissatisfied sponsors have been in the spot of buying time first and worrying about a show afterward. It may be a good idea to get the program first."

☆ Coast-to-Coast ☆

BILL GRIFFITHS, WJW (Akron) sports specialist, is laid up with an infection. This leaves quite a gap in WJW's air personnel, as "Busy Bill" carries that station's sports events, including the daily play-by-play of the Akron Yanks (Mid-Atlantic League); "Sports Roundup," which includes the days news from every phase of sports as well as the complete baseball returns, and a two-a-week feature, "Let's Go Fishing." Incidentally, all of Bill's airings are commercial and he has no trouble keeping them that way. "Bud" Bates, WJW staff man, and Harry Dennis, another of Bill's right hand men, are doing a capable job of pinch-hitting.

Walter King, WINS announcer, has taken over the 10:30 a.m. news broadcast over WINS and the New York Broadcasting System. Al Grobe, program director of the station, reads the headlines. The program is heard Monday through Friday. Grobe, by the way, addressed the New York University Radio Workshop the other night at the college in Washington Square. He discussed "The Importance of the Radio Announcer in Radio Productions."

Milton Stoughton, manager, WSPR, Springfield, Mass., is vacationing in Rhode Island.

H. Clifford Hansen, acting chief engineer, WSPR, Springfield, Mass., resigned to become chief engineer at WAGA, Atlanta, new station built by Hillis W. Holt, chief at WSPR, who is on leave. Laurence A. Reilly acting as chief until Holt returns. Arthur Holden of WTHT, Hartford, has joined the WSPR staff.

WBAP, Fort Worth, broadcast 10 remote programs from the Health Festival at Mineral Wells, 52 miles from Fort Worth, during the three-day celebration last week. Broadcasts were under direction of George Cranston, and R. C. (Super) Stinson, technical supervisor for Carter Publication stations.

James M. Shouse, president of KMOX, St. Louis, visited at WHO, Des Moines, last week. Shouse and J. O. Maland, vice-president of Central Broadcasting Co. and manager of WHO, worked together in the early days of radio when CBS first opened its Chicago offices.

Myrtle Williams, in charge of recorded programs at WHO, Des Moines, started her vacation Saturday. She plans to spend part of the period in Chicago.

Carroll J. Schuepbach, Jr., has been added to the commercial department of KLZ, Denver. He had been an advertising salesman for Oklahoma Publishing Co.

Frank Quinn, KLZ sales manager, is vacationing on the west coast.

Hazel Geary, who sang and made movie shorts during the past season with Peter Van Steeden's orchestra, now has the spot billing at the New Monmouth, Spring Lake, N. J.

Peggy Kingston and the Jack Days of Eton Boys radio fame have just returned from Panama and are now headlining at Jack Thorne's Kay's Hotel, Lake Hopatcong.

WMFF, Plattsburg, N. Y., is now carrying for the second summer season the morning lectures series from the Catholic Summer School of America, Cliff Haven, N. Y., through the cooperation of Rt. Rev. Msgr. Michael J. Splaine D.D., president of the school. The program, broadcast each weekday morning except Saturday at 11-12 through Sept. 3, features prominent members of the faculty and many well known figures.

The vacation list continues to pile up at WJW, Akron, with chief operator Jerry Roberts in North Carolina or somewhere on the Chesapeake. Announcer Bud Bates and continuity head Rae Carde take off this week, with Bud rumored to be making plans for a wedding in the near future.

Joe Hernandez, racing expert, has started a thrice weekly stint over KVI, Seattle.

Hal Wolf, sports and special events announcer, assumed a new role last week over KOMO, Seattle, being spotlighted in a weekly feature titled "Century Notes," dealing with personalities and events of the past.

WBAP, Fort Worth, found that it had a strong morning dramatic program in "Helen's Home" when it made a test by offering pictures of the characters to listeners. In a week, 12,500 wrote in. The program, with 500 episodes to its credit, is written by Della West Decker. Dorothy Compere, WBAP dramatic director, directs it.

KDAL, Duluth, recently gave its listeners something out of the ordinary in radio fare with two broadcasts from the Polack Brothers Circus, showing in town under auspices of the American Legion. Broadcasts were staged on two successive nights, with mike-men covering first half of the performance one night and second half the following. A novel angle was injected into the broadcast when Special Events Man Sam L. Levitan took to the air with mike in hand to do a "man on the flying trapeze" stint.

WHAS, Louisville: Joe Eaton decided to include a visit to Boston while in the east. Mrs. Hunt Smith (Mildred Lee) plans a New York so-

Boston

Phil Saltman's Piano Club of the Air returns to WEEI in a new spot, Mondays at 7:15 p.m., after an absence of two months.

Mary Dood, ballad singer, filling in on WBZ's "Little Show" broadcasts while the Happy Sisters are filling a date at Loew's State Theater in New York.

Greenleaf Advertising Agency auditioned three shows last week for the Batchelder-Whittemore Coal Co. Deal calls for six five-minute spots weekly.

Boston Traveler's Soap Box Derby tomorrow has been sold by WEEI to Chevrolet dealers. Jay Wesley, Del Castillo and Ken Ovenden will handle the mike positions.

Three Names Waxed

Waxing for Victor, Master and Decca last week were Joan Brooks, doing three sides with Jolly Coburn; Teddy Grace, featured vocalist with Mal Hallett, doing four, and Rudy Bundy and Orchestra, doing two of his own compositions and two other numbers.

J. J. Sheehy, traffic manager, bringing his family home from Boston, where they have been since the flood. Billy Banks succeeded Alice Arnold in promotion department.

Fred Bock, commercial manager of WADC, Akron, is the father of an eight pound baby girl. Named Barbara Anne.

Charlie Jordan, manager of WRR, Dallas, accompanied by Ben McCleskey, continuity chief and sports statistician, went to Houston to air play-by-play of Texas League All-Star Game for General Mills.

Eddie (the Cowboy) Stephens, formerly at KFRO, KBIX and XERA, has been signed for a morning spot at WTMV, East St. Louis.

Jerry, the yodelling cowboy, heard on several American folk music programs, on WHO, Des Moines, will spend this week on vacation in Chicago.

**CONSOLIDATED
RADIO ARTISTS, INC.**

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*

BAND OF THE WEEK

MIKE RILEY
and his
"Round and 'Round"
ORCHESTRA
KDKA-NBC, New Penn
Pittsburgh, Pa.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 14

NEW YORK, N. Y., WEDNESDAY, JULY 21, 1937

FIVE CENTS

9 More Commercials Set

ALKA SELTZER READING NEW SERIES OF DISKS

Chicago—Alka Seltzer (Miles Laboratories, Elkhart, Ind.) is launching a new transcription series about Sept. 10 on 25 or 30 independent stations, many of them CBS outlets, to supplement live shows on NBC and WGN, Chicago. Series titled "Comedy Stars of Broadway", features Frank Crumit, Norsemen Quartet and Vic Arden's Orchestra
(Continued on Page 8)

Fanchon & Marco Creates Radio Script Department

Fanchon & Marco Agency has inaugurated a radio script department and will handle exclusive literary property, including motion picture stuff. Three radio serials, for which F. & M. has exclusive rights, have already been prepared, all three being children's series.

Sam Shayon of F. & M. says the
(Continued on Page 3)

CBS Listener Survey For October Release

The new CBS listener area survey for the entire network will be ready sometime in October, according to present plans. Network has
(Continued on Page 5)

Arthur Church Dickering

Arthur B. Church, president of KMBC, is in New York conferring with Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of KMBC's contract with CBS. Contract expires in September. Deal in the works is for a five-year renewal. Church will be here all week.

Welcome Addition

Atlanta—Quite a number of additions have been made at WATL in the past few days, but probably most important to the station personnel was when Manager Maurice Coleman announced that J. W. Woodruff, Sr., owner of the station, was making an addition to their pocketbooks in bonus checks ranging from \$100 down.

Shakespeare Dilemma

Des Moines—With CBS and NBC both airing Shakespeare on Iowa Network stations here, Mary Little, radio editor for Des Moines Register-Tribune and the Iowa Network, has been having tough time on Mondays trying to give a proper break to both Shakespearean series. KRNT carries CBS and WMT has NBC. Miss Little, report says, was heard one night reciting "To be or not to be" in her sleep.

RADIO PAYS TRIBUTE TO SENATOR MARCONI

Networks and many individual radio stations paid tribute yesterday and last night to Senator Guglielmo Marconi, wireless pioneer, who died early yesterday morning at his home in Rome at the age of 63. He had been ill for two years.

As a tribute to Marconi, a minute of silence will be observed over NBC's combined Red and Blue net-
(Continued on Page 2)

Western Teletype Circuit Extended by Transradio

New leased teletype circuit through central Iowa has been extended by Transradio Press Service, making it the fourth of a system of state circuits being operated from the news service midwestern division in Chicago. Other circuits out of Chicago carry service to clients in Michigan, Wisconsin and Illinois. State capital
(Continued on Page 3)

NBC Dickering to Broadcast Next Three Joe Louis Fights

Blackett-Sample-Hummert's Own Recording Studios

Chicago — Blackett-Sample-Hummert agency is building new recording studios in their local quarters. Though mainly to be used for waxing auditions, studios are complete enough for regular transcriptions of script shows. B-S-H, which leads
(Continued on Page 7)

Four Additional CBS Programs Headed by Jeanette MacDonald in Spot Opposite Benny—6 Mutual Shows

TELEVISION INSTITUTE IS SET UP BY SOVIETS

A special department has been set up to guide the development of television in the Soviet Union. Known officially as Institute of Television, it resembles the laboratories of RCA, and will be considered by the government as a scientific and technical institution.

Establishment of the new organization is in line with the government's plan to build the radio industry of the nation. Young engineers will be sent to all parts of the world to study foreign methods. At present the Russian television can be transmitted seven to eight miles. Mechanical senders are equipped with a
(Continued on Page 8)

18 Per Cent Tuned in On All-Star Ball Game

Survey by The Cooperative Analysis of Broadcasting reveals that the All Star Baseball game played on Wednesday afternoon in Washington, July 7, had almost as great an audience as that of the leading evening show.

CAB reports that 18 per cent of set-owners said they heard the broadcast of the game in question.

Fall contracts for four more CBS commercials and five Mutual programs have been closed. CBS list includes Vick Chemical, R. B. Davis, Coca Cola and Chevrolet. Mutual clients are the Lutheran Hour, Delaware & Lackawanna Coal Co., Variety of Vienna, Heckers and Campbell Cereal.

CBS scored a coup when they sold Vick Chemical the Sunday 7-7:30 p.m. spot, opposite the NBC-Red Jack Benny program. Series beginning Oct. 3 will feature Jeanette MacDonald with Josef Pasternack's orchestra. Sponsor conducted a poll
(Continued on Page 8)

ASCAP-AFM DECISION EXPECTED IN 10 DAYS

Ascap's decision on whether it will join the AFL or form an agreement with the AFM will be made within the next 10 days. E. C. Mills, chairman of the administrative committee of Ascap, conferred yesterday with Joseph N. Weber, president of the AFM, and their talk centered around
(Continued on Page 8)

KDKA Is Building Up Local Program Status

Pittsburgh—A new program setup at KDKA, designed to strengthen and add to local presentations, build up a strong local talent list and give that talent every opportunity for advancement, has been worked out by H. A. Woodman, general manager of the
(Continued on Page 5)

Line Forms on Right

Philadelphia — With everybody mobbing the mailman as soon as the daily issue of RADIO DAILY arrives, KYW has made it possible for everybody to read its pages. Instead of running from office to office to see the copy, RADIO DAILY gets a permanent place on the KYW Bulletin Board in the KYW foyer. Issues are tacked to the board for the full week.



Vol. 2, No. 14 Wed., July 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, July 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/2	170 3/4	171	+ 1/2
Crosley Radio	21 1/2	21 1/2	21 1/2	0
Gen. Electric	58 3/8	57 7/8	58 1/8	+ 1/8
North American	27 3/8	26 3/8	27 3/8	+ 1
RCA Common	9 1/2	9 1/8	9 3/8	+ 1/4
RCA First Pfd.	69	68 7/8	69	- 1/4
RCA 55 Pfd. B.	18 1/8	18	18 1/8	+ 1/8
Stewart Warner	18 1/8	18	18 1/8	+ 1/8
Zenith Radio	18 1/8	18	18 1/8	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 3/4	15 3/4	15 3/4	+ 5/8
Majestic	3 7/8	3 7/8	3 7/8	0
Nat. Union Radio	0	0	0	0
OVER THE COUNTER				
CBS A		Bid	Asked	
CBS B		30 1/2	31 1/2	
Stromberg Carlson		13	15	

Court Denies Injunction Against Charles Carson

New Orleans—Judge Hugh C. Cage of Civil District Court here apparently did not construe recent Supreme Court review as authorizing him to rehear injunction and damage suit of Southern Broadcasting Co. against WJBW owner Charles Carson, and has denied Southern its requested injunctions. Southern's attorney, J. Studebaker Lucas, told RADIO DAILY he would request Supreme Court to institute contempt proceedings.

"Ave Maria" Adds Five Stations

The "Ave Maria Hour," heard on the WMCA-WIP line of the Inter-City Broadcasting System, adds five new stations to its hook-up Sunday. They are WCBM, Baltimore; WOL, Washington; WORK, York, Pa.; WGAL, Lancaster, Pa., and WPRO, Providence.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway Med. 3-1270 New York

Rival Stations Bury the Hatchet

Rock Island, Ill.—Clair Heyer and Maurice Corken of WHBF and Clark Luther of WOC met at the Hotel Fort Armstrong at Rock Island the other evening and placed their feet under the same table, thereby marking the first time in history that representatives of the two Tri-city (Rock Island, Davenport and Moline) radio stations have gotten together for a friendly ccnfab.

While there has been no outright violence between the two organizations, past competition has been marked by occasional naughty practices and neither station would admit to an advertiser that the other was any good. However, Heyer and Luther were good friends before Heyer joined WHBF and they saw no reason why same should not continue, with a little cooperation that would be mutually beneficial. As a result, both have agreed to check with each other on such as bad accounts, agency recognition, national and local rates and other problems.

A number of interesting stories of the past came to light over the beer. Example: when a prospective advertiser wanted prices from both stations, the salesman who caught him first would remark that spot announcements could be had on the other station for about 50 cents. Then when advertiser called in second salesman he nearly exploded when the price was quoted as \$4 instead of four bits. Advertiser usually thought the latter was trying to get more than regular rates and gave his business to the first man.

Misguided salesmen instead of the managements were usually responsible for such tactics. But now both WOC and WHBF have excellent local billings and, serving a metropolitan population of over 150,000 outside the primary area of other stations, they feel that acting as gentlemen as well as competitors will encourage the use of radio advertising and mean more business on a better basis for both parties.

Rogers Peet Co. Holds Contract With Heatter

The Rogers Peet holds radio rights to Gabriel Heatter was confirmed yesterday by Nat Abramson, head of WOR Artists Bureau, who handles Heatter. Peet has a one-year non-cancellable contract calling for Heatter's exclusive services. A day after Marschalk & Pratt announced the WOR-Rogers Peet series, Grove Laboratories (Bromo-Quinine) through NBC released a story stating Heatter had been selected for an NBC-Blue network spot. Misunderstanding seems to revolve around the fact that four months ago Grove was contemplating taking Heatter for a Mutual period. At the same time an order was placed for an NBC spot. When NBC delivered, the network released publicity saying Heatter would be the talent.

Story also had another affect. BBDO had booked John B. Kennedy for Kendall Refining into the quarter-hour preceding the Grove time for a WJZ local spot, but cancelled when story was published that Heatter was placed.

669 Regional News Items On KQOD Within 15 Days

Denver—KQOD claims a new high for number of regional news stories given to listeners. The KQOD News Service chalked up 669 regional items in the first 15 days of July. Harry Hill edits the copy, casting aside any items that might reflect unnecessarily on the character of some unintentionally implicated person. Only top news is used, and KQOD reporters have shown keen ability in digging up stuff.

KQOD used complete UP wire service for out of town news.

Radio Pays Tribute To Senator Marconi

(Continued from Page 1)

works at 1 p.m. today. Yesterday at 2 p.m. NBC broadcast 'round the world tribute via both networks and short wave, with David Sarnoff, RCA president, delivering a eulogy. Other speakers were heard from Rome and Montreal, and additional tributes were paid by Lenox R. Lohr, president of NBC; General J. G. Harbord, RCA chairman, and others.

CBS arranged a special broadcast at 7:45 last night, with additional programs today. WHN, WNEW and WOR-Mutual stations also were among those paying tributes.

Among Marconi's survivors are his widow and a son who is at present working in the RCA plant here.

Funeral services from Bologna will also be aired by NBC.

WNEW is also carrying the 1-2 p.m. funeral services for the late wireless inventor scheduled to be held today.

Standard Brands Time Change

Standard Brands has advanced the time for its NBC-Blue network series which begins Sept. 22 to an 8:30-9 p.m. Program will go coast to coast. Program was originally set for 9 p.m.

Stratosphere Broadcast

A broadcast from the Army's Lockheed flying laboratory some 30,000 feet above the earth will be aired over the NBC-Blue network at 4:45-5 p.m. Friday by NBC's Hollywood special events department. Buddy Twiss will be at the mike in the plane.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

FRED ALLEN and PORTLAND HOFFA return to New York from Maine on Aug. 15 and leave for Hollywood the following day.

The VASS FAMILY leave Aug. 15 for Hollywood where they will broadcast six more shows with Ben Bernie.

EVANS PLUMMER, associate editor of Radio Guide, has been transferred from the publication's Chicago office to Hollywood and leaves Saturday for the Coast.

ARTHUR B. CHURCH, president of Midland Broadcasting Co., operators of KMBC, Kansas City, is in New York on business.

PAUL LOUIS of the Columbia Concerts Corp. is back in town after a month's vacation in Florida.

HELEN JEPSON has arrived on the west coast to make a guest appearance on the Kraft Music Hall tomorrow night.

LES LINDOW, who vacationed out west, and KITTY CONTI, who went to Virginia Beach, returned to their desks at WCAE, Pittsburgh, this week.

AARON HERSHEY, news commentator on WOWO and WGL, Fort Wayne stations, is spending his vacation around the Great Lakes.

LANNY ROSS is en route to Dallas for a two-week engagement at the Pan-American Exposition.

WESLEY M. ANGLE, president of Stromberg Carlson Radio Corp., sails today for Europe aboard the President Harding.

JAN PEECE returns from Hollywood on Aug. 7 and appears the same evening as guest star on Lucky Strike program.

KAY THOMPSON and JACK JENNY return from Bermuda on Aug. 15.

MAUDE ADLER of WNEW leaves Friday for a two-week vacation in Louisville.

JAMES CARPENTER, manager of WKBB, Dubuque, is in New York.

J. THOMAS LYONS, manager of WCAO, Baltimore, was in town yesterday.

FRANK RAND, CBS-Chicago press head, is in town.

MRS. NORMAN REED, wife of the WPG manager, was in New York yesterday.

Another "Monopoly" Attack

Washington Bureau, RADIO DAILY

Washington—Another attack on radio, charging the usual "monopoly", etc., was launched late Monday by Congressman William D. McFarlane of Texas. He said he would press for action on the pending Connery Resolution for a probe of the industry. McFarlane wants a probe of the entire communications field, including the broadcasting companies, AT&T, and even television.

"Mind Your Manners" on Today

Allen Prescott ("Wifesaver") today starts his new NBC-Red network program, "Mind Your Manners," at 6-6:15 p.m.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

NEW PROGRAMS—IDEAS

Telephone Number Tunes

There's always a new idea and Phil Saltman, WPRO, pianist at Providence, had one presented to him last week by Lew Rogers, staff announcer. Phil tried it—and the phone company pleaded for mercy.

Phil announced that he would extemporize tunes created from phone numbers—any one's phone number. The listeners were invited to phone the radio station, give their phone numbers and presto! A new tune!

Here's how it's done. Numbers 1 to 9 are represented by nine consecutive full notes starting at "do." "O" is wild—like deuces in poker. If a listener's phone number is "Dexter 5327," Phil would have to create a regular 32-bar chorus, on the spur of the moment, with the melody featuring 5-3-2-7, or "so-mi-re-ti." Listeners can even pick their own rhythm, waltz, fox-trot, rumba, march, anything they want.

Saltman handles about two phone numbers a minute. It never takes him more than five seconds to figure his tune, and get started.

All WPRO telephone lines were immediately tied up as soon as the request for phone numbers was made, and the dial system of the exchange was properly bawled up as well. Saltman has a Thursday, 5:00 p.m. sustaining period, and is now being groomed for a twice a week commercial spot.

New Man-on-Street Wrinkle

KOIL in Omaha added a new wrinkle to man-on-the-street shows (which they pioneered in Nebraska) several months ago, giving the public a chance to interview as well as be interviewed. Each person stopped gets a chance to ask the announcers one question.

The new sponsor, 7-Up beverage, gives a free bottle to each person on the show, and to the person who is talking when the announcers' alarm clock rings goes a case of 7-Up. Don Kelley and Arthur Faust work the show regularly, but during the last two weeks of July Had Hughes replaces Kelley, who is vacationing in Waterloo, Iowa.

Western Teletype Circuit Extended by Transradio

(Continued from Page 1)

and principal cities feed news directly into the respective circuits.

Transradio's northwestern circuit, running northward from Portland, Ore., has been extended to Vancouver, B. C., and carries teletype service to CJOR.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY

"The Infallible Pair"

Six times a week Wesley Battersea, production manager at KLZ, Denver, and Fritz Mueller, of the commercial department, as stooge, put on a 15-minute program, "The Infallible Pair." Listeners are asked to mail in questions, and any question the pair is unable to answer wins the fan a "triple threat," three bottles of Original Manitou Water. Questions are answered over the air and when they run across one they cannot answer they blow whistles and ring bells and announce the name of the sender. Program is a tremendous mail puller.

Lucky Listeners

"Number, Please" is a new program being presented over WRJN, Racine, Wis., every Tuesday and Friday at 12:45 p.m. During the 15-minute broadcast, a telephone operator in the studio calls a phone number and name over the air. The number and name are picked at random from the phone directory. The party whose number is called is asked to call the program's sponsor within five minutes to receive a cash gift corresponding to the last number of the phone number up to five. If the last number is over five, he receives five dollars.

Old Salt Yarns

Wesley Battersea, KLZ's production manager, has introduced a new program for the Denver kids. Capt. Patrick Tayleur, a bona fide old sea captain, has been spinning yarns of his days before the mast. Tales of far away ports, storms at sea, and all of the stories are his own actual experiences.

Real Life Romances

Real life romances are dramatized on Armand's new program "How I Met My Husband," over WLS, Chicago, at noon Tuesdays and Fridays. Material for programs is drawn from letters from listeners, the ones used bring the writers \$5. Kay Campbell and Harry Eldersvelt play leading parts. Show is written and produced by Eddie Simmons of WGN production staff.

Fanchon & Marco Creates Radio Script Department

(Continued from Page 1)

department was established because agencies insisted that direct rights must be assured on radio scripts before they will look at them, and that his organization will procure absolute rights on numerous works from now on. F. & M. has Al Pearce and Gang, Nick Lucas, and others on the air.

Station Employees Strike

Portsmouth, Ohio—WPAY was off the air yesterday as the result of a walkout by eight men in a strike against the discharge of six fellow workers.

Paul Wagner, chairman of the ARTA, charged that six were fired because of union affiliations.



What station controls the majority of the N. Y. metropolitan audience as the night's heaviest listening begins?

SEE PAGE 4 "YOU CAN HAVE IT!"

What is the outstanding station for the distribution of radio programs to the N. Y. metropolitan area?

SEE PAGE 7 "YOU CAN HAVE IT!"

What N. Y. metropolitan station ranks 1st in signal strength?

SEE PAGE 16 "YOU CAN HAVE IT!"

What's one of radio's pet fallacies?

SEE PAGE 19 "YOU CAN HAVE IT!"

It doesn't matter whether an audience survey ranks your program 1st, 2nd or 3rd. Says who?

SEE PAGE 20 "YOU CAN HAVE IT!"

For one or more copies of "You Can Have It!"... address Sales Promotion Dept., Station WOR, 1440 Broadway, New York, or call PE 6-8383

WOR



ELIZABETH HINES, well known stage actress, has joined the "Helen Trent" cast.

Betty Caine has been added to the "Betty and Bob" cast.

Harriette Widmer, who has appeared with Amos 'n' Andy, is supporting Dorothy Gish and Harold Vermilyea in "Couple Next Door."

Hugh Studebaker, free lance actor, back from vacation in Wisconsin north woods.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, showing Alf Landon around radio studios here. Hawkes was the Landon radio advisor last year.

Radio celebrities making nightly appearances at the Grant Park concert curtain raisers. Eddy Duchin, Mr. and Mrs. Jesse Crawford and Gale Page among those slated this week.

Little Jack Little to open at Trianon on Aug. 14; Ted Weems on Aug. 27.

Lucy Monroe opens at Chicago Theater on Friday.

Charlie Lyon is doing his broadcasts from a wheel chair. Result of accident on tennis court while playing with Lynn Brandt.

Alex Robb, assistant artists service manager at NBC, taken to his home over weekend from Ravenswood hospital to continue recuperation from injuries sustained in train wreck.

Betty Winkler, young star of "Girl Alone," played the part of an old lady in "First Nighter" last Friday. A Broadway producer was on the phone over the weekend wanting to cast her in a similar role in a Broadway production.

Warnow in Tuesday Spot

Mark Warnow's Blue Velvet Show over CBS will take over the Tuesday 8-8:30 p.m. period beginning Aug. 3. Warnow will remain on this hour until the Rinso show resumes late in September. Hollace Shaw, soprano, will remain on the Warnow show as permanent soloist, and guest stars will be used each week. Warnow is also scheduled to take over the CBS "Hit Parade" broadcasts Aug. 14, his second appearance on the show.

AGENCIES

CHARLES DALLAS REACH CO., Newark, has been appointed by Doyle Packing Co. (Strongheart Dog & Cat Foods) to handle its account. A radio campaign is now being planned.

WALTER E. THWING INC., of New York, has been elected to membership in the American Association of Advertising Agencies.

● ● ● Tin Pan Alley will be shocked to learn here that Bing Crosby has cancelled plans to come east for the Saratoga racing season. Seems that the Three Crosby boys expect a Fourth—for bridge!... Ascaph will pay their own respects to the memory of George Gershwin via an hour NBC show Aug. 1... Yacht Club boys submitted a script to Myron Kirk at Ruthrauff & Ryan before motoring back to the coast... Hank Garson and Al Lewis, scripters for Bob Hope, will go with Milton Berle when Irving Brecker resigns... Harry Conn will script the Tim & Irene bit for their Vallee turn the 29th... Peg La Centra is no longer with Benny Goodman but back with Art Shaw... Stuff Smith went coastward for a return at the Famous Door... Harry Lewis goes into the Wilshire Bowl next month... Paul Sabin has been renewed at the La Salle in Chi... Josef Zatur gets the Biltmore spot... Mike Riley is at the New Penn Club in Pittsburgh... Lee Sims and Ilmay Bailey's departure for the other side was brought on by a 26-week transcription contract for an Erwin-Wasey show called "Musical Moods" which will be sponsored by Fairy Soap!

● ● ● Mark Schrieber, KQVD, Denver, sportslinger, had a narrow escape last Wednesday evening while he was describing the midget auto races in Denver... One of the racing drivers, roaring around the one-fifth mile track at about 65 m.p.h., lost control of his tiny machine and it nosed into the grandstand within a few feet from where Mark was standing... Neither Schrieber nor the driver was injured... A humorous angle entered into the accident when a gate next to where the car crashed into the fence opened by the impact and displayed this sign: "No Admittance"... Powers Gouraud and Mac Parker are having a battle of wits via their commercial chats on WCAU, Philly. Parker is on first, thereby putting Powers on the spot to answer the directed puns... However, the worm turns this week, when Gouraud is on twice—and Parker is vacationing!

● ● ● Beatrice Lillie fades on Broadway Merry-Go-Round tonite—but the show remains for one more week. Next week's format will be a la "Manhattan Merry-Go-Round" starring Rachel Carlay, Oliver Smith and the Men About Town... Witmark is going thru a house-cleaning process with reorganization and Harold Lee coming in from Chi to head th New York office... Benny Meroff's first eastern appearance will be at Manhattan Beach on Aug. 22, followed a week later with the Loew's State Theater... Barry Wood is using the nom de transcriptions of Jerry Cooper on the new Drene series—"Jack Randolph"... Benny Gaines won't use "names" for his Boston "Mayfair" until Sept. 15... Edythe Wright, Tommy Dorsey's vocalist, is being screen-tested by Warners—but she'll have to whiten her tan!... Bunny Berigan may go into that Ted Lewis flicker for Republic... Attention Buddy Clark: Your pal, Eddie Wolpin, doesn't speak with a columnist because he felt the writer did you an injustice... That's friendship—and you aren't a major plug, either!

● ● ● Phyllis Ormsby, star of the WJAY, Cleveland, Barn Dance, is being mistaken for Lupe Velez, who also is appearing at Great Lakes Exposition... The other day a fan came up to Phyllis and asked for her autograph with the singer inquiring why her name was desired. "Oh, come on—you movie stars are all alike. Please write your name here, Miss Velez"... Phyllis admitted her real tag but the fan insisted that it was a phoney... By this time a large crowd was attracted by the scene and more demands were for Lupe's signature... Phyllis was scared to sign the books under the tag of the movie star, fearing legal entanglements as an in-poster, so she fled to Winterland with the crowd at her heels... At the gate a friend admitted her—and the mob went no further.

FREDDY LIGHTNER will make a fourth consecutive appearance on the Jell-O summer show starring Jane Froman. The comedian will be assisted by his partner, Rosella McQueen.

Ian Keith will be with Claude Rains, Raymond Massey, Reginald Denny and Walter Abel in the CBS presentation of "Julius Caesar" next Monday night. Conway Tearle again will be narrator.

Bing Crosby, something of a celebrity himself, will go a-hunting celebrities for two broadcasts of interviews that he will conduct from the paddock and stand of his new million-dollar Del Mar Race Track near San Diego on July 23 and 30 over the NBC-Blue Network. Kenneth Carpenter, NBC announcer, will assist the singing star, turned sports announcer, in introducing the celebrities.

Charles Vanda, CBS program director, off to Del Monte and San Francisco on the annual vacation.

Werner Janssen, conducting his first symphony organization on the West Coast at the Hollywood Bowl, devoted the entire evening to compositions of Sibelius, friend and great admirer of the young musical genius.

KHJ now remotes Paris Inn orchestra and vocal waiters between 1:30 and 2 p.m. and 11:30 to midnite, daily except Sunday. Formerly heard over KNX.

Ascaph Propaganda Campaign

Active propaganda material for consumption of sheet music buyers is now in the works, with Ascaph receiving permission from leading music publishers to supply layouts for back covers of piano copies. One of the back cover series is a piece by E. C. Mills, entitled "What Is Ascaph?" and explains in detail the origin of the society, its aims and efforts to maintain a protective organization for authors and composers who produce successful music and its care of the indigent. Radio also comes in for a mention in its use of music.

Subsequent back covers will have authorized reproductions of editorials by columnists such as Winchell, Pegler and others. Warner Bros. subsidiary music houses were the first to agree to the proposition.

Star Radio Adds 10 Stations

Star Radio Programs Inc. in the past week has added ten new stations to its list of subscribers, among which is KTKC, the new station in Visalia, Cal. New commercial subscribers are WTAQ, KLO, KICA, WSAU, WJMS, KTKC, KOOS, and WELL. Stations just signed for the "Morning Bulletin Board" are CKX, Brandon, Manitoba, and KFXM, San Bernardino, Cal. KFXM is the third Don Lee System station to sign for the "Bulletin Board."

ORCHESTRAS MUSIC

WINDING up their record-smashing trek around the country, Kay Kyser and his "Surprise Party" crew swing back to the Windy City for some rare jamm'n' and jazz'n' on Sunday at from 10-10:30 p.m. EDST over the coast-to-coast Mutual network. Virginia Sims, Harry Babbitt, Sully Mason and Merwyn "Ish Kabibble" Bogue head Kyser's supporting cast of tunesters.

Paul Titus, former piano accompanist at the old WLIT studios, Philadelphia, is leading his own band at the Villa Roma, in Camden, N. J.

Paul Metcalf of the WHAT staff, tried his hand at Tin Pan Alley, giving out "Gardenias, Champagne and You." Ditty will be premiered over the Philly station.

John Fielder and his orchestra are now spotted over WOAI, San Antonio, for a weekly half-hour on Sunday afternoon.

Buddy Hancock and his dance orchestra are doing a series of 15-minute Wednesday afternoon programs over WOAI.

A daily quarter-hour swing session to which all local musicians and entertainers are invited has been inaugurated by WHB, Kansas City. Show has been featuring the Three Giants of Swing, Chicago night club entertainers.

CBS Listener Survey For October Release

(Continued from Page 1)
all the data now in hand and is compiling the material. A special rush-study is now being prepared on WEEL, Boston, which recently inaugurated a new 1,000 watt transmitter.

"Quakertown Varieties" on WMCA

"Quakertown Varieties," originating at WIP, Philadelphia, and featuring Allan Kearney, emcee, with vocals by Frances Cooper and Charles Hogg, will be heard on WMCA this Saturday. Also to be starred in the 45-minute show are the "Fireside Boys" and Carl Tanberg, whistler. The artists will be accompanied by Clarence Fuhrman and his Orchestra.

Rudy Vallee for Chicago

Chicago—Rudy Vallee's orchestra plays the Chicago Theater the week of Aug. 20. His radio show Aug. 26 will originate here.

RADIO PERSONALITIES

No. 52 in the Series of Who's Who in the Industry

JOHAN F. PATT, vice-president and general manager of WGAR Broadcasting Co. in Cleveland is one of radio's youngest executives. Still, he is a 15-year man in the industry, having broken into the business at WDAF, Kansas City.

Kansas University had John Patt on its commencement roll back in 1926. He worked as reporter on the Kansas City Star between 1922 and 1926; was manager of the university station KFKU at Lawrence, Kas., from '24 to '26, and then moved to Detroit where he spent four years, moving from announcer to assistant manager. On Dec. 15, 1930, Patt came to Cleveland to open WGAR.

Throughout the industry, the name John Patt has come to stand for radio merchandising, exploitation and showmanship. WGAR's use of billboards, car cards, taxi tire covers, unusual direct mail and trade paper advertising has made for it a front rank place in the nation's newest advertising medium. Patt is an independent-station pioneer in the "shorter hours-larger pay" move. On July 1, WGAR went on a complete five-day week. He believes in a policy whereby the employee shares in the station's financial success and the system works two ways—because WGAR consistently leads the Cleveland radio parade in dollar volume and largest amount of local time sold.

John Patt finds time aside from broadcasting to act as president of the Ohio Association of Broadcasters, president of the Kansas University Cleveland Alumni, director of the Cleveland Rotary and Cleveland Advertising Clubs, member of the Cleveland Chamber of Commerce, Director of the National Association of Broadcasters, vice-president of KMPC (Beverly Hills)—as well as retaining membership in various business, social and country clubs.



Live wire, aggressive
— and handsome....

PHILADELPHIA

Ethyl Felt, new director of women's programs at WCAU, leaves Saturday for a fortnight at Thousand Islands before taking up new duties.

Ray Duffy, former WPEN program director, has returned to the orchestra field, conducting the music at Hotel Darling, Wilmington, Del., remoting via WDEL. Horace Hustler, former WPEN organist, plays an electric organ with the Duffy band.

Johnny Coombe, radio columnist for the Main Line Daily Times and associated weeklies, will become director of public relations at WTEL. David Berk joins the sales staff at WDAS this week. Marks his initial position in the radio field.

WFIL's sports period remains commercial for another 13 weeks, B. B. D. & O. renewing the account for Brown & Williamson Tobacco Co. Hal Simonds handles the daily 15-minute show. Another sport show to be carried on is the WDAS descriptions of wrestling matches.

Bobbie Berland doing a piano rambling stint at WHAT on Tuesdays and Saturdays, using her original "Light in Your Window" for a theme song.

George Thomas, recent addition to WCAU announcing staff, was given a surprise boat trip by members of the staff of WHAT, where he first entered radio.

Horace Fehyl pinch-hit for announcer Mort Lawrence while latter vacationed in Atlantic City.

Rosalind Stewart and Ray Stotter, newcoming vocalists to the KYW artists staff, will alternate Mondays and Fridays on a new series, femme piano twosome of Carlile and London accompanying.

DETROIT

A mobile unit of WWJ, The Detroit News, and the News plane, "The Early Bird," collaborated in following the annual 240-mile sailing race from Port Huron to Mackinac Island this past weekend. The start of the race Saturday was broadcast by both outlets.

After stringing thousands of feet of wire around the Arbor Hills Country Club course at Jackson, Mich., WIBM of that city followed play closely during the two days of the tournament last week. Station's ace announcer, Bill Cizek, handled the broadcasts, assisted by Willie Dunn and Hal Hubert. Engineer Walter Johnson laid the groundwork for the broadcasting.

COLUMBUS

Fred Sample of WHKC continuity department is vacationing on Lake Erie.

Don and Naomi Burrows, WBNS, also vacationing.

Ed. Bronson, WCOL program director, recently pinch-hit for Wally Link on his 7:15 a.m. news broadcast. This was his first opportunity in some time of talking into a mike—and the first time in years that he was up that early!

Irvin Scheibeck, Columbus Dispatch sports writer, debuts commercially this week with a five-day stint over WCOL under sponsorship of Kellogg.

★ F. C. C. ★ ACTIVITIES

EXAMINERS' RECOMMENDATIONS
General Electric Co., Belmont, Cal. CP for new International broadcast station, 9530 and 15330 kc., 20 KW., unlimited, be granted.

WLB, Minneapolis. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WCAL, be granted.

WCAL, Northfield, Minn. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WLB, be granted.

WTCN, Minneapolis. Mod. of license to change hours of operation to unlimited, 1250 kc., 1 KW., 5 KW. LS., be granted.

KDKA Is Building Up Local Program Status

(Continued from Page 1)

station. To this end, contracts are being given to a number of the best singers and musicians, who will be exclusive sustaining artists of KDKA; talent will be given opportunity for commercial contracts, also brought to the attention of NBC as network possibilities when the occasion warrants, and the regular station staff is being increased to 41 members by making full-time employes of several artists.

Among those signed to exclusive contracts are Dorothy Bushey, Freda Lazier, Madelyn Ward, Pat Haley and Bill Gibson, as well as most of the orchestra members headed by Umberto and Alfred Egizi, and Harry Azinsky, concertmeister. Artists transferred to the regular staff are Aneurin Bodycombe, Adelaide Lasner, Sammy Fuller and George Heid.

Roy Baldwin, added as page or guide, already has conducted as many as 22 parties of visitors totaling 368 persons through the studios in a single day.

Amplifier for WNOX

Knoxville—WNOX, Scripps-Howard Radio, Inc., has installed new Western Electric program amplifier, one of first stations in country to start using it. Amplifier has effect of doubling power.

Shep Fields for Film

Shep Fields, currently heard on the Woodbury "Rippling Rhythm Revue," and who will open at the Paramount Theater on Aug. 25 with Jane Pickens as vocalist, leaves in September for Hollywood to make a picture.

Newspaper Co-operation

WDNC, Durham, N. C. is using tie-in with Durham Sun and Morning Herald for articles on station staff personnel.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

GUEST-ING

MADELEINE CARROLL and NEILA GOODELLE, on "Sunday Night Party," July 25 (NBC-Red, 10 p.m.)

BILLY DE BECK, cartoonist, interviewed by Chuck Thorndike on "Man Behind the Cartoon," tonight (WINS, 8:30 p.m.)

MIDGE WILLIAMS, JOEY NASH, FOUR KIDOODLERS, and VIRGINIA ARNOLD and CAROLYN GRAY, pianists, on "Summer Town Hall Tonight," July 28 (NBC-Red, 9 p.m.)

FRED MacMURRAY and IDA LUPINO in scenes from the film "Exclusive," on "Hollywood Hotel," July 23 (CBS, 9 p.m.)

JOAN EDWARDS, with Harry Von Zell on Gulf Oil program, Aug. 29 (CBS, 7:30 p.m.)

FLORENCE EASTON, EFREM ZIMBALIST and TEX O'ROURKE, on "Magic Key of RCA," with Jean Sablon, July 25 (NBC-Blue, 2 p.m.)

HOLLACE SHAW, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.)

CONRAD THIBAUT, on "Hit Parade," July 24 (CBS, 10 p.m.)

UNCLE DON, interviewed by Jack Eigen, July 26 (WHN, 9:15 p.m.)

Talent for Grant Disks

Leonard Joy's orchestra, Jean Ellington, "Whispering" Jack Smith and Allen Prescott, signed through NBC Artists Service, make up the talent for the 39-week ET series being launched Sept. 6 by W. T. Grant Stores on 20 stations. N. W. Ayer is agency.

Join WMCA's "Serenade"

Harriet Brent, blues singer, and the Stardust Boys, rhythm quartet, have been added to the cast of "Rhythm Serenade" WMCA's weekly variety feature broadcast every Thursday at 8:30 p.m. Accompanied by Carl Fenton and his orchestra, other performers include: Tempo King, swinger, and Libby Hall, rhythm singer. Production is under the supervision of Jack Coombs, assistant program director of WMCA.

ONE MINUTE INTERVIEW

ABE LYMAN

"I am glad to hear so many popular orchestra leaders speaking and joking on the air. By giving us lads a radio voice, radio affords the listening public a chance to know us personally, instead of just our music. By making a human being out of a hithertofore silent maestro, radio has done much to further the personal success of many of us. The fan likes to have some oral contact with the man whose music he likes."

PROMOTION

KDAL's Vox Pop Stunt

KDAL's vox popper, on which tourists visiting Duluth and the Arrowhead country are interviewed, is given a novel twist. Occasional interviews are recorded in the studio and the disk is presented the lucky tourist as a souvenir of the occasion. Stunt is aired from lobby of Hotel Duluth, where offices of the Minnesota Arrowhead association are located, in "man-on-the-street" fashion. Stunt gives KDAL shot at publicity breaks throughout country, as feature stories on the airing and recording stunt are sent to the visitors' home papers. The semi-weekly programs are varied occasionally as mike-man gives tourists a chance to turn questioner.

Remington Rand Cruise Party

Remington Rand Inc. will take 1,500 radio listeners on a guest cruise to Keansburg Beach, N. J., next Saturday. Program listeners merely had to write 50 words or less on "Why I Need a Remington Noiseless Portable Typewriter".

Two tickets were mailed to each person who wrote a letter. Announcements were made on Transradio News programs on WOR and on "Five Star Final" show on WMCA. The 1,500 being entertained does not comprise the full list of letter writers and arrangements are being made to take the overflow on another cruise later on. Jerry Hughes of Remington Rand handling the details of the cruise.

WOAI's News Features

WOAI, San Antonio, has issued a 24-page promotional booklet titled "News," profusely illustrated with candid photos, depicting the activities and coverage of station newscasts and features with news angle.

A section is devoted to mail received, and another to testimonial letters and other remarks of sponsors. Also included is a list of advertisers using newscasts, and examples of results obtained.

Bard on Arizona Plains

With the CBS Shakespearean Cycle penetrating the hinterlands of Ari-

Community Advertising Clicks

Long Beach, Cal.—Proof of the value of general community advertising which plugs a city as a whole for the benefit of the individuals without mention of any particular enterprise is found in the KFOX program, "San Pedro Marches On," which has passed its twentieth bi-weekly broadcast. Originally scheduled as an experiment by San Pedro Chamber of Commerce, the program was found to be such an excellent prestige and good-will builder that the presentations will be continued indefinitely. Program narrates historical and commercial data of San Pedro and presents music of nationally famous artists.

zona, KOY in Phoenix is resorting to newspaper stories, posters and daily spots on the air to familiarize natives with the classic series.

The extensive publicity campaign includes a valuable tie-in with local libraries and book stores. A handy book mark is issued with every tome borrowed. Each marker is printed with date and time information of forthcoming CBS Cycle plays over KOY.

Vacations for Poor Kids

WIP, Philadelphia, is promoting good will in providing vacations for poor children. Ben Gimbel, WIP prexy, thought there were quite a few families that had summer homes and who could take a child or two from an impoverished family for a week's vacation. Carolyn Ann Cross, WIP's directress of the Homemaker's Club, incorporated the idea on her program. The response was immediate and the first week finds 30 youngsters off to the seashore, made possible by WIP.

Picnic Stunt

Second annual effort of KLZ in sponsoring a family picnic at Lakeside amusement park in Denver was unusually successful. Affair was promoted by means of announcements over the air, telling listeners they could secure scrip from KLZ retail advertisers. About 30,000 visited the stores asking for Lakeside tickets, and the park was packed on the day of the outing.

WLS Vacation Piece

A "prescription for that vacation lull" is being mailed to advertisers by Burrige D. Butler of WLS, the Prairie Farmer station, Chicago. The folder shows how The Prairie Farmer, of which Butler is publisher, and WLS, the station affiliated with it, provide a double punch for flattening sales resistance.

KWK Gossip Column

KWK, St. Louis, is distributing a weekly "Radio Gossip" column to nine daily and weekly publications in St. Louis County, Illinois and Missouri. The column is written by John Conrad of the KWK staff.

LOUISVILLE

New series of travel dialogues will be inaugurated from University of Kentucky radio studios of WHAS, at Lexington, tomorrow. Seven weekly programs will comprise the series, titled "Answer Me This."

Rosalind Brown, musical director of WGRC, New Albany, Ind., is the mother of baby girl. Dad is sax player in Johnny Burkarth's ork.

WAVE sporting new bright red truck, housing station's mobile unit. John Starks, technician and announcer, is in charge.

New \$30,000 Kilgen organ being installed for WHAS. Herbie Koch, staff organist, supervising installation.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. distributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Nov. 26: 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.

April 4-14, 1938: World Radio Convention under auspices of Institution of Radio Engineers (Australia), Sydney, Australia.

Players for "Miserables"

Cast lined up by Orson Welles for his "projection" of "Les Miserables" in seven episodes starting Friday at 10-10:30 p.m. over WOR-Mutual includes Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost. Welles also will appear in a role.

WATL Changes

Atlanta—John Hughes has joined the WATL announcing staff headed by Dick Pyron, who also takes on the duties of production manager. Ken Keese, after a year as musical director, assumes new capacity of program director. He is the brother of Alex Keese, regional sales manager of WFAA, Dallas.

Francina White Signed

Francina White, soprano, has been signed for four guest star appearances on Du Pont's "Cavalcade of Music," Aug. 4, 11, 18 and 25 at 8-8:30 p.m. over CBS. Batten, Barton, Durstine & Osborn is the agency.

DO YOU KNOW

Louise Massey of the "Westerners" was once kidnapped and held for ransom by a band of Mexican bandits?

★ Program Reviews ★

Shakespeare

Both the CBS presentation of "Much Ado About Nothing" and NBC's "Twelfth Night" last Monday night were entertaining affairs. Being on the comedy side, the plays were more palatable than the heavy stuff that preceded them in the current Shakespearean cycle. In addition, each production boasted an unusual array of star names in its cast.

"Much Ado" was particularly fortunate in having Leslie Howard and Rosalind Russell as its stars, with Conway Tearle again officiating as narrator.

John Barrymore in "Twelfth Night" surrounded by Elaine Barrie, Alan Dinehart, Spring Byington, Miles Mander, Hans Conried, Erin O'Brien-Moore, George E. Stone, John Fee and others. A surprise in this production was the excellent reading given by Dinehart, who held the ears of listeners with his clear and facile handling of the Shakespearean lines. Barrymore suffered a little by shouldering two roles again.

"The Little Show"

The only "live talent" participation program on Boston airwaves is "The Little Show" heard twice each week day on WBZ-WBZA at 12 noon and again at 6 p.m. Programs are headed by Rakov and his orchestra, one of the better local radio bands, playing pleasing arrangements of current popular dance hits. Top vocal honors go to the Happy Sisters. Olive, Muriel and Estelle (their real name is Happy, too) a trio which handles its assignments in a manner most pleasing to the ear. Tony Russell, baritone, does the romantic type of ballad.

Show also serves as an outlet for guest star appearances by visiting talent, and as a means by NBC for plugging its services, such as the current Shakespearean series. Revenue is derived from participation announcements.

"Let's Visit"

New departure on the "Let's Visit" program, presently under the wing of the WOR-Mutual special events department, had Jerry Danzig doing one part of the show on the Coast and Dave Driscoll coming in from New York last Monday night. Unrehearsed show, which brings the mike from door to door for impromptu talks of the local denizens, opened in New York with Driscoll visiting at the Hotel Elysee, where Leonard and June Sillman were interviewed by Driscoll. Danzig then picked it

up on the Coast in the home of the movie actress Anita Louise, who made interesting conversation. George Fischer also was in on it.

Switching back to New York, Driscoll called on Mrs. William Anthony McGuire, wife of the playwright, and also on Dr. Dolph Martin, a medico whose career is really music. Broadening out of the program reveals its potential possibilities for a national sponsor, and reveals that the basic idea can be smoothly worked out not only in a New York apartment or hotel, but, in fact, anywhere.

WNEW Earthquake Special

Special events department of WNEW directed by Larry Nixon displayed some ingenuity yesterday afternoon in staging a broadcast dealing with the baby earthquake felt on Long Island early this week. Father J. Joseph Lynch, S. J., director of the Fordham University seismic station, was brought to the mike for a comprehensive interview conducted by Richard Brooks. Father Lynch gave some very interesting information, and, what probably was more important to most listeners, he gave definite assurance that New Yorkers need have no fear of a real earthquake.

"Good Morning Revue"

Robert Rounseville, who is appearing in the current Broadway musical comedy, "Babes in Arms", displayed a pleasing tenor voice in WOV's daily "Good Morning Revue" at 11 a.m. yesterday. He sang a trio of numbers, doing particularly well with "Where or When" and "I Know Now."

Blackett-Sample-Hummert's Own Recording Studios

(Continued from Page 1)
all other agencies in number of daytime scripters, uses both RCA and World regularly for its work, but plans to do a little of the work itself in the future. New studios will be ready about Sept. 15.

"Jr. G-Men" Guest Producer

Roland Dawson, program director of WOL, will be the second guest producer of Donald Peterson on "Junior G-Men" over WOR. He will officiate on the Aug. 13 program. Dawson started his radio career with BBC in England. Since hearing the "Junior G-Men" programs, he has become interested in organizing similar groups down south and expects to spend a week in New York gathering information about the program.

Stewart Sisters at KYW

Philadelphia—The Stewart Sisters, heard for the past two years on Rudy Vallee's program, are now airing daily at 6:35 p.m. from KYW. Both Judy and Julie are here for an indefinite stay.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

TOM MOORE ENTERPRISES

"... I don't know what I would do without RADIO DAILY. It is just about my business 'Bible' as to radio news."

Tom Moore

LANGLOIS & WENTWORTH

"... Your publication is newsy, timely and presented in an interesting and readable style. You have supplied a need that has existed since radio got out of its swaddling clothes."

Ralph C. Wentworth

KOL

"... In RADIO DAILY you have taken your information, presented in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"

Constance Stevenson
Publicity.

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

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

9 MORE COMMERCIALS ARE SIGNED FOR FALL

(Continued from Page 1)

of 5,000 listeners in six key cities to ascertain whether listeners would prefer to listen to Jack Benny or Jeanette MacDonald if they broadcast simultaneously. Final figure revealed a ratio of 53 to 47 in favor of Benny, which was very close. Benny has a late repeat for some of his stations in the west, whereas the Vick show does not. Vick has also signed for a CBS daytime series. Tony Wons, long absent from the air, will return Oct. 4 for a 10:30-10:45 a.m. series, Monday, Wednesday and Friday. Morse International Inc. has the account.

Coca Cola has taken the 10-10:45 p.m. niche on Fridays for a coast to coast network. Program will begin during the month of September. Talent has not been selected as yet, but understood it will be a musical variety show. D'Arcy Advertising Co., St. Louis, is the agency.

Chevrolet returns to its 91 station CBS network on Sept. 26, 6:30-7 p.m. Talent not certain, but most likely Rubino will be set. Campbell-Ewald Co., Detroit, has this account.

Joe Penner series for Cocomalt returns Oct. 3 over 45 stations, 6-6:30 p.m. Ruthrauff & Ryan Inc. is the agency.

Mutual has Hecker signed with Jean Paul King, commentator, Myra Kingsley, astrologist, and guest stars. Series to begin Sept. 7, Mondays through Fridays, 11:45 a.m. to 12 noon, with repeat at 1:45 p.m. Fourteen stations are in the hookup (WOR, WABY, WSAI, WSYR, WKBW, WNBC, WKBO, WAAB, WEAN, WICC, WSPR, WTHT, WRDO, WLBZ). Repeat goes to WGAR and the Don Lee network. Erwin, Wasey & Co. placed account.

Lutheran Hour takes 29 stations (WAAB, WINS, WISN, WSAI, WJAY, KWK, WSM, KSTP, KSO, WMT, WBAL, KFAB, WCAE, WRVA, WIRE, WHKC, WRR, KTAT, WGR and Don Lee) for a Sunday series, 1-1:30 p.m., beginning Oct. 24. After Dec. 5 show changes to 4-4:30 p.m.

Campbell Cereal (Malt-O-Meal) takes WGN and CKLW. Schedule to be set.

Delaware & Lackawanna (Blue Coal) on Sept. 26 at 4:30-5 p.m. starts "The Shadow" on WNAC, WTIC, WEAN and WTAG and repeats for WOR, WBAL, WOL, WGN, WGR and CKL at 5:30 p.m. Ruth-

★ Coast-to-Coast ★

LEWIS TITTERTON, manager of the NBC script division, will give the third in a series of talks on the technique of writing a radio play on July 29 during the National Farm and Home Hour over the NBC-Blue network at 1:30-2:30 p.m. A portion of a radio play will be given by a cast of professional actors in the NBC Radio City studios, with Titterton commenting on the structure of the play.

At the recent dedication of the new Miner Sanitarium at Alberg, Vt., WMFF of Plattsburg, N. Y., was on hand to give a vivid description of the proceedings as well as the actual speeches of the day. In spite of the inclusion of the Lieut. Governor of Vermont and the mayor of the largest city in that state on the list of speakers, the New York State station covered the program exclusively, although it fed the ceremonies to one Vermont station, WDEV, Waterbury.

Lee Authier's "What's Your Guess?" contest over WSPR, Springfield, Mass., has set an all time high for mail.

Irma Serra, diminutive song stylist, airing over WSPR, Springfield, Mass., will be given an air audition by NBC in September.

Coleman Cox, known from coast to coast as "The Kindly Philosopher" and one of America's popular speakers, who now airs a 15-minute program Monday, Wednesday and Friday from the studios of KSFO, CBS station in San Francisco, has numbered among his most intimate friends such celebrities as Thomas A. Edison, Henry Ford, Calvin Coolidge and outstanding personages in every walk of life. Program is announced by Arthur Van Horn, who recently joined the staff of KSFO.

Edward J. Lush, former New Haven WBRY and WELI announcer, has become a benedict, the lucky lady being Joy Remer, former songstress with the Worthy Hills orchestra at

ruthrauff & Ryan has the account.

Journal of Living with Dr. Victor H. Lindlahr on Sept. 13 expands to a larger network using WOR, WAAB and WEAN on Monday, Wednesday and Friday, 12 noon to 12:30 p.m. On Tuesday, Thursday and Saturday, 9:30-10 a.m., WGN, CKLW, WCAE and WHK carry the program.

Varady of Vienna returns on Sept. 26, 1:30-2 p.m. with Ted Weems and his orchestra on 11 stations (WBAL, WOL, WGR, KWK, WCAE, WHKC, WSAI, CKLW, WHK, WGN and WOR).

MBS at present is also dickering with Standard Oil of Indiana for sponsorship of Chicago pro football games. Network would extend from Detroit to Denver if deal is consummated.

Pavilion Royale, Savin Rock. Lush is now ad writer for Carrier Air Conditioning Corp.

Malcolm Parker, New Haven WICC manager, plays the rustic cowboy in the Chapel Players' "Boy Meets Girl" presentation this week in Guilford.

Sylvia Henderson, pianist from Georgetown, S. C., who has studied in New York and Chicago, and has given recitals throughout the South, will be heard on three successive Wednesdays, 8-8:15 p.m., on WBAL, Baltimore. Her first program will be heard tonight.

KSL, Salt Lake City: Chosen alternate delegate, W. E. Featherstone attends International Lions Conclave in Chicago, July 25. . . . Tommy Axelsen back to duty after three week lay-up due to operation. . . . Albert J. Southwick, program director, and Annabel Lee returning from vacations. . . . Dick Evans, Wally Sandack and Louise Hill Howe about to leave. . . . Married: Stan Reese to Helen Gaddie.

KFOX, Long Beach, Cal.: Foster Rucker, production manager, and Frank Goss, announcer, will work in August presentation of Donald Ogden Stewart's "Rebound" put on by Long Beach Players Guild; Rucker will direct. Goss will portray leading role. . . . Alice De La Vergne, actress, is resting at Laguna Beach, to prepare for fresh assault on her leading roles in "It Happens in Every Family" and "Hal Nichols and His School Kids."

WISN, Milwaukee: Rev. Richard E. Evans, long identified with Sunday Morning Breakfast Club leaves town to take position with eastern publishing company. . . . Neil Searles, now production manager, returns to the Early Riser's club, which he conducted for three years, to pinch hit for present announcer, Milton Brandl, on vacation.

Alka Seltzer Ready New Series of Disks

(Continued from Page 1)

under another name, with a different guest comedy act each week. Already signed are Johnny Burke, Hildegard Halliday and Henry Burbig.

Alka Seltzer now has "National Barn Dance" Saturdays on NBC-Blue, plus Uncle Ezra, Monday-Wednesday-Friday on NBC. New series is spotted Tuesday, Thursday and Sunday except in Chicago, where "Dick and Harry" are used on WGN on these days. Stock recordings being used on dozen stations until new series is available. World Broadcasting System is waxing.

NBC DICKERING TO AIR NEXT 3 LOUIS FIGHTS

(Continued from Page 1)

the money was placed on the line the next fight was to be the Schmeling-Louis bout. As it now stands, the Farr-Louis fight is next, but contract still holds.

CBS, because of the apparent NBC monopoly, has made no effort to sign any of the fights. Whether Buick will sponsor next month's fight is uncertain. Charles Gannon, head of radio for Arthur Kudner, Buick's agents, said he knew nothing about Buick signing for the Louis-Farr rights. NBC sales department is now endeavoring to sell all three fights to a sponsor.

Ascap-AFM Decision Expected in 10 Days

(Continued from Page 1)

what type of affiliation would be best suited for all concerned.

Mills and Weber discussed the possibility of Ascip becoming affiliated with the AFL and taking out a charter as a separate group on its own. Also whether Ascip should form a strong working agreement with the musicians' union and set up a concordate whereby each will aid the cause of the other, both in offensive and defensive measures.

Ascip board which met yesterday afternoon to talk with Mills did so as individual members and not as a regular board meeting. Members who attended approved any affiliation which the administrative committee proposed as beneficial to Ascip.

While an Ascip official admitted that the recent anti-Ascip legislation was more or less responsible for driving the society into the ranks of organized labor affiliation, no comment was forthcoming to the query: "Will Ascip give up the proposed AFM affiliation if radio has its anti-legislation rescinded?". Understood that one Ascip official had intimated such a position was possible.

Television Institute Is Set Up by Soviets

(Continued from Page 1)

lens disk of 120 lines, or 19,200 elements.

Russia now has 3,500,000 radio receiving sets, the average set consisting of four tubes and selling for \$45. There are 400 amateur sets licensed in the same territory. The All-Union Radio Committee, a group similar to the FCC, completely controls all Soviet radio.

1	9	3	7
4	5	7	8
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

Greetings from Radio Daily

July 21

Elsie Hitz

Allyn Joslyn

BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 15

NEW YORK, N. Y., THURSDAY, JULY 22, 1937

FIVE CENTS

New High in ET Shows

Looking On ... AND LISTENING IN

MONOPOLY Years back, when there was only one national radio network, it was charged with being a monopoly.

Then a second network came into the field, and the two of them were accused of having a monopoly.

Now there are three national chains, and the monopoly charge is expanded to include the three competitors.

The term monopoly, it appears, means having something that somebody else hasn't got.

Or that somebody else covets or fears or just dislikes.

Makes no difference if you own it, or how hard you worked to build it into something, or how well satisfied the general public is with your administration of it, or the vast amount of good that it is doing—if it's a specially good thing, you're a "monopoly" and you must be investigated, besmirched and persecuted.

Principal source of "monopoly" charges is Washington.

When a congressman wants a little publicity, he can be pretty sure of fetching it by picking some big industry and charging it with anything or everything from monopoly to mayhem.

Radio and movies are the preferred targets because they have more "glamor" for newspaper headlines.

But the probe-minded solons overlook their own little monopoly.

It is a monopoly on the privilege of sitting on Capitol Hill and introducing more silly bills than sensible ones, indulging in oratorical nonsense and making faces at each other like schoolboys—at the expense of taxpayers.

And there is the Congressional Record to prove it.

In Uniform

Kansas City, Kas. — Uniform sport coats, made of pool-table green felt, with the KCKN call letters and the frequency numbers prominently displayed on the back, are now being worn by the KCKN special events announcers, including Ralph Nelson, Randall Jessee and Karl Willis.

LOTTRIDGE IS APPOINTED OKLA. NETWORK MANAGER

Oklahoma City—Buryl Lottridge has been appointed managing director of the Oklahoma Network, effective this week when Lottridge completes his duties as assistant manager of KOMA here. Lottridge has been assistant to Neal Barrett of KOMA for the past six weeks.

In his new post Lottridge will have complete supervision of all network activities, sustaining and commercial programs and commercial

(Continued on Page 3)

Western Union Is Given 30 Days for WJBK Reply

Washington Bureau, RADIO DAILY

Washington—FCC has notified Western Union that it must file answer within 30 days in the complaint of James F. Hopkins Inc., operating WJBK, Detroit, charging discrimination against the station by refusing to service it with telegraphed reports of baseball scores.

Free Educational Disks For Afternoon Buildups

In an attempt to build commercial programs on local independent stations throughout the country between the hours of 1 and 4 p.m., Hood Educational Broadcasts Inc. has contacted independent stations offering recorded educational programs free to the stations. Idea, which is still in the elementary stages, calls for a

(Continued on Page 3)

27 Complete ET Show Units Ready for Release by Atlas

Disk Series Expanding

West Coast Bureau, RADIO DAILY

Los Angeles—"Detective Dalt" (an African Charley Chan) and "Zumba," disk series that Bireley's Orange Juice has been using on some 20 stations, is now going out for wider fields, with Mertens & Price offering 50 15-minute transcriptions for station or sponsor use. Jerry Cady produced and did the writing. Barbary Luddy and John Gibson stars. Radio Recorders did the diskings.

No Letdown in Musical Transcriptions This Summer—Heavy Gains for Recording Laboratories

Oke-Doke

Rock Island, Ill.—Alberta Morehead, WHBF's 11-year-old singing "find," has won her first commercial, a twice weekly 15-minute spot for Food Products Co. of Davenport, distributors of Kraft's O-Ke-Doke popcorn.

10 FOOTBALL GAMES SET OVER MUTUAL NETWORK

Chicago—WGN yesterday announced a 10-game football schedule to be fed to Mutual coast-to-coast with Quin Ryan at the mike. Following a policy adopted two years ago,

(Continued on Page 3)

Radio Time To Be Used In La Guardia Campaign

New York City—Fusion Party will use radio time in its campaign for re-election of Mayor Fiorello H. La Guardia. The station list is now being selected.

WTHT on Full Time

Hartford, Conn.—WTHT Mutual outlet, last night began operating on a full time schedule.

Boom in musical electrical transcription shows has failed to show any letdown this summer, a new high being reached in this type of spot broadcasting, with time placed equally well in virtually every broadcasting area. Several big musicals now on the air were not heard last year at this time, including special Canadian disks and programs that usually took a seasonal fadeout during the hot weather.

Indication of the status of the ET musicals this summer may be found in the record-breaking license fees being distributed during the coming four week by Harry Fox, acting as agent and trustee for copyright owners, through whom music licenses are cleared in majority of popular

(Continued on Page 3)

CHICAGO ORIGINATIONS INCREASED LAST MONTH

With the shift of a few Procter & Gamble shows to Chicago last month the total of NBC program-hours emanating from Chicago increased sharply, according to data released by NBC statistical department.

Last month 442 hours were keyed

(Continued on Page 3)

Atlass, Courier Groups Seen Girding for Fight

Hammond, Ind.—A battle between the Ralph L. Atlass stations, WJJD in Chicago and WIND in Gary, and the two stations here headed by Dr. G. V. Courier, the new WHIT and

(Continued on Page 3)

Builds Own Audience

Tulsa—Birth of a son this week to Salesman Walter C. Cox makes the 11th baby born to KTUL staff members since station opened three and a half years ago. William C. Gillespie Jr., v.p. and g.m., started the production schedule with a boy shortly after the station opened.

(Continued on Page 3)



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

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FINANCIAL

(Wednesday, July 21)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/2	170	170	- 1/2
Crosley Radio	21 3/4	21 1/2	21 3/4	+ 1/4
Gen. Electric	58 3/8	57 1/4	57 3/4	- 3/8
North American	27 7/8	27 1/4	27 1/4	- 1/4
RCA Common	9 1/2	9 1/8	9 1/8	- 1/8
RCA First Pfd.	69 3/4	69	69	- 3/4
RCA \$5 Pfd. B	18 7/8	18 1/4	18 3/4	+ 5/8
Stewart Warner	37 1/2	37 1/4	37 1/4	- 3/8
Zenith Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	30	31
CBS B	29 3/4	30 3/4
Stromberg Carlson	13	15

W. E. Sales Up 48 Per Cent

Sales of the Western Electric Co. for the first six months of this year were \$97,355,000, it was announced yesterday by Edgar S. Bloom, president. This figure compares with \$65,651,000 for the corresponding period last year, an increase of 48 per cent.

Whiteman Discovery's Debut

Jeanne Ellis, 10-year-old discovery of Paul Whiteman, will make her first appearance on a national network tonight as guest on the Rudy Vallee program from Dallas. Little Miss Ellis is well known through the south, where she has played theaters and made radio appearances since she was five years old.

First WAIM-CBS Commercial

Anderson, S. C. — Chesterfield's Sports Resume, with Paul Douglas, bowed in as the first commercial for WAIM after joining the CBS network. WAIM is the only CBS station in this rich farming and industrial section.

STAR RADIO PROGRAMS, INC.

— PRESENTS —
The Scriptfolia

A COMPREHENSIVE LIBRARY OF CONTINUITY"
 250 PARK AVENUE NEW YORK CITY

L. B. Wilson First to Felicitate

Cincinnati—Probably the first broadcaster to congratulate Senator Alben W. Barkley on his election as Senate Majority Leader yesterday was L. B. Wilson, president of WCKY. A personal friend of Barkley for over 17 years, Wilson wired the Kentucky senator felicitations two minutes after the flash on his election reached the WCKY news room. At Wilson's order, a large bouquet of roses was immediately delivered by a Washington florist to Barkley's desk in the Capitol.

WCCO-KROC Scoop on Piccard

Minneapolis—Two exclusive scoop broadcasts were handled by WCCO, Minneapolis, and KROC, Rochester, when the stations joined in presenting an eye witness account of the ascension of Dr. Jean Piccard in his unique stratosphere apparatus from Rochester, Minn., Saturday night. Going on the air from Soldiers Field, Rochester, at 11:10 p.m., the stations offered a continuous eye witness picture of the unusual proceedings until 12:45. During the last half-hour, a two-way conversation with Dr. Piccard, then nearly a half-mile in the air, was re-broadcast. The famous stratosphere balloonist carried transmitting and receiving equipment in the gondola of his "Pleiades". Tuned to his broadcasting equipment was another short wave set-up on the field.

The second exclusive broadcast by WCCO and KROC took place on Sunday afternoon from Lansing, Iowa, the point at which the "Pleiades" landed.

Hughes Signed for CBS Airing

B. Charles Dean, president of British-American Productions, has signed John Scott Hughes, noted British author and journalist, as a special commentator for CBS to handle the airing of the American Cup Races, July 31. Hughes will work directly with Ted Husing. Dean also set a deal with BBC whereby Hughes' broadcasts will be short-waved to BBC headquarters in London and then re-broadcast to that network.

Signed for WOR Programs

Sylvia Froos has been signed by the WOR Artists Bureau and will be featured in her own show on WOR, 7:30-8 p.m., beginning Aug. 1. Benny Davis has also signed with the bureau and will air a variety show using young talent. Program, entitled "Stardust Review," will be heard on WOR starting Aug. 1, 10-10:30 p.m.

Lucy Monroe Set in 4 Dates

Lucy Monroe, Metropolitan opera singer, will be soloist with the Philadelphia Orchestra in two concerts at Robin Hood Dell, Philadelphia, July 31 and Aug. 1, with Saul Caston conducting. Miss Monroe also will sing Musetta in "La Boheme" in two performances, Aug. 10-11, with Alexander Smallens conducting the Philadelphia Orchestra.

WCOL Appoints Rep

Columbus — WCOL, Ohio State Journal station managed by C. R. Thompson, has appointed Craig & Hollingbery as national representatives.

"Madame Sans Gene" Cast

In the cast supporting Ina Claire and Osgood Perkins in "Madame Sans Gene" over the NBC-Blue network Sunday at 8-9 p.m. will be Howard Clancy as narrator, Burford Hampden, Louis Hector, Arthur Maitland, William Podmore, Neil O'Malley, John Brewster, Charles Romano, Charles Webster, Mary Michael, Ray Wright, Julian Noal and Helen Choate.

New Orleans Gets Gossip

New Orleans—What is believed to be radio's first gossip period in this territory has taken to the air five times weekly over WWL, as Mel Washburn, former newspaper drama editor and columnist, turned radio columnist. The period is experimental.

Charge Hotel Disks Infringe

Electrical transcriptions on numerous stations throughout the country, sponsored by Mayflower Hotel, Washington, are charged with copyright infringement by Harry Fox, acting as agent and trustee for copyright owners. Fox states that stations playing these disks are also liable to infringement proceedings. Fox yesterday informed the Mayflower Hotel management of pending legal action.

"Hop Along" for Radio

"Hop Along Cassidy", Western film series popular with movie fans, will have its counter part on the ether soon under national sponsorship, according to J. D. Trop. Trop handles Bill Boyd, who starts in the pictures and who will also head the radio versions now in preparation.

First Cleveland Quiz

Cleveland—WHK announces a new local studio show, Cleveland's first Quiz-Bee, to begin Aug. 6. It will feature all types of questions, with weekly awards to winners. First prize will be a fur coat and second prize will be \$25 in cash. There will be a fur coat style show in the studios following each program.

Gen. Elec. Net Up 58 Per Cent

Net profit of General Electric for the six months ending June 30 was \$26,293,604, an increase of 58 per cent over same period last year. Total net profit for first six months of 1936 was \$16,592,324. The most recent figures are equivalent to 91 cents a common share, as compared with 58 cents in the corresponding period last year.

Clem Kirby Joins WWL

New Orleans—Clem Kirby, formerly on the Pacific Coast, has joined the WWL announcing staff.

COMING and GOING

F. E. BAUME, news commentator on 2GB, Sydney, Australia, arrived in Hollywood a few days ago to spend a week before entraining for New York.

AGNES WHITE (Martha Lane of "American Kitchen") is driving East from Hollywood with her husband, en route to Ottawa, Ontario, stopping along the way for personal appearances at stations using her transcriptions.

MACK GOLDMAN, professional manager of Harms Music, flew to Boston yesterday on business and is expected back at his desk late today.

GUY WOOD is due back in town today from the West Coast.

SYLVIA HOROWITZ, secretary to Charles Warren at Remick, leaves tomorrow for a two week vacation in the Catskills.

FRANCES CARLON of Kitty Keene Inc., Chicago, is vacation-visiting in New York and other eastern points.

MR. and MRS. TED COLLINS with their daughter, ADELAIDE, and KATE SMITH are at Lake Placid after a northern trip and will remain there for the remainder of the summer.

JANE THOMPSON, secretary to Ted Collins, leaves tomorrow for a two-week vacation at Nantucket Island.

JACK MILLER is vacationing at Cape Cod.

CLAUDINE MACDONALD of NBC's Department of Women's Activities is on a trip to the far north.

PHILIP RICHLAND, vice-president and general sales manager of Gemloid Corp., sails aboard the Queen Mary on July 28 for London to visit his mother.

COUNT GIULIO MARCONI sailed yesterday aboard the Berengaria for Italy on account of the death of his father Guglielmo Marconi.

BILL SCHUDD, manager of WBT, Charlotte, left town yesterday for Charlotte. Schudd had been on vacation.

LENOX R. LOHR, NBC president, has gone to Washington to attend the WRC-WMAL new studio ceremonies tonight.

NORMAN SIEGEL, radio editor of the Cleveland Press, is in town.

BILL HANSON, VINCENT HOWARD and JIM BRENNAN ("The Three Little Funsters"), on completion of their 5,156th broadcast Sunday over WMCA, leave for Hollywood to do some motion picture work, then some personals in Los Angeles and San Francisco. They'll be off the air six months.

Patent Suit Settled

The case of RCA and General Electric against Benedict Shaw, trading as Shaw Business Co., charging infringement of patents, was settled out of court yesterday. Amount involved was not revealed.

U. S. District Court yesterday also issued a permanent injunction to RCA and A. T. & T. restraining Horace Shapiro and Harry Krantz from infringing on patents for improvements on radio apparatus which are now held by plaintiffs.

CALIFORNIA IN A HURRY!

In a hurry? Fly United to CALIFORNIA — only 17-1/6 hours—3 stops. 3 fast flights daily to SAN FRANCISCO or LOS ANGELES. Famous overnight Mainliner lvs. at 5:55 p.m. CHICAGO: 3 non-stop flights daily.



27 ET PROGRAM UNITS COMPLETED BY ATLAS

(Continued from Page 1)
virtually all of public domain music and run as high as 78 complete episodes.

Outfit has invested over \$400,000 in production and believes it has solved the problem of top-notch shows at a minimum cost to the station which seeks recorded programs available for sponsorship without added cost.

Atlas, Courier Groups Seen Girding for Fight

(Continued from Page 1)
WWAE, is expected to break out in the open soon, following manpower fortifications which have been going on in both camps.

Atlas recently acquired Charlie Garland as his assistant, Hal Makelin as WIND sales manager and Wythe Walker as a member of the sales staff. Garland and Walker were recruited from the Leslie Atlas-CBS organization. Courier appointed Van Cronkhite Associates Inc. of Chicago as sales, merchandising and news representatives for his two stations. When the new WHIT goes on the air, Atlas is expected to step up his WJJD opposition, and the Courier management already is laying plans to cope with that eventuality.

Free Educational Disks For Afternoon Buildups

(Continued from Page 1)
tie-up between stations and local schools throughout the country.

Company is working on the theory that all stations are obliged to use a certain percentage of educational programs daily, and the transcriptions offered will consist of various subjects each day. A national survey has been made in which an approximate number of students and supplies they use are listed in the letter which has been sent to local stations introducing the idea. Transcriptions will not be available until Aug. 10.

Lottridge is Appointed Okla. Network Manager

(Continued from Page 1)
contracts of the following stations: WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada, and KVSO, Ardmore.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

NEW PROGRAMS—IDEAS

WDGY's "Life In General"

Henry Poole of the staff of WDGY, Minneapolis, has created a new air feature under the title of "Life In General." Poole writes the scripts and also does the broadcasting, seven days a week at 8 p.m. Program features the poems of Tony Wons, with a background of organ music.

Aids the Sponsor, Too

KCKN, Kansas City, Kas., has developed a successful commercial program called "Carefree Hours" to sell the idea of more leisure time for housewives through the use of electrical appliances.

Transcribed Hawaiian music by Harry Ownes completes the care-free idea. Program is sponsored by Kansas Electric Appliance Co. (G-E dealers).

Late Night Serenade

A new type of late night show designed to bring a respite from the usual evening dance music heard on air at that hour is to have its opening on WMCA under the title "Serenade in the Night" at 11:30 p.m. on Saturday.

The program, produced and directed by Jack Coombs, will feature organ music with Jack Ward at the console and Jack Barrie as soloist. It will also feature poetry reading by Eric Grant.

"The Voice of Understanding"

"Children's problems and how parents may successfully cope with them", will be the opening subject on Dr. Bernard V. Grossman's program "The Voice of Understanding", scheduled to have its premiere over WMCA on Tuesday at 10:15 a.m.

Dr. Grossman, personal relations psychologist and domestic parental and children's counsellor, is well

known as a lecturer, columnist and is also recognized as one of the most instructive, entertaining, humorous and best posted men in his field. "Voice of Understanding" will be broadcast every Tuesday and Thursday.

Stories from the Bible

A new style in presenting a religious program is heard daily over WOWO, Fort Wayne, Mondays through Fridays, called "Bible Stories." Each evening the Reverend Charles H. Hartung takes a story from the Bible and presents it in such a simplified form that a child can understand, and yet conversationally so that it will appeal to the average listener. The music on the program is supplied by a negro quartet whose selections fit the occasion.

Literary Review

Catering to all types of listeners, "The Literary Review" heard over WOWO, Fort Wayne, at 9:30 a.m. Thursday and 7:45 p.m. on Tuesday is a popular feature with book lovers. Horace Moses, Fort Wayne's literary authority, either reviews the best book of the week, or gives the listeners an interesting biography of a present day author.

Stamp Hobby

Present series of the "Hobby Program," heard every Tuesday evening over WGL, Fort Wayne, deals with stamp collecting. Edward Bickel and Robert Coulette, both amateur stamp collectors, weave interesting stories around the stamps they discuss.

Chicago Originations Increased Last Month

(Continued from Page 1)
from Chicago, compared with 417 hours in May. Shows emanating from

	June '37	% of total
New York	611	43.5
Chicago	442	29.2
San Francisco	298	27.3
Hollywood	107	

San Francisco and Hollywood dropped off somewhat, with the decrease greater in Frisco. Hollywood as an origination-point is far ahead of its June, 1936, position. Complete chart follows:

	June '36	% of total	May '37	% of total
New York	545	50.8	627	44.9
Chicago	340	23.5	417	27.4
San Francisco	320	25.7	315	27.7
Hollywood	65		112	

10 Football Games Set Over Mutual Network

(Continued from Page 1)
games will be aired minus commercial sponsorship. Schedule follows:

Oct. 2, Iowa U. at Northwestern; Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michigan at Illinois; Nov. 6, Illinois at Northwestern; Nov. 13, Army vs. Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, So. Calif. at Notre Dame.

NEW HIGH REGISTERED BY ET MUSICAL SHOWS

(Continued from Page 1)
music uses and considerable standard music as well.

Fox plans to distribute to publishers shortly over \$50,000, which is about twice as much as has ever been distributed in any four-week period. Early in the year the musical spot programs indicated a 100 per cent increase over that of 1936 and individual transcription laboratories had from 68 per cent or more increase in business, as in the case of NBC Thesaurus. World Broadcasting System is expected to show a huge increase for the summer months compared to last year, and other comparable concerns also report heavy gains.

The MPPA through Harry Fox attributes part of the huge license fees this month to the \$25,000 paid by Associated Music Publishers for its basic library annual fee and an additional \$25,000 from combined miscellaneous ET sources. Approximately \$8,000 is due from WBS on the Chevrolet series alone and about 10 more disks are to be recorded with the Gus Haenschen orchestra and other artists.

Considerable number of the musical (and dramatic) programs are supplementary to live talent shows and in many cases are off-the-air recordings. Also a big increase in regional spot series is noticeable. Coca Cola, Montgomery-Ward and Imperial Tobacco are among the boosters in the summer biz roster.

Stock Changes Reported

Washington Bureau, RADIO DAILY
Washington—CBS on June 21 acquired all capital stock of Avreal Corp., it is revealed by Securities & Exchange Commission, by payment of \$100 in cash and at the same time advanced to Avreal for its corporate purposes the sum of \$80,600. The acquisition gives CBS 100 per cent of the voting power.

Also reporting at SEC was National Union Radio Corp., who revealed that Sylvester W. Muldowny and Harold R. Peters both of New York, had each exercised options held by them and acquired 10,000 shares of \$1 par value common stock. The only other outstanding option reported was that held by Sears, Roebuck, and Co. for 50,000 shares common stock.



Member of the Performing Right Society Limited, London, England.

BRITISH-AMERICAN PRODUCTIONS, INC

509 Madison Ave., New York ELdorado 5-0381

FOREIGN Transcriptions in Production for Australia, New Zealand, Gt. Britain, Latin-America.

CONSULT US IF YOU HAVE SALES PROBLEMS IN THESE MARKETS
12 YEARS EXPERIENCE

B.A.P. Inc.—"HALL MARK OF SHOWMANSHIP!"

NEW BUSINESS

Signed by Stations

Boston

WNAC: Socony Vacuum Oil, 9 football games, through J. Stirling Getchell, N. Y., also on 14 other Yankee network stations; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan, N. Y.; Baker Extract Co., Springfield, Mass. (flavoring), through William B. Remington Co., Springfield.

WAAB: Hecker's Products Corp., N. Y., 260 fifteen-minute programs, through Erwin Wasey & Co., N. Y.; Webster-Eisenlohr, N. Y., renewal, 78 fifteen minute programs, through N. W. Ayer, N. Y.; Drums, Inc., Detroit (cleaners), renewal, 13 fifteen-minute programs, through C. C. Cunningham Co., Detroit.

KMOX, St. Louis

Idaho Fruit & Vegetable Commission, spot announcements; Duluth, Minn., Chamber of Commerce has contracted for 50 word spots.

WDNC, Durham

Atlantic Refining Co., all Duke U. football games; Sears-Roebuck & Co., through N. W. Ayer, Inc.

WGN, Chicago

General Motors Sales Corp. (Cadillac Division), through George H. Hartman & Co., Jack Brooks and Paul Small vocal duo.

WOAI, San Antonio

Corpus Christi Chamber of Commerce, through Shea Advertising Agency; Refrigeration & Air Conditioning, Chicago; Walker's Austex Chili Co., Austin, through Crook Advertising Agency, Dallas.

Assigned to Write WPA Scripts

George Bustleman, author, has been retained by the WPA to write six radio scripts which will be presented with WPA actors. The New Jersey Information Bureau, a WPA project, will provide the scripts to station WNEW for local presentation.

Owing to the recent union ruling which forced WQXR to discontinue WPA recordings, it is believed that WNEW will provide transcriptions from their library to be used on the live shows.

AD AGENCIES

ALFRED MERNIT, formerly associated with the Robert Mernit Advertising Agency, has resigned to establish an agency under his own name. Headquarters will be located at 562 Fifth Ave., New York City.

CARL WEBB, former newspaperman in Rochester, N. Y., has joined the Kenyon & Eckhardt, Inc., advertising agency.

L. J. LABAYRADE of Seattle office of McCann-Erickson agency, has been promoted to have charge of operations in Salt Lake City, succeeding Frank Ford, who was called to Portland office of agency to take care of public utility business.



● ● ● Bobby Crawford was down on Wall Street yesterday completing final arrangements on the deal whereby he will become an independent flicker producer under a Grand National banner... Mose Gumble will not retire from the music business when he sells out his interest in Donaldson, Douglas & Gumble... Dick Stabile and Gracie Barrie have set their blending date for Jan. 1... Ben Bernie's American Can show won't go west until Sept. 14—with Xavier Cugat's combination being used on the show during the appearance from Saratoga... Peter Van Steeden has been renewed for seven more weeks on "Hit Parade"... Jerry Blaine's outfit piped an audition to Toledo the other nite for a Willys-Overland show—with Harry Savoy... Arthur Kass of Kass-Tohrner, is pricing kiddie-cars... Fred Fisher's offspring, Doris, has been signed by CBS for sustainsings... Helen Menken's Wednesday NBC show goes to CBS Tuesdays beginning Aug. 3... Ted Weems returns for his sponsor on Mutual Sept. 26... Irv Brecker won't quit Berle—but will have three assistants.

● ● ● One of radio's veteran troupers is Jimmy Fitzgerald who has been working on WCAE, Pittsburgh, shows for five years and at present is heard with Dave Olsen's Sunday a.m. show. Jimmy, when you ask his age, will admit that he's 11... He says that if radio is here to stay, he should have a good job awaiting him on his completion of schooling... Furthermore, he adds: "Radio is a good business. I like it best on Fridays. That's when I come in to get paid"... Smart youngster... Last Sunday was a long and important one for Wendell Roberts, assistant engineer at WAIM, Anderson, S. C... Early that day he switched CBS shows to his station, for the local station joined the network that morning... Late that nite a "radio star was born". Roberts hopes, since a little daughter was presented him by Mrs. Roberts... She will be known as CBS Roberts—Cecile Barbara Sharon Roberts!

● ● ● B. A. Rolle's "Magazine of the Air" CBS show will be heard five times weekly starting Aug. 31... Gail Reese, formerly with Carl Ravell, will replace Ruth Bradley with Bunny Berigan... Lipton Tea sponsoring the featured tenor soloist from St. Patrick's Cathedral, John Griffin, via NBC-Boston, are planning a coast-to-coaster because the singer clicked big in the minor league... Harry Rose auditions for Young & Rubicam tomorrow... Joey Nash is singing and talking in a new Vitaphone series... Sylvia Froos and Georgie Price will be heard via Mutual shortly... Lester Lee is down with plomaine poisoning because of lobster-swallowing... Ralph Wonders is setting a flicker deal for Rose Marie... Arthur Michaud may handle Lee Wiley... Adele Allerhand is now gracing the offices of George Lottman's publicity firm... Willie Farmer has two permanent NBC coast-to-coasters now... "Harbor Lights" is quietly outselling First Ten songs... Jerome Weidman, author of "I Can Get It For You Wholesale", is in Baltimore adapting a yarn for the air... Nyra Nash is back at the Great Lakes Exposition... Frances Faye does a few Chevy transcriptions... Henny Youngman opens at the Surfside tomorrow for three days!

● ● ● A marriage over the air was solemnized Saturday via WDGy, Minneapolis, on the Slim Jim noon show for Central Furniture and Carpet Co... Slim Jim and the Vagabond Kid, with Don at the organ, supplied the music... Another wedding note comes from Doug Grant, program director for WMT, Cedar Rapids... during the Transradio running story of the Roosevelt-Du Pont merger. Grant had appropriate music played, gave the bulletins and then introduced Harriet Blake, script writer, who gave a description of the ceremony and described the dress worn by the bride.

ORCHESTRAS
MUSIC

DICK JERGEN'S band moves into the coveted second half of the season spot at Catalina Island next year, with Jan Garber off for other fields.

Max Dolin, violinist and maestro, is auditioning girl vocalists at NBC studios, San Francisco, in search of a pop singer.

Erskine Butterfield, one of the better young pianists, has joined Noble Sissle's orchestra now playing in Louisville.

Glen Gray is winding up his coast Palomar season next week, doing some one night stops, and holding off from anything that will keep him in New York. Reason is that he's d'ckering with the picture folk and expects to return to the coast in the fall.

Edna Fischer, staff pianist at NBC in San Francisco, made her bow Tuesday night as an ork leader in a special program, "Miss Fischer Directs." She recently wrote "The Dream in My Heart" for "One Man's Family."

Zinn Arthur and his Pinebrook ork at Nichols, Conn., move their Thursday night spot to Saturday at the same hour so that WICC may handle the NBC Washington studio dedication program beginning at 11:15 that night.

"The St. Louis Cardinals March", official song of the Cards, has been adopted as the signature for the Cards' Musical Sports Program heard each Wednesday on WIL, St. Louis. Incidentally, the song in question was first played on the WIL program by Allister Wylie and his Winners Orchestra on June 16, one day before WMCA in New York aired the number under the impression that it was the premiere.

Paul Whiteman and his ork will salute state of Oklahoma today by presenting a special program over the Oklahoma Network direct from the grounds of the Fort Worth Frontier Festival. King of Jazz will emcee. Beryl Lottridge, managing director, has set eight stations for the affair.

Fred Waring and his Pennsylvanians will offer an air preview of new tunes from their first feature picture, "Varsity Show," when they present a special coast-to-coast program over the NBC-Red network on Saturday, 8-8:30 p.m. from San Francisco.

Eugene Jelesnik and his orchestra will be heard at a new hour on WMCA starting Tuesday. Formerly broadcast at a later time, the famed Hollywood Restaurant orchestra will be heard at 9:15-9:45 p.m. every Tuesday. Mitchell Ayres, also coming from the Hollywood, will broadcast Sundays instead of Mondays at 11:30 p.m.



Kansas City

BILL BACHER, whose future connection has been subject to much speculation and many rumors since he checked out of Hollywood Hotel, is definitely set with Metro-Goldwyn-Mayer as producer of M-G-M radio shows, if, as and when, and in an executive berth in picture production as well. In this capacity, Bacher would have available all Metro contract players, excepting Garbo, Norma Shearer, William Powell, Jeanette MacDonald and Nelson Eddy, all of whom are exempt contractually insofar as M-G-M is concerned. Bacher and the late Irving Thalberg were about to announce a deal when the untimely death of the brilliant Thalberg left it for Eddie Mannix to consummate.

J. F. Burke and Loyal K. King, owners of KFVD which they acquired a year ago, have decided not to contest FCC ruling which disapproved of their purchase of KRKD from Frank P. Doherty for \$150,000. Commission turn down was on the ground that there was no tangible assets justifying price involved in the transfer. Burke is former Santa Ana newspaper publisher.

The Warren Stokes "Pick of the Pictures" idea has clicked so well over KEHE that Warren inaugurates another sustainer, "Hollywood Question Box," Saturdays at 8:15 p.m., devoted to answering any and all queries about pictures and radio.

Glen Mitchler, formerly staff baritone at KLX, Oakland, made his initial local appearance recently on KMPC. Accompanist was Mona Content, now KMPC staff pianist. You'll be hearing more of both of 'em.

"Voice of the Black Chapel," KNXCBS Pacific Coast, moves up to an 11:45-12 midnight spot tonight.

Stuart Wilson, conductor of KHJ's "Rise and Shine," departed for an Arrowhead vacation with carload of gifts from Don Lee co-workers.

Vernor's Ginger Ale is a new KMTR account. Signed for daily fifteen minute transcription program and series of spot announcements.

Vallee For Coconut Grove

West Coast Bureau, RADIO DAILY
Los Angeles—Rudy Vallee and his gang are due at the Ambassador Coconut Grove on Oct. 5 for a limited stay.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

July 22

Dad Pickard

Local musicians and persons connected with the radio business have organized the Kansas City Hot Club which will meet once a week for "jam sessions" in some local night spot. Bob Caldwell, Jr., of the WHB program department is president; Don Tiff and Bee Hyde, vice-presidents, Sammy Lighter, treasurer, and Al Stine, president of Superior Features Corp., secretary. Among the directors are: Don Davis, president of WHB; Lou Kemper, Vernon Hoyt, Landon Laird and Lowell Lawrence.

Jane Koyl, secretary to H. R. (Hal) Makelim, who recently resigned as general manager of KXBY, has joined Makelim in Chicago in his new duties with WIND. Miss Koyl formerly was associated with John Blair & Co.

KXBY is running a line to the Municipal airport for a daily program devoted to interviews with prominent persons traveling via TWA planes. Jerry Burns, KXBY news and special events announcer, does the mike work.

Joseph H. Story, KMBC sales representative, on vacation.

Glad and Woody Smith, KMBC song team, back from a Colorado vacation.

Pat Dunn, young WDAF singer and student at the University of Kansas City who works in three WDAF commercials, has organized an orchestra which leaves to play on the Normandie for its crossing to France late this month.

J. Leslie Fox, KMBC director of sales, has returned from a vacation in Tennessee and Louisiana.

W. H. Webb, vice-president of the J. O. Young advertising agency, left Saturday for a business trip to Tulsa.

Don Davis, president of WHB, his wife and two children are vacationing at Breezy Point, Mich. Also vacationing from WHB are Henry Goldenberg, chief engineer at Ozark Beach, and Lou Kemper, staff entertainer, in Chicago.

KCMO sold time to Franklin Ice Cream Co. for 1,000 forty-word spots to be used at the rate of 30 each week. Ferry-Hanley is the agency.

Jim Barrick, Kansas City Star display ad salesman is subbing for WDAF's sales representative, Gardner Reames, Jr., while he takes a vacation. Joseph Wildgen, staff tenor, is batting out the vocals on Pat Dunn's Showalter Foot Health Shoe programs while Dunn makes a trip to Europe via the Normandie with an orchestra of Kansas City University students.

Marion Crutcher, who does Peck Dry Goods Co.'s Patricia Peck programs via WDAF, is vacationing in California.

Race Series on Mutual

Mutual has scheduled a special series of four broadcasts beginning July 30 entitled "Tomorrow's Races," headed by Bryan Field and featuring a guest. Other three shows are to be heard on Aug. 13, 20 and 27. All four shows will be heard over a coast-to-coast network from 6:45-7 p.m.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.

GUEST-ING

CESAR ROMERO, interviewed by Elza Schallert, tomorrow (NBC-Blue, 10:45 p.m.).

COUNTESS DAISY DI CARPENETTO, the "Edna Ferber of Italy" and confidante of Premier Mussolini, on Doug Allan's "Little Moments With Big People", today (WINS, 1:45 p.m.).

CAB CALLOWAY and THE CHARIOTEERS, on Ben Bernie's American Can program, Aug. 3 (NBC-Red, 9 p.m.). Booked by Herman Bernie.

JEANNINE MACY, on "Universal Rhythm," July 25 (CBS, 9 p.m.)

LOIS RAVEL, on Ken Murray program, July 28 (CBS, 8:30 p.m.)

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, on "Hollywood Hotel", July 30 (CBS, 9 p.m.)

JOHN BOLES, on "Hit Parade," July 31 (CBS, 10 p.m.)

CONRAD THIBAUT, on "Hit Parade," July 24 (CBS, 10 p.m.)

GENE SNYDER, dance director of the "Rockettes," will appear with his troupe on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

FIFI DORSAY, on "Professional Hour," from Fox-Fabian Theater, Brooklyn, tomorrow (WMCA, 9:30 p.m.).

BOSTON

Jim Donovan, WCOP events and news announcer, spending a week at Rye Beach, N. H.

Paul Belaire, New England WOR sales representative, off to Cleveland with Mrs. Belaire for two weeks.

Nan Howard of WEEL sales staff vacationing at Truro.

WBZ has installed its own recording equipment. Many of the local live shows are now being recorded and played back for the casts to hear their own errors.

John Holman, general manager of WBZ, and John Shepard 3rd, president of the Yankee network, are members of the committee appointed by James Roosevelt, son of the President, to administer his plan to place 35,000 discharged WPA workers in private industry.

John B. Hatch Associates is opening its general office at 581 Boylston St. to specialize in broadcast advertising and electrical transcriptions.

Ted Rolfe and his orchestra featuring the voice of Loraine Merrill is being featured on WHDH this week at 7 p.m.

Bill Williams, sports reporter, will inaugurate a new series of vox pop broadcasts over WBZ today outside the ball park.

Cleon White, manager of NBC's artist service in Boston, spending two weeks at his summer home in Bridgewater, N. H.

Pete Green, bass fiddle player on WBZ "Little Show," has bought an airplane.

Whitman Hall, chief engineer at WCOP, getting away from it all up in the Green Mountains of Vermont.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 53 of a Series

WOL—Washington, D. C.

229 Kilocycles—100 Watts

LeROY MARK, Pres. WILLIAM B. DOLPH, Gen. Mgr.
HENRY V. SEAY, Commercial Manager
HARRY H. LYON, Chief Engineer
MADELINE ENSIGN, Program Director

WOL, despite its 100 watts in comparison with much stronger competition in the same locale, is guilty of capturing more than its just portion of the daytime audience in Washington. Built on the principle of featuring sports, news and music in the broadcast sense of the word,—the station already has indisputably "sold" the slogan "First with the News in Washington."

Under the general management of William B. Dolph, WOL in two years has become one of the best known hundred watters in the country. Through its affiliation with the Mutual Broadcasting System and the Intercity Broadcasting System, the call-letters of this hundred watter are familiarly known to the countless but tangible audience of 69 stations in the United States. Following Mutual's tentative program of expansion WOL will supply several new areas with activities from the Capital City.

WOL's studios and offices are located in one of the newest and most modern buildings in the District of Columbia. Air-conditioned and sound-proofed throughout, this station occupies the entire fifth floor of the new Heurich Building. WOL, owned by the American Broadcasting Co., of which LeRoy Mark is president, celebrated its 13th year last December. Anticipating a power increase in the near future, WOL forsores an even greater monopoly on the listening market in the Nation's Capitol.

☆ Bernie's Diary ☆

(The following was purportedly purloined from Ben Bernie's private diary through the connivance of his secretary, some of the lads and, last but not least, his press agent, while the Old Maestro was busy with one of his American Can broadcasts heard Tuesdays at 9 p.m. over the NBC-Blue network.)

- 8 a.m.—Having a nightmare.
9 a.m.—Having a nightmare.
10 a.m.—Having a nightmare.
11 a.m.—Having a nightmare.
11:55 a.m.—Boy, am I glad to wake up. I was dreaming of Winchell.
12 noon—Arise and light a cigar. Read Winchell's column. Light another cigar. Then light Winchell's column.
12:05 p.m.—Brush teeth with Amos 'n' Andy and drink a cup of W. C. Fields.
12:10 p.m.—Jump into a cold tub after filling it with hot water. Work up a good lather. Read my press notices. Work myself up into another good lather.
12:15 p.m.—Go to barber for light trim. Go to racetrack for good trim. Walk back from racetrack. Call rehearsal. Go home and play Whiteman records. Then call another rehearsal.
6 p.m.—Go to movie for last glimpse of my last picture. (I know it's my last... the studio told me.)
8:15 p.m.—Call race track to see if horse I bet on has come in yet.
9 p.m.—Pose for hair restorer ad. I ask for down payment. They want to see my hair first. I get no breaks.
9:20 p.m.—Send final payment to correspondence school of singing.
9:22 p.m.—Cancel payment. Just heard my last vocal record.

9:30 p.m.—Tune in on Winchell. (Take 15-minute nap.)

9:45 p.m.—Leave for few rubbers of bridge.

9:55 p.m.—Phone secretary to come quick with my check book.

10 p.m.—Take a brisk walk—to the band stand and get to work. Bernie, get to work.

A Little Self-Analysis
Beneficial for Artists

"It is really amazing how some radio artists can do business at the same old stand year in and year out with never a rest or a vacation. To me, a vacation from radio chores is the most important thing there is, not only from the standpoint of the pleasure I get out of vacationing, but because it also enables me to think of radio from a distance. I can look backward and review the past season. I can prepare my own analyses and delve into the mysteries of why some things went over, and why some things did not. It is only on looking back that it all becomes clear. "It is impossible to review one's own work during the season. The frequency of the broadcasts, that is beginning on a new one almost immediately after the previous one is over, doesn't give the radio artist much time to reflect.

"I always manage to obtain a complete script of each broadcast I make and I file them until vacation time. Then I go over them carefully. When I am in doubt about a point and have a difficult time trying to decide whether or not we did the right thing, I ask my husband about it. To me, he is the perfect radio listener, and his opinions are therefore valuable."—BENAY VENUTA.

PROMOTION

Competition for Mail

Upon the completion of the new 24-page brochure of the News Department of WOAI, San Antonio, the various members of the staff have begun a friendly rivalry to see who can garner the most mail from various types of offers. It all started when Ken McClure offered a booklet on Traffic Safety and received over 750 requests for the booklet from one announcement. A couple of weeks later Pat Flaherty, sports editor, offered a baseball book at a late hour one Saturday evening and, despite the fact that another station was carrying a play-by-play description of the game, he received over 200 requests from this announcement. Then Leona Bender, the Girl Reporter, offered a booklet on her morning program dealing with Women's News and from the way returns are coming in, she expects to receive a few hundred requests from her offer.

Ted Malone in Expanded Series

Ted Malone, reader of poetry, will be heard in five broadcasts each week at a new time beginning Aug. 2. His programs entitled "Between the Bookends" will be aired coast-to-coast on CBS 2:45-3 p.m., Mondays through Fridays.

Malone, who specializes in an intimate approach to his poetry and philosophy during these microphone "visits," will add to his store of nominations for an "American Poetry Album" throughout the series. Also to be featured are the poems and stories of writers whose birthdays fall on the dates of the broadcasts.

CBS-BBC Short Wave Tests

CBS short wave transmitter W2XE will make a series of tests in cooperation with a BBC short wave transmitter to establish accuracy of use of directional antennas and the feasibility of two or more short wave outlets using the same wave lengths despite the use of directional beams. Findings of the tests will be disclosed at the International Broadcasting Union meeting in Cairo next year.

LINCOLN

Dalton Norman, the cowboy from Georgia, leaves KFAB-KFOR on July 23. Also, Jettabee Ann Hopkins "Jangles," family program, goes off the air at the same time. Jettabee continues in the continuity department.

J. Gunnar Back, continuity chief of KFAB, is vacationing in New York; Reginald B. Martin, manager of KFAB-KFOR, at Lake Okoboji, Ia.

Nebraska State Fair has set two radio contracts, with KFAB here and KMMJ, Clay Center. Both stations rated a substantial increase in appropriations over a year ago.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATION
WIOD-WMBF, Miami, Fla., Mod. of license to change frequency to 610 kc., be granted. 1 KW., unlimited.

☆ Program Reviews ☆

"Dot and Pat"

Heard from KDKA, Pittsburgh, over the NBC-Blue network at 5:15-5:30 p.m. yesterday, this turned out to be a breezy, tuneful and bright medley of song, sentiment and chatter, with emphasis on the romantic note. Principals are a pair of sunny-disposition Pittsburgh youngsters, Dorothy Bushey and Pat Haley, sub-billed as "Sweethearts of the Air." They opened with "That's the Way I Like to Hear You Talk," then Pat did very nicely in a solo of "Tomorrow Is Another Day," followed by another duet and more chatter and singing to a "Sweethearts Forever" theme finish. All very gay and palatable.

"Mind Your Manners"

In this new series which made its bow on NBC-Red network at 6-6:15 p.m. yesterday, Allen Prescott, better known as "Wifesaver," gives pointers on how to avoid errors in etiquette. In a somewhat humorous, chatty style, he tells what to do in particular circumstances and on certain occasions, with listeners invited to send in questions for answering. The program is interspersed with music, which breaks up the stream of talk into more digestible portions. Prescott has an engaging conversational style, and this makes an entertaining and informative series.

"Ghosts"

Tuesday night's presentation of "Ghosts," fourth in the Ibsen series by the WPA Radio Division over WQXR, was another contribution to the mounting proof that the class drama can, and eventually will, carve a niche for itself on the air. The "Ghosts" adaptation by Donald Macfarlane, director of the series,

missed none of the force of this compelling tragedy. Cast, including Diana Dowty, Lee Hillery, Owen Coll, William Barwald and Ellen Emery, gave excellent readings.

Briefly

Of the many tributes to Marconi in the past two days, one of the most unusual was aired last night by WNEW. As Marconi was a "technical" man, Chief Engineer M. J. Weiner of WNEW acted as emcee, veteran newspapermen, including Frank Parker Stockbridge, told of their meetings with Marconi many years ago. Both Weiner and Stockbridge have distinct ability as mike-men.

Johnny Green took "Siboney" to town in gala dress on his NBC-Red network program Tuesday night. It was one of the most colorful handlings of this popular Cuban number ever heard by this listener, and it didn't murder the basic melody. That number alone was worth the price of the whole show!

Vivian della Chiesa, who is far from a stranger to network listeners, started a new weekly quarter-hour of her own Tuesday night over the NBC-Blue web, with Roy Shield and orchestra for background. Program was of the routine filler type, but Miss della Chiesa's voice was no less a delight to the ear on that account.

The "Breakfast Club" emanating from Chicago at 9 o'clock mornings over the NBC-Blue Network, with Don McNeill as emcee, never misses being a bright show. It ought to be made available to the bigger percentage of listeners available at later hours.

ATLANTIC CITY

Ritz Gardens at the Ritz-Carlton Hotel opens for the summer season with Harold Stern's music. Floor show has Bert Lynn and his vibro-lynn.

Carol McKay, former vocalist with Bunny Berigan's orchestra, remains at the Ritz-Carlton Hotel's Merry-Go-Round Bar with Eddy Bradd and his band.

Dave Tyson, former announcer at WFIL, Philadelphia, is conducting the children's theater at Steel Pier.

Mary Small headlines the variety acts at Steel Pier with Will Osborne demonstrating his slide swing for the dance fans.

Jan Savitt, musical director of KYW, Philadelphia, playing a return date for the week of July 24 at Million Dollar Pier.

Charlie Johnson's band from the Paradise Cafe gets a WPG wire.

The Leader, Wildwood, N. J., newspaper, takes a quarter hour weekly on WPG for news commentations by editor Henry C. Lapidus.

SAN ANTONIO

One of the most ambitious talent programs in Southwest Texas has been started on KTSA. It is "Old Heidelberg Students," sponsored thrice weekly by Blatz Brewing Co. Features an eight-piece German band, Fritz (Hugo) Neuhauser as emcee and "Kathie" as singing fraulein. Fifteen are in the cast. Men are dressed in bright uniforms.

Frank Tanner's ork has returned to KMAC for a series of studio broadcasts.

Hal Higgins of KTSA office force is back from his Baltimore and New York vacation.

Gerald ("Bud") Morgan waxed his daily "Hollywood Gossip" to be used on his KONO program while he is vacationing.

The Tune Wranglers have been doing some sustaining programs over KONO. They are heard regular on WOAI.

Carmen Stutz is singing thrice weekly over KABC.

Jimmy McClain of WOAI is doing the Tuesday evening "Backstage" series.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

KTUL

"... You may be sure that RADIO DAILY has a definite part in our station and is looked forward to eagerly by the entire staff."

William C. Gillespie
Vice President.

WFIL

"... I take special pains to read many of the interesting and timely comments which you carry. Most of us who are working at high speed find RADIO DAILY presents a concise, accurate picture of current happenings in the radio field, which I am sure is appreciated by the management of all stations."

Donald Withycomb

NORMAN B. NEELY RADIO ENTERPRISES

"... As a subscriber to RADIO DAILY we find it is very useful, informative, well-planned and intelligently edited publication."

Norman B. Neely

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

Philadelphia

James Begley, KYW, program director, planned to Santa Monica, Cal., for vacation. Mrs. Begley accompanied him. James Harvey is pinch-hitting until his return.

Allen Franklin, newest addition to the WFIL sales staff, promises to be the station's busiest broadcaster. Tells them daily about fishing as "The Old Salt," turns poet-philosopher each morning for a "Cozy Corner" stint, and is now preparing another daily show as the "Hollywood-Hit-Hatter," replete with movie chatter.

Hugh Walton, Horace Feyhl and Powers Gouraud are assigned to special events at WCAU.

Calvin Jackson is newest addition to WDAS talent parade, playing a solo swing piano for Thursday audiences. Jackson is a member of Frankie Fairfax's band.

Rocco Stanco replaces Harold Beswick at the Carman Theater's organ console, pipings heard daily via WDAS.

WDAS is tendering a bachelor party tomorrow to Pat Stanton, manager, who marries Mary DeMey on July 24.

WIP's Ruth de Woody is now warbling her soprano notes over WDAS.

Ben Alley, WCAU tenor star, returns to his 6 p.m. spot after a week's vacation at Cape May, N. J. During his absence, Dan Kelly pinch-hit.

Lucy Goldsmith, WCAU's first women's commentator, moves into the Tuesday and Thursday spots, alternating with CBS's Kathryn Cravens.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

ONE MINUTE INTERVIEW

AL DONAHUE

"I'd like to offer a plan whereby orchestra leaders would no further be hounded by song-pluggers, and whereby the pluggers themselves would be given a much needed break . . . If bandleaders featured only melodies written within the past year, and left the older numbers to vocalists, harmony groups and community singers, it would not take plugs away from the song-pushers who are paid by the number of times their clients' tunes are played."

★ Coast-to-Coast ★

WFBR, Baltimore, had Ralph De Palma, famous racing driver, on the air Tuesday for an interview before a scheduled broadcast with WBAL. De Palma was in town for a series of talks on safety under auspices of Chesapeake-Cadillac Co. WFBR made quick arrangements, with Stewart Kennard of the special events department doing the interviewing, and during the talk it developed that both men used to run for the New York 13th Regiment before De Palma entered auto racing.

Ray Gerosa, New Haven tenor, makes his debut tomorrow on WICC, Bridgeport. Chloe Arnold, writer, is readying a series of personal talks on travels, historical settings, etc., for the same station.

WDGY, Minneapolis: Gertrude Lewis will introduce 12 famous canary singers on her woman's news program heard daily; the birds will sing three minutes each day with organ accompaniment. . . . Bernard Guider of the staff is on the air daily at 6:45-7 p.m. with "Twilight Interlude" . . . Monty Hall is emcee for the daily 15-minute broadcasts for the Race of the Nation's Walkathon in progress near Robbinsdale, Minn. . . . Gertrude Lewis was sent to Rochester, Minn., last Saturday to "over the woman's angle on the Picard flight into the stratosphere. Her assignment was from Transradio in New York. She met and interviewed Jeanett Piccard, wife of the noted Belgium scientist.

Marion Cole, conductor of WMCA's "Hitching Your Hobby" series, will have the tables turned on her when she is interviewed by David Miller,

staff announcer for WMCA, on Tuesday at 11:00 a.m.

Ray Heatherton now has three regular summer shows via WABC. He's the Monday evening fixture with Hollace Shaw on the "Song Time" series. Has his own spots on Monday at 5 and Friday at 6.

Three more members of the President's Cabinet will be brought to CBS listeners on the current "Cabinet Series" programs. Arrangements for the talks are made by CBS's Department of Public Affairs. The new additions are: Harry H. Woodring, Henry A. Wallace, and Harold L. Ickes. Broadcasts are scheduled for Fridays, 10:30-11 p.m.

Bill Brown, sportscaster at WHO, Des Moines, interviewed Jack Dempsey, former world heavyweight champion, during his daily broadcast July 19. Dempsey was in town here to referee a fight card at Riverview Park.

The "Songfellows" of WHO left on their vacation yesterday, but their regularly scheduled programs will continue by transcriptions.

"John Gabriel Borkman" is the next production in the Ibsen series being presented by the radio division of the WPA over WQXR on Tuesdays at 9-10 p.m. Donald MacFarlane directs. Charles Crumpton is production manager.

Robert Evans, announcer at WSPD, Toledo, is house hunting. He will marry Irene Osborn, who formerly sang with Maurie Sherman's orchestra in Chicago, next month.

DES MOINES

Iowa colleges are presenting their third annual summer series of commercial broadcasts over the Iowa Network, including KRNT-WMT here.

Skelly Oil Co. has renewed for an additional 13 weeks on their Iowa network Skelgas program featuring Les Hartmann and his German Band two quarter-hours a week over WMT-7-KMA. Agency is Blackett-Sample-Hummert.

The Easy Iowa Song Fest, half-hour Community Sing show from the Paramount Theater in Cedar Rapids, has entered its second 13-week cycle and has been extended to include KRNT as well as WMT Sunday afternoons, sponsored by the Easy Washer Co.

General Mills and Socony Vacuum, who have sponsored out-of-town baseball game airings over KSO, will also broadcast Des Moines home games during the second half of the season. Broadcasts are handled by Gene Shumate, Billy Baldwin, KRNT announcer, and Jack Stillwell, KSO-KRNT salesman, are anxious to have it understood they are not Bill Baldwin, WGN announcer and Jack Stillwell, WIRE salesman.

NEW ORLEANS

Al Knowles who used to produce for NBC and CBS in New York and San Francisco, has decided to make his home here and go into business (not radio).

WVL additions: Jules M. (Giddy) Allen, formerly with the Item, to the ad sales staff; Marie Broussard, to greet the visitors and those who have business there; Irvin Timerick, secretary to the manager.

Robert Meyer, radio ed of Item-Tribune, is now also drama editor of the Item, Morning Tribune and Sunday Item-Tribune.

INDIANAPOLIS

Earl Lewis, WIRE chief engineer, went to Kansas City to address mid-western division of Institute of Radio Engineers on "Directional Antennae Systems."

Bing Crosby program will be heard over WIRE starting July 29.

Roy E. Blossom, WFBM manager, is vacationing in Bermuda.

Frank Sharp, program director at WFBM, busy rearranging spotting of CBS daytime script shows.

San Francisco

Ned Tollinger subbing for Benny Walker, emcee of "Woman's Magazine of Air." Walker has been indisposed.

Marie Baker, joins the National Players, NBC dramatic group, and wins a fat role in "Memory Lane."

Dr. William Van Wyck, lecturer, formerly KFRC attraction, did a CBS-KSFO spot Monday, on the audience angle of the streamlined Shakespeare series.

Jerry Bundson, CBS p. a., and Herb Caen, radio ed. of Chronicle spent Friday and Saturday in Sacramento with Benny Goodman and returned more "Goodman-goofier" than ever.

Bill Wright of the Al Pearce show and Jack Hasty, agency writer, vacationing here and meeting old friends at NBC.

Benay Venuta, and husband also in town. She started here at KJBS and KPO.

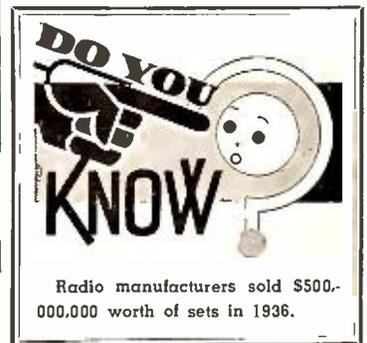
Marvin Adams back on the engineering staff after several months on eclipse expedition.

Bernard McOwen starts a series of ghost stories today over KLS.

KYA's mikeman Richard Deasy doubling in brass there—now both announcer and vocalist. Leon Churchon, program director, needed a baritone—couldn't find one. Deasy limbered up. Okay.

F.T.C. Cases

Tinytone Radio Co., Kearney, Neb., has entered into a stipulation with the Federal Trade Commission to discontinue certain unfair representations in the sale of Tinytone Pocket Radios and Tinytone Midget Portable Radios. Among representations used in advertising which are to be abandoned by the respondent company are: That the pocket radios have a range of 50 miles or greater under favorable conditions; that they are all-wave sets capable of being used everywhere and of working without aerials, and that they may be used to tune in on all short waves for all police or all airplane calls and may be employed while walking or while riding in cars or on bicycles, unless this latter representation is qualified to indicate the equipment and conditions necessary to produce these results.



DO YOU KNOW

Radio manufacturers sold \$500-000,000 worth of sets in 1936.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 16

NEW YORK, N. Y., FRIDAY, JULY 23, 1937

FIVE CENTS

Offers AFM Disk Plan

WLTH STARTS ACTIONS TO RETAIN FACILITIES

In an effort to retain its broadcasting facilities, which, under a recent FCC ruling, are to be assigned to WBBC along with WARD, both of Brooklyn, WLTH ("The Voice of Brooklyn") has instituted two proceedings in the U. S. Court of Appeals for the District of Columbia. One of the actions is a notice of appeal from the FCC decision of June

(Continued on Page 8)

Kennedy-Kendall Series Starts Agency Dispute

Following an announcement last Monday that Kendall Refining Co., Bradford, Pa., had signed John B. Kennedy for a series of broadcasts over WJZ, Jay Lewis, president of Jay Lewis Associates, yesterday told RADIO DAILY that he will bring suit against Batten, Barton, Durstine & Osborn Inc., if the program goes

(Continued on Page 7)

WCAU Producing Show For Penna. on CBS Net

Philadelphia—A one-time program sponsored by the State of Pennsylvania to sell its vacation attractions to the country will be fed by WCAU here to CBS tomorrow night at 10:45-11. On the program, originating

(Continued on Page 8)

80 Stations for Zenith

Chicago—Zenith Radio's fall show, described as the first program originating here using the full NBC-Blue network and auxiliaries, will go coast-to-coast on 80 stations, according to E. F. McDonald Jr., Zenith prexy, who left for New York this week on business.

Down But Not Out

Boake Carter, CBS commentator, is at present doing his three-a-week broadcasts from his home in Philadelphia.

Carter was recently stricken with pleurisy and has been confined to his bed since that time. He has a specially constructed studio in his home that is equipped for transmitting.

Introductory Series

Axton Fisher, through McCann-Erickson, will introduce a new cigaret in a radio campaign to be conducted over WNEW beginning August 16. Name of new ciggie is Zephyr and it will be plugged on a recorded program every Monday, Thursday and Saturday at 10:30-10:45 a.m. Contract is for 13 weeks. Sponsor now has time on same station plugging Twenty Grand Cigaretts.

WRITE-IN OFFERS SHOW SHARP DROP THIS YEAR

Offers and contests on the two NBC and CBS networks for the first half of 1937 reveal a considerable drop in the number of offers on NBC chains as compared with the same period in 1936, while the contests remain almost the same on all three webs for the comparative period.

First six months of 1936 found 255 offers on the NBC-Red and Blue nets, while 38 contests were being conducted at the same time by various accounts. Same period in 1937 shows

(Continued on Page 7)

Sherwin-Williams Co. Plans Spot Campaign

Sherwin-Williams Paint Co., Cleveland, through T. J. Maloney, New York, expects to launch a spot announcement schedule on about 30 stations.

Big Pear Campaign

Seattle — An elaborate advertising campaign is planned for this fall in a National Pear Week, sponsored by producers of winter pears in Washington and Oregon. The Izzard Co. agency here will handle it.

President Roosevelt Lauds Accomplishments of Radio

Oneida Is Preparing Fall Spot Campaign

Oneida Community Ltd., Oneida, N. Y. (Tudor Plate) is preparing a spot campaign for the fall. Batten, Barton, Durstine & Osborn Inc. has the account.

Less Drastic Proposals for Regulating Transcriptions is Offered by Clark Wilson, S. F. Union Chief

ET MANUFACTURERS HERE FOR AFM BOARD MEETING

Apprehensive electrical transcription and phonograph record manufacturers from out of town are beginning to arrive for the purpose of attending the conference with the Executive Board of the AFM scheduled to meet next Monday, but according to AFM executives the general plan of the AFM will be pretty well set the day before. AFM officials have decided to call a closed meeting of the executive board for Sunday

(Continued on Page 8)

New 5-Year Agreement Signed by KMBC and CBS

Series of conferences between Arthur Church, KMBC president, and Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of the present KMBC-CBS contract has culminated in a five-year extension being signed between the parties. New contract runs until 1942. No increase in network rate will be made.

Presto Sales Up 265%

Presto Recording Corp. reports 265 per cent increase in sales for first half of this year compared to same period in 1936. Shipments of instantaneous recording equipment to foreign stations have been heavy since March, and recording activity was given impetus by the Hindenburg

(Continued on Page 7)

An alternative plan in regard to the regulation of electrical transcriptions and records has been submitted by Clark Wilson, American Federation of Musicians chief in San Francisco, who is on his way to New York for the AFM executive board meeting on Monday. Wilson's plan is offered in contrast to the one drawn up by James Petrillo, musicians' union head in Chicago.

Claiming that it will be impossible to eliminate the use of transcribed music on the air, Wilson summarizes the highlights and expected accomplishments of his proposal as follows:

(1) It would spread work through guaranteeing local musicians a full number of minimum hours, regardless of the stations' use of canned music and remote pick-ups.

(2) It is to the station managers' advantage through averting a possible serious situation with respect to transcriptions and dance band remotes, while at the same time not placing an insupportable burden on the various stations' incomes.

(3) Would raise performance levels and benefit public and local advertisers by assuring local musicians of a living wage regardless of whether commercial shows are done with live or transcribed talent. Improvement would be evidenced in smaller communities where 100 and 500 watt stations have been using canned music and non-union talent almost exclusively.

(4) Would constitute a strong wedge whereby AFM could go into smaller cities and effectively organ-

(Continued on Page 8)

Warning Signal

Berlin — A radio receiving set attachment has been developed in Germany whereby a shrill sound is emitted when the broadcasting station wishes to call attention of listeners to an unusually important piece of news or to warn against some danger. When attached, alarm works even when radio is turned off.

Washington Bureau, RADIO DAILY
Washington — Accomplishments of the radio in a comparatively short time are highly praised, and the industry's future potentialities are cited, in a letter sent yesterday by President Roosevelt to Lenox R. Lohr, president of NBC, on the occa-

(Continued on Page 8)



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JOHN W. ALICOATE : : : Publisher

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
(Thursday, July 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/8	170	171 3/8	+ 1 3/8
Crosley Radio	22	21 1/2	22	+ 1/4
Gen. Electric	58 1/4	57 3/4	58	+ 1/4
North American	27 3/4	27 1/4	27 1/4	0
RCA Common	9 1/8	9 1/8	9 1/4	+ 1/8
RCA First Pfd.	70 1/4	69	70	+ 1
RCA \$5 Pfd. B.				
Stewart Warner	19 3/8	18 7/8	19 1/8	+ 3/8
Zenith Radio	37	36 3/4	36 3/4	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 3/4	15 3/4	
Majestic	4	4	4 1/8	
Nat. Union Radio	1 3/4	1 3/4	1 3/4	

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/4	31 1/4
CBS B	30 1/4	31 1/4
Stromberg Carlson	13	15

WQXR Adds to Sales Staff
Albert N. Socolow, formerly of the local display advertising staff of the New York American, and John M. Murray, formerly of the advertising staff of Esquire, have joined the sales department of WQXR, under Norman S. McGee, sales manager.

McGee said the increase in personnel is in anticipation of increased advertising schedules in the Fall, when WQXR enters its second year as a commercial station.

Farouk Coronation on CBS
CBS will broadcast the coronation ceremonies of King Farouk of Egypt July 29. Broadcast, which will be relayed to CBS by the British Broadcasting Corp., will be heard at 4:20-4:30 p.m.

Beatrice Fairfax Auditioned
Beatrice Fairfax was auditioned by Batten, Barton, Durstine & Osborn Inc. at CBS on Wednesday for Silver Dust, a BBDO account.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. □ 6 TO 7:30 P. M.

Monopoly on Anniversary Greetings
Cedar Rapids, Ia.—Birthday and anniversary greeting monopoly at WMT is held by the station's oldest account, Kerwin's Clothiers of Waterloo. Kerwin's had been on WMT since station opened in June 1928; originally sponsored daily five minute news flashes. Had cancelled in February, 1935, for one-week series of 30 word station break spots, and in September for 26-time series of similar announcements, which ran two months concurrently with Sports Chatter, five minute daily sports resume sponsored for four months by Kerwin's. On Jan. 17, 1936, they signed for one week series of 60 word spots, and on January 27 came on for a year with "Happy Birthday to You," five-minute participation show on Cornhuskers program, daily except Saturday and Sunday. Show now in its second year, on 52-week renewal contract.

New WNEW News Schedule
With signing for 20-hours-daily International News service, WNEW has inaugurated a new schedule of newscasts. Starting Monday, Richard Brooks will handle three 15-minute INS periods daily. Harold John Adonis's New Jersey Bulldog program, the Pollen News, N. Y. Evening Journal News and Earl Harper's daily sports resume also continue. The WNEW news department under direction of Larry Nixon will keep a 24-hour watch on news breaks.

Gladys Miller on Faculty
Gladys Miller, president of Service Programs Inc., has been appointed to the faculty of the School of Retailing of New York University. Miss Miller is a noted merchandiser and was responsible for the Bigelow-Sanford Co. "Hollywood Room Recipes" network and disk series.

"3 Funsters" Continuing
Although Bill Hanson, Vincent Howard and Jim Brennan are leaving Monday for the coast to do some film work, their WMCA program known as "The Three Little Funsters" will continue to be scheduled over the station. Other talent will be recruited for the shows for the six weeks that the "Funsters" are away.

3 Canadian Stations Renew
Three Canadian stations have renewed yearly contracts with Star Radio Programs Inc. for the Scriptfolio. They are CJCA, Edmonton, Alberta, CFQC, Saskatoon, Saskatchewan, and CJCJ, Calgary, Alberta. Star Radio is supplying programs to at least one station in every province in the Dominion.

"Not for Ladies" as Coaster
"Not for Ladies," with Ben Alexander as commentator, becomes a coast-to-coast program July 28. The weekly quarter-hour, which will be on the NBC-Red network, 5-5:15 p.m., chats about the men of Hollywood.

Charles Benford in WOR Series
Charles Benford has been signed by WOR for a new series of editorial news comment beginning Monday. Programs will be heard Monday through Thursday, 9-9:15 p.m. and Sundays, 7:15-7:30 p.m. Benford comes to WOR from WOL, Mutual affiliate in Washington.

Art Millet to Be Busy
Art Millet, CBS staff announcer, on July 27 will step into the announcer's role on the "Hammerstein Music Hall" for five weeks, while John S. Young, the show's regular announcer, goes on vacation. Millet is also cast as announcer-narrator on the new Bayer Aspirin series, "Second Husband," starring Helen Menken, to start over CBS on Aug. 3. He is heard currently as announcer on the daily "Our Gal Sunday".

Tax Receipts Off Slightly
Washington Bureau, RADIO DAILY
Washington—A slight drop in tax receipts from sale of radios and phonograph records is shown by the Treasury Department Bureau of Internal Revenue in its report for last month.

Receipts for June, 1936, are listed at \$442,696.37, while for the same period in 1937, total receipts amounted to \$394,641.50.

Cast for "Hello, Peggy"
Cast of "Hello, Peggy," the Drackett Co. (Drano) serial opens Aug. 4 on the NBC-Red network at 11:45-12 noon, will include Alan Bunce, Eunice Howard, Jackie Kelk and Andy Donnelly as its regular members.

Petro A. Galvin with Furman
Petro A. Galvin, formerly with KEW, Mexico City, is now associated with Norman B. Furman Inc., foreign language advertising agency. Galvin will head the Spanish and French departments.

Script Library in Far Points
Script Library has added KINY, Juneau, Alaska, and KGMB, Honolulu, to its list of subscribers. The Library's material is now being heard in 18 countries besides the U. S.

Two Join WFMD Staff
Frederick, Md. — Chet Clarke of Washington and Hugh Ferguson of the WCAU dramatic staff, Philadelphia, are recent additions to the announcing staff at WFMD here.

Donald Peterson
PRODUCING
JUNIOR G-MEN of AMERICA
WOR—5:45 P.M. M.W.F.

COMING and GOING

HAL MOORE of the CBS publicity department leaves Monday on a three-week vacation to the southwest.

TOM FOLEY of N. W. Ayer agency has returned after a nine-week business trip with the Al Pearce show.

RAYE WRIGHT, NBC actress, leaves shortly for a vacation in Canada.

GENEVIEVE PACE, general manager of the Script Library, leaves tomorrow for a two-week vacation.

ANN PRICE, secretary to Mack Goldman at Harns, leaves tomorrow for a two-week vacation in the Catskills.

DONALD FLAMM, president of WMCA and the Inter-City Network, returned yesterday from a five-week trip abroad.

CLARK WILSON, AFM union head in San Francisco, is en route to New York to represent his territory in the executive board conference.

JOSEF ISRAELS, WNYC commentator, is spending a two-week vacation in Maine.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., is in New York from Chicago on business.

KELVIN KEECH is due back today from a cruise to the West Indies.

E. P. H. JAMES, NBC sales promotion head, leaves today for a week's vacation trip through Washington and points south.

MILTON BLINK of Standard Radio's Chicago offices, is in town for week, and will attend the AFM conlaw.

IRA GRIMSHAW of the NBC legal department leaves today on vacation trip to the midwest.

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., left yesterday on a tour of mid-west and southern radio stations.

CHARLES CONTENT, assistant chief engineer of WOR, leaves today for a three week vacation in Montana. He will visit radio stations throughout the Northwest.

CHARLES SINGER, supervisor of WOR transmitter, leaves tomorrow for a two-week vacation in Belmar, N. J.

CAMERON KING, WOR announcer, leaves tomorrow for Newport, where he will cover the America Cup Races July 31.

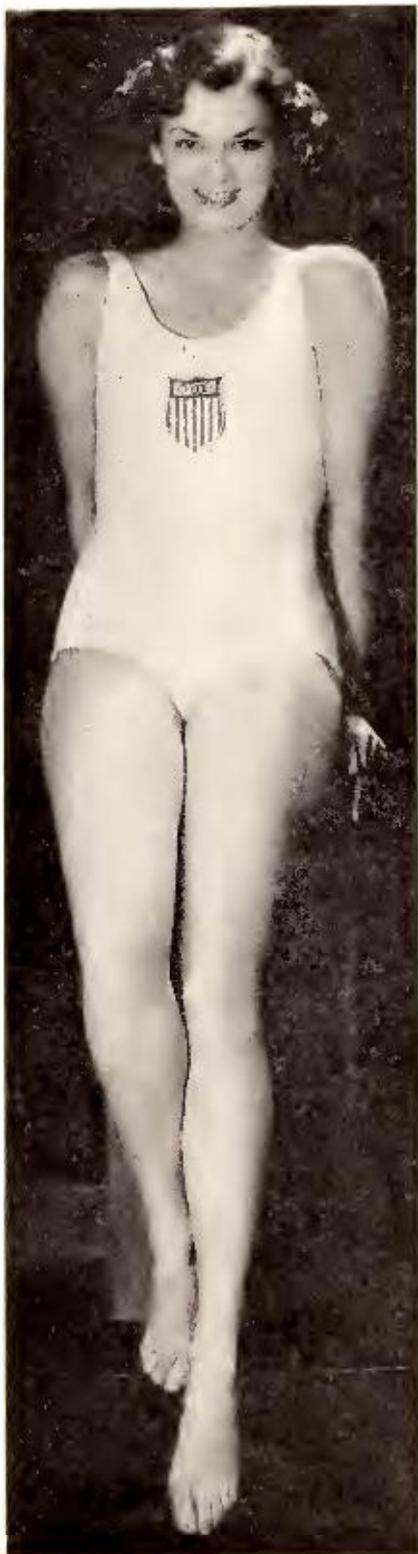
PAUL ROBINSON, harmonica player, goes to Chicago to appear at the Chicago Theater the week of Aug. 6.

WMCA Plans to Review London Legit Premieres

Premieres of legitimate plays in London will be reviewed over WMCA from reports cabled by J. W. Marriott, British author and critic, under arrangements completed by Donald Flamm, president of WMCA, who returned yesterday from a five-week trip abroad. The five hours' difference in time between London and New York will work favorably at this end.

"Thank you!"
... The National Radio Register reminds you there is much excellent talent available. It is a definite asset in casting shows; prompting the use of performers one can't always keep in mind."
Frances von Bernhardt of World Broadcasting System
NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

..... ***and can she write!***



... This is Miss Jane Faunce ... and by now you've noticed the little gadget on her swim suit ... it's her Olympic Swim team shield (alright then, you knew that!)

Then you know what her "by line" means for audience appeal ...

Well ... She's writing our feature

“THE WEAKER SEX”

... Which in short is all about what women are in the news and why ... besides some slants on femme athletes she knows so well ...

It's a breezy, snappy feature ...

Write for sample script

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

- **IT'S A FACT (ODDITIES)** •
- **THE NEWS OF THE WEEK** •
- **HEROES OF THE WEEK** •
- **TWENTY YEARS AGO** •
- **YOUR BASEBALL REVIEW** •
- **ANIMALS IN THE NEWS** •
- **RAINBOW REVERIES** •
- **SHORT TAKES FROM HOLLYWOOD** •
- **THE WORLD OF SCIENCE** •
- **BAFFLING CRIMES OF THE WEEK** •

Write, Wire, Phone, or Teletype

VAN CRONKHITE ASSOCIATES, INC.
360 North Michigan Ave.
Chicago

“RADIO'S ONLY NEWS COUNSELLORS”

F. C. C. ACTIVITIES

HEARINGS SCHEDULED
Sept. 8: WCMJ, Ashland, Ky. Mod. of license to change frequency and increase power to 1120 kc., 250 watts, 1 KW. L.S., unlimited.
Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.
Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.
Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.
The Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.
Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. L.S., unlimited.
Hearst Radio, Inc., Albany, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.
Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.
C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. L.S., unlimited.
KGA, Spokane. Mod. of license. 950 kc., 1 KW., 5 KW. L.S., unlimited.
WED, Rocky Mount, N. C. Mod. of license. 1240 kc., 500 watts, unlimited.
Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.
Hamden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. L.S., unlimited.
Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.
Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.
Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.
Gerald Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

Betty Caine in "Tale of Today"
Chicago—Betty Caine, young NBC actress, has been signed by Princess Pat as new star of "A Tale of Today", succeeding Joan Blaine, who resigned to go to New York.

AD AGENCIES

PAUL NEWMAN, vice president and art director of Erwin, Wasey & Co., New York agency, is the subject of a striking color photograph reproduced on the cover of Scribner's Magazine, August issue, which makes its appearance on the nation's newsstands July 27.
DOWD & OSTREICHER ADVERTISING, Boston, has been appointed to handle the advertising appropriation for Baltimore Club Distilling Co., New York.
HENRY BELLOWS, for. CBS v.p., is to be public relations director for General Mills, which has retained B.B.D. & O. to assist in its publicity and public relations work. Radio accounts are handled by Blackett-Sample-Hummert and Knox-Reeves.
J. CARSON BRANTLEY agency of Salisbury, N. C., has renewed contracts for its client, Stanback Co., on WWL, New Orleans, and WALR, Zanesville, O., besides placing a new contract on WAIR, Winston-Salem. N. C. Brantley also gave WAIR a 15-minute show for another client, Duke Power Co.



● ● ● Rex Chandler's Sunday night concerts for Ford will switch to Saturdays in Sept.... Joseph Bonheme will conduct the Vaseline show in October—which will feature a juvenile revue.... Eddie Elkins goes into Reilly's in Saratoga on Monday.... Cal Tinney, the hillbilly columnist, is signed by the "First Nighter" sponsor for a Sept. show coming from Chicago in which he'll do a "Will Rogers".... Other talent not set.... Lucille and Lanny auditioned by Young & Rubicam yesterday for a big show.... Judy Starr comes into the Loew's State on Aug. 12 prior to the Ed Wynn musical for which she's signed.... Dave Vine auditioned for the Gulf show.... Charlie Gordon resigned from Santly-Joy and will go to a flicker music firm.... Gus Arnheim made four Brunswick recordings yesterday for Joe Higgins.... Dorothy Howe, former vocalist with Art Shaw, will be at the New Yorker with Phil Napoleon.... WMCA has sent the Hollywood Theater building lease back to the owners with revisions—and if it's signed the station will be located over Lindy's—making it very easy for Bill Weisman and Bert Lebar.... Elmer White lost his straw hat yesterday and accuses Sid Silvers of being at the bottom of it!

● ● ● Larry Roller, director of public events and special features for WHK-WJAY, Cleveland, has gone into racing as a jockey.... "Whoa Babe," WJAY's Thursday feature, presented the spectacle of the benign Mr. Roller tearing around a pony track at the Great Lakes Exposition with a short-wave transmitter on his back, attempting a description of the "Expo Handicap".... Competing with the best mounts at the track, he was given a 50-50 chance to win because of the ages of other jockeys in the race—ranging from 5 to 10 years.... Originally intended to do a remote show from a merry-go-round, Roller and Bev Dean, continuity head, and Gill Gibbons, sportcaster, traveled the grounds—but couldn't find a merry-go-round even though they DID see Billy Rose—so they muscled-in on the kids' fun.

● ● ● Unless Warners continue to hold Dick Powell out for a show of their own, the crooner will be starred on the Werner Jensen Sunday show.... Gus Haenschen's Pet Milk show which has been off during the summer returns Oct. 2 with 70 CBS stations.... Ed Hurley will do publicity under Irving Strouse for Paul Whiteman.... Milton Cross replaces Ford Bond as wordslinger on the Vox Pop show.... Ted Malone of "Between the Book Ends" will have two pages in Pictorial Review starting with the Nov. issue, on that feature.... Kay and Buddy Arnold will do six weeks on the 3 Little Sachs time while the trio goes Hollywood.... Damon Runyon goes network commercial this fall under the production sponsorship of Columnist Marcus Griffin and Larry Hammond.... Runyon will ad lib side remarks on the Griffin-Hammond dramatizations of his short stories. The trio have signed a three year pact.... Russ Morgan reopens the French Casino Aug. 19.... CBS publicity dept. have discovered something that should interest Freddie Rich or Mark Warnow: By working their typewriters simultaneously, the bell-ringing of the margin release causes musical notes.

● ● ● Another story from WHK, Cleveland, which will particularly interest Stan Shaw and Martin Block.... Carl Mark conducts a "Night Owl Club" show in which he asks the listeners to phone in their requests for tunes to be played. Among the 700 weekly calls, he has been receiving one persistent request for "Sweet Leilani".... Mark didn't have the recording and announced this fact.... However the matter came to a head last Saturday while Mark was in the midst of a show and a commotion was heard outside the studio.... The door flew open and in marched a determined middle-aged woman, who advanced to the turntable, slapped down a record of "Sweet Leilani" announcing loudly and distinctly "NOW tell me you haven't got it!"

ORCHESTRAS MUSIC

A SWING SESSION starting at 1 o'clock after midnight Saturdays, and continuing until wee a.m. will be inaugurated tomorrow by WBBM, Chicago. Titled "Swing Around the Town with the WBBM Air Theater," show will have Ken Ellington as commentator. Jam session will feature a parade of swing crews including Horace Henderson, Roy Eldrige, Don Chiesta, Charlie Engles and Bernie Cummins, from their respective spots.

"Doc" Daugherty and his music will hold forth at Parker's Marine Grille, Beach Haven, N. J., for the entire season.

Jimmy Cavallaro, violinist, and Don Raphael, organist, are back on WELI, New Haven, with a twice-weekly sustainer emanating from Dreamland Theater.

"Am I in Love" will be the "hit of tomorrow" on Guy Lombardo's program Sunday over CBS at 5:30 p.m.

Bob Peary has joined the Consolidated Radio sales force in Chicago. The ork leader, formerly at Casino Parisienne, continues his band on the side.

Jimmy Dorsey and orchestra slated to play Modernistic ballroom, Milwaukee, July 25, with a broadcast over WTMJ.

Roy Shield and his 75-piece orchestra will be heard Wednesday at 9-10 p.m. over NBC-Blue network with Vivian della Chiesa, NBC soprano, in the first of three broadcasts from the Grant Park concert shell in Chicago. Shield and the NBC orchestra also will be heard on Aug. 24 and Sept. 3.

GUEST-ING

RANDOLPH SCOTT, in place of Madeleine Carroll, on "Sealtest Sunday Night Party," July 25 (NBC-Red, 10 p.m.).

PAT O'MALLEY, on Benny Goodman program, July 27 (CBS, 9:30 p.m.).

AKIM TAMIROFF, interviewed by George Fischer, tomorrow (Mutual, 10:15 p.m.).

ATTILIO BAGGIORE, NBC tenor, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

JOHN GRIFFIN, tenor, and BERT LYTELL, on "Hammerstein Music Hall", Aug. 13 (CBS, 8 p.m.).

GIERSDORF SISTERS, on "Johnny Presents", July 27 (NBC-Red, 8 p.m.).

FOUR STARS (girl quartet), on Mark Warnow program, July 27 (CBS, 8 p.m.).

OLYMPHE BRADNA, starlet of Paramount, interviewed by George Nobbs on Movie Club, tonight (WHN, 8 p.m.).

ETON BOYS, on Gulf Summer Show, Aug. 15 (CBS, 7:30 p.m.).

HOLLACE SHAW and BOB GIBSON, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.).



Chicago

GENERAL MILLS (through Black-Gett-Sample-Hummert) casting about for new lead for juvenile serial "Jack Armstrong, All American Boy," due back Sept. 27, now that Jim Ameche, Don's brother has gone to Hollywood. Jim has signed with Paramount and will do first picture work with Dorothy Lamour in "Ensenada."

Bob White, former Chicago radio writer and producer, now a writer for Warner Bros., renewing studio acquaintances here.

"Nothing But the Truth" with Alex McQueen, sponsored by Bathasweat on WGN, is folding Aug. 6. Sponsor said to be considering putting his WOR show on the Mutual network.

Lynn Brandt is describing the \$10,000 three day Chicago Open Golf Tournament at Medinah Country Club for NBC. Using a beer mug mike.

The Four Bachelors of the College Inn are now three—and Henry Russell, baritone, who brought the change about has forfeited \$100. Russell, with Bob Rice, Bobby Berger and Jack Gifford, some months ago chipped in \$100 each to guarantee their staying single. Last Sunday Russell and Cuquita Rivera, Mexican singer, eloped.

Clark Dennis, NBC tenor, engaged as soloist at Riverside Theater, Milwaukee, week of July 24.

Marie Nelson of "Bachelor's Children" to start her vacation (first in 15 years) Aug. 1 at South Haven, Mich.

"Lights Out," NBC's midnight horror drama, has been withdrawn to see whether listeners are still demanding this sort of fare. Arch Oberler writes the series.

Jerry Marlowe and Irma Lyon, NBC piano duo, are providing accompaniment for Lucy Monroe at the Palace Theater starting Friday.

Steve Trumbull, former CBS publicity chief, and now Miami newspaperman, is here to sail with Fran Byrne, Times fotog, in Mackinac yacht races tomorrow.

Yank Taylor, former radio editor of the Times, back from a season in Florida and has set up radio writing office.

Tom Dunlop, WJJD studio engineer, summoned to Orilia, Canada, by death of father.

Swift's Junior Nurses corps performers—Lucy Gilman, Bill Amsdell and Helena Ray—back from tour of Pacific coast. Swift's will be back on air in fall but is having troubles finding suitable hour and stations. CBS was used last year.

Frances Wallertz, high school prima donna, starred on new CBS hour titled "Bon Voyage." Urban Johnson, Howard Neumiller, pianist, and dramatic cast used.

J. Oran (Buck) Weaver, WBBM news editor, to visit Mexico City on his vacation. R. C. Elpers, CBS salesman, and Urban Johnson, sound effects, just back from trip below Rio Grande.

NEW PROGRAMS—IDEAS

Manslaughter Trials Dramatized

KVOD, Denver, has offered another safety campaign to its listeners. New feature, entitled "The Judge Tells His Story," dramatizes actual manslaughter trials of persons taken into criminal court for killing someone with an automobile. Program is heard each Wednesday at 8:45 p.m. Mountain Time.

The scenes open in the home of Judge Gilliam, who supposedly is entertaining Ginsberg each Wednesday evening. Then, at the crucial moment, the scene shifts to a courtroom where the persons accused are on trial. Testimony with direct relation to the case is carefully gone over by Harry Hill, KVOD News Editor, and incorporated into the programs.

The KVOD Players, under the direction of Jay Daniels, and including Dorothy Mendelsohn, Victoria Doherty, C. Norman Lasky, and Preston Frenzel, handle the programs.

Swimming Pool Serenades

The Waterloo studios of WMT, Cedar Rapids-Waterloo, are presenting a ten-week series of shows produced directly from Shanks' Swimming Pool in Waterloo. Programs run at 10:45-11:30 each Saturday morning, with 15 minutes dedicated to youngsters with the amateur yen, who sing, tap dance, recite or anything else they feel like doing. Fifteen minutes goes to WMT German Band, in a presentation of old-world tunes popular in the WMT territory. The remaining quarter-hour is filled with swimming races, with the announcer using a grounded mike in the pool.

Sponsors donate gifts for race-winners as well as children appearing on the show.

"Gee" Walker on Mich. Web

Detroit—Gerald "Gee" Walker, the Tigers' slugging outfielder, made his debut Tuesday in a sponsored program over WXYZ and the Michigan Radio Network. Program is titled "Gerald Walker on the Spot," sponsored by Peter Pan Bakeries. Walker works with Bob Evans, local sports announcer, answering baseball questions submitted by fans.

WLTH Quiz Program

WLTH will inaugurate a question bee on Sunday at 10:30 p.m. Session, conducted by Jacob Lehrman, will be held in the station's studio theater, with six contestants being drawn from the audience. There will be a \$5 prize to the winner and other prizes for the remaining contestants. It is planned later to have members of specific professions compete among their own classes.

Harrington for Sinclair

Chicago — Sinclair Refining has signed John Harrington for nightly news comment period titled "The Headliner" on WBBM, through Federal Advertising Agency. Started yesterday.

Series on Peace

"The Road to Peace," dedicated to the cause of world amity in general and American neutrality in particular, is a new series starting Tuesday at 9:45-10 p.m. over WMCA. The programs, which will originate in WOL, Inter-City key station in Washington, will present people prominent in behalf of American neutrality and organized peace movements.

Under the sponsorship of the National Council for the Prevention of War, the speaker this Tuesday will be Paul Harris, Jr., a staff official of the Council. He will be interviewed by Gilbert Stinger on the subject "When Voters Veto War."

"Personal Observations"

A series of "personal observations" on subject matters ranging from dogs and travel sights to Connecticut historical reminiscences will be presented by Chloe Arnold, former newspaperwoman and magazine contributor in a new WICC series to be heard on Friday afternoons starting July 30 at 2:15-2:30 p.m.

Miss Arnold brings to the WICC microphones a wide experience and interest gained in her travels and journalistic experiences. Starting her career as a staff member of the Bridgeport Herald and Bridgeport Post, she has been a staff member of the N. Y. Sun and Washington papers, contributing consistently to the American Mercury and Delineator magazines.

"See America First"

A once-weekly program designed exclusively for motorists planning summer vacations has been inaugurated by WFMD, Frederick, Md. The series is captioned "See America First."

Will Air "On to Alaska" Party

Detroit—The annual "On to Alaska with Buchanan" group of boys and girls numbering over 40 who left Detroit this week for a personally conducted tour of the northland by George E. Buchanan, Detroit capitalist and philanthropist, is accompanied this year by Betty Roberts, in charge of Women's Activities at WJBK here. Miss Roberts will conduct broadcasts by members of the group in many of the cities which the party visits, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

The journey will cover some 8,000 miles, and includes many of the northwestern states and Canada as well as Alaska. The party will return in about three weeks.

Schipa at Grant Park Aug. 11

Chicago—James C. Petrillo has engaged Tito Schipa as guest soloist with the Chicago Civic Opera orchestra in the Grant Park public concert, which the networks broadcast, for Aug. 11. Jerzy Bojanowski, noted Polish conductor, will direct the orchestra.



Los Angeles

DR. ALFRED HERTZ, noted San Francisco symphony conductor, takes over Standard Symphony Hour next Sunday, with Pierre Monteaux returning later in the season.

Al Pearce and his gang had 200-odd veterans from Sawtelle Soldier's Home as guests at the CBS Radio Playhouse to "watch the fun go by" Monday night.

Ben Beckman, furrier, sponsoring transcribed Club Romance over KNX, 7:45 to 8 p.m. Tuesdays.

Federal Theater of the Air presented "The Life of Thomas A. Edison" over KMPC on Wednesday with an imposing cast including: Joseph Hamilton, as the inventor; Kent Wallace, Robert Cummins, Martin Ashe, Rick McGeehan, Jas. B. Garfield and Carlyle Slewe. Hugh Lester directed the script by Lewis W. Meyer.

Montana Cowgirls now on KFAC daily except Sunday for Todds Clothing Co.

ino Severi has been re-signed by KFAC to furnish music for "Covered Wagon Trails" indefinitely.

Ferde Grofe planned in to conduct his own composition, "Grand Canyon Suite," at Hollywood Bowl. Accompanying ballet staged by Ada Broadbent.

Vic Dalton back at his KMTR desk after being laid up with an infected foot resulting from stepping on a rusty nail.

Leon Rosebrook resigned musical directorship at KEHE. No successor appointed as yet.

Ken Carpenter stays on the ground while co-worker Buddy Twiss goes stratosphere in an army Lockheed plane Friday in order to tell the world about it. Originally, Carpenter was to be a passenger also, but plans now are for two-way short wave conversation to be re-broadcast over NBC Blue at 2 p.m.

Hedda Hopper presents a girl "discovery" of her very own on her Wednesday broadcast, and is launching a contest for a suitable professional name for her find over NBC network.

KHJ Staff Additions

West Coast Bureau, RADIO DAILY
Los Angeles—Burt Horswell, formerly with WHBL, Sheboygan, and WIBA, Madison, Wis., has joined the KHJ sales staff.

Jim Bannon, formerly of New York and St. Louis, is a new announcer at KHJ.

Dorothy Lamour Extended

West Coast Bureau, RADIO DAILY
Los Angeles—Chase & Sanborn has picked up its option on Dorothy Lamour and she will continue on the Sunday night NBC program through December.

Earle Caton Joins WAIM

Anderson, S. C.—Earle Caton, formerly of WSOC, Charlotte, has joined the WAIM, staff as an announcer.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Studios and Offices Are Being Built by WFMD

Frederick, Md. — Plans have been completed and work has started on WFMD's new studios and offices. They will occupy the entire third floor of Frederick's Seminary Building. There will be a large theater studio, two medium sized studios, a speakers' studio, an audition room, a spacious reception room and special offices for the entire personnel. New speech equipment will be installed throughout. Studios will be of the latest design. Moving activities will take place this fall.

Improvement Program Is Completed by WTMJ

Milwaukee — WTMJ's tenth anniversary celebration takes on special significance by reason of the culmination of a huge equipment improvement program which saw the acquisition of a new 400-foot, single mast, self-supporting antenna tower; a new Western Electric, all AC-operated, type 355-D1 5 KW transmitter, a W.E. 110-A Program Amplifier (volume limiter); a short wave relay truck; two 50 watt, medium low short wave plants and two ultra-high short wave transmitters. With all of this shiny new equipment, WTMJ can modestly claim to have the most modern and efficient radio plant in Wisconsin.

Art Peck Joins WCCO

Minneapolis — Art Peck, formerly field engineer for KSTP, has joined the staff of WCCO as operations engineer. Peck was trained at the U. of M. and has been in radio engineering work for the past five years.

Russ Person will be transferred from WCCO's master control board to the station's transmitter, it is announced by Hugh S. McCartney, chief engineer.

R. O. Thatcher in Philly

Philadelphia—R. O. Thatcher, NBC technician, arrived here this week to supervise construction of new building to house KYW's new studios and plant. Top floor is planned for television layout.

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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.

2,087,252—Ultra-High Frequency Tube. Ross Gunn, Chevy Chase, Md.

2,087,280—Cathode Ray Tube. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.

2,087,288—Radio Receiving System. Vernon D. Landon, Collingswood, N. J., assignor to RCA.

2,087,307—Mount for Electron Discharge Devices. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,087,327—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,087,408—Paper Condenser. Jacob Katzman, Brooklyn, N. Y., assignor to Nova Electric Corp.

2,087,428—Phase Modulator. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,087,429—Phase and Frequency Modulation Wave Receiving System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,087,448—Time Controlled Selector. Stephen E. Reymers, Cleveland, Ohio.

2,087,652—Resonance Indicator. Henry D. Oakley, Woodlynne, N. J., assignor to RCA.

2,087,683—Image Dissector. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Inc.

2,087,737—Amplifier Circuit Organization. Especially for Short Waves. Wilhelm Runge, Berlin, Germany. Assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

"Salt Shaker" Mikes for WADC
Akron—WADC has purchased six "salt shaker" microphones, which improve frequency characteristics of the voice. The new type mike is both uni-directional and non-directional. Change is made quickly by removing baffle from front of mike.

Allan T. Simmons, owner of station, was recently granted a construction permit for a new 100 watt high frequency station. Will be used for experimental work and re-broadcasting of regular programs. Station's new mobile unit (W8XNC-100 watt) will work on remote pick-ups made on short notice. One program employs unit for trailer camp interviews.

Two WTMJ Portables in Use

Milwaukee—WTMJ's visits to various city playgrounds makes much use of its portable s.w. equipment. Two outfits are used for local and distant coverage.

NEW ORLEANS

Owners of WWL and WSMB here are gleeful over the fact that they have hurdled the first hump in their move for greater power, the FCC examiner having reported favorably on WWL's request for an increase 5,000 to 50,000 watts and on WSMB's petition to run 5,000 during day.

But the question as to who is going to win out for the extra 100-watter is still in doubt. Both WSMB and WDSU are seeking the extra station, presenting claims that they are so sold on time now that they cannot serve the community as much as they would like and pointing out what leeway the extra station would give them in their civic-minded ideas. Another 100-watter would be a benefit, especially if those radio row rumors about the Mutual network's expansion into the south eventually are true.

Television Costume Worries

Berlin—Experience so far collected in the Television Studio here proved that the costumes of actors in television plays must be rich in contrasting colors. But pure white is banned, just as dead black, because of its dazzling effect. A dazzling white pocket handkerchief looks like a black spot on the screen of the television receiver. Shining metal pins, brooches and belts must be avoided for the same reason. The rustling of silk may interfere with the dialogue. The same applies to running water. In a play enacted here July 1, "The Caliph's Daughter," a youth had to fill sand instead of the scenario-prescribed water into his jug in order to avoid disturbing noise.

Replacing WSPD Antenna

Toledo—Verne Alston, WSPD chief engineer, is building a new antenna to replace 214-ft. tower which was wrecked by hurricane recently.

ST. LOUIS

Sunny California is a favorite vacationing spot for KMOX radio celebrities. Among those loafing in that state are "Tiny" Renier, program director; Marvin E. Mueller, announcer, and "Pappy" Cheshire, who handles a hillbilly entertaining squad—when on the job.

Harry W. Flannery, news commentator and head of the KMOX news department, is honeymooning in Michigan.

William Cook is doing a good job on the daily "Candid Camera of Radio" program for KWK.

Wright Esser, KWK's production department, has been busy with announcing, filling in during the vacation season. He also scripts the weekly Hyde Park House Party heard every Saturday eve at 10:30.

New W. E. Equipment Described in Bulletins

Three new bulletins have been issued by Western Electric Co. describing and illustrating the latest additions to its extensive line of equipment for broadcast stations. In the first of these bulletins the new 104A, 105A and 106A amplifiers are set forth. Compactness and operation economy are featured.

In the second bulletin, the new 110A program amplifier is described. Being new in principle, this unit will be a welcome addition to any station where the management desires to increase the transmitter's coverage without the necessity of raising the output power rating. The increased efficiency is made possible by virtue of the fact that the device introduces automatic volume limitation, permitting a higher average percentage of modulation to be maintained without danger of over-modulation.

The third bulletin describes the new 23B speech input equipment which is designed for use by stations when the operators ride channel gain by means of the main gain control.

Station Improvements

Springfield, Ill.—WCBS has applied for construction permit to install a new transmitter, along with power jump and change of hours of operation to unlimited.

San Francisco—KYA has applied for permit to use old RCA 1001-B transmitter as an auxiliary and move its transmitter from 1231 Market St. to Bayview Park, using 1 kw.

Philadelphia—John G. Leitch, technical supervisor of WCAU, will locate his new high frequency transmitter atop a central city building. Will operate on four frequencies with 100 watts.

Install Sound Proof Doors

St. Louis—KMOX has installed in its new studios three new sound proof doors built by Irving Hamlin of Evanston, Ill.

Novel Mike Device

NBC has devised a microphone buffer to control modulation of actors in Shakespearean plays. Gadget is square fence, about waist high, around which cast acts into mike suspended in the center of barrier at eye level.

☆ Program Reviews ☆

Alistaire Cooke

Alistaire Cooke is an English drama critic who won a number of listeners here through his series on NBC the past year or more, having been heard on international hookups in course of the abdication of King Edward and on two other occasions. Favorable comment from its audience prompted NBC to bring the commentator over here and, as he stated in the course of his talk, he is not here as a foreign visitor but as a permanent resident (and citizen eventually).

Wednesdays at 10:45-11 p.m. on the NBC Red network, Cooke delved into matters of 20 years ago and touched on World War angles, finally working up to how the "other half" lives in various climes abroad, and their living standards as compared to ours over here. An item or two touched on the English viewpoint and there was an anecdote relative to the Manchester Guardian, famed British weekly.

Cooke's subdued delivery appears to need closer study from the engineering department to help sharpen his voice, which may be described as a sort of cross between Heywood

Broun and Hendrik Van Loon. He speaks leisurely and with authority.

"Your Hit Parade"

Lucky Strike series maintains an even tempo of entertainment value and convincing type of commercial copy on its NBC Red network series Wednesdays, 10-10:45 p.m. Harry Salter and his orchestra of 35 men offer the leading song hits plus the usual hits of the past, with a variety of rhythms, yet absolutely no blare. Brass is held down to a minimum and the strings and saxophone section is played up in the arrangement, seemingly simple, but very easy on the ears. Arrangements are naturally of the type insisted upon by Lucky, which, in so far as it is concerned, would play the publisher's straight commercial orchestration. However, Salter manages to inject an individual touch and gives each selection an interpretation that reveals a skilled musician and conductor. Two vocal soloists are heard with the band.

Fred MacMurray, movie star, came in for the personal appearance and testimonial on Coast switchover, both talking and singing. Tobacco auctioneer's chant as usual added a novel note.

Write-In Offers Show Sharp Drop This Year

(Continued from Page 1)

NBC offers had dropped to 163 offers and 37 contests were being held during the same time.

CBS had 134 offers on its network during the first six months of 1936, which compares to 117 offers for the first six months of 1937. In first part of 1936, CBS had 26 contests running, while the same period this year gave the chain 25 contests.

Big drop in offers is taken as an indication of more assurance on the part of sponsors that they had a suitable audience for their shows in question and did not need to key the potential draw, also that more advertisers feel that they have the right program and that it is pulling.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 23

Gale Page John Blair

Gwyneth Neil

July 24

Basil Ruysdael Hollace Shaw

July 25

Ralph Dumke Al Pearce

Kennedy-Kendall Series Starts Agency Dispute

(Continued from Page 1)

on the air Sept. 4, as originally scheduled.

Lewis charges that he holds a verbal contract with Harry Kelly, New York distributor for Kendall, calling for the Jay Lewis Associates to handle radio advertising for the refining company for the current year.

Program in question was cancelled July 16 because of talent conflict with another NBC show. BBDO said that Lewis phoned them yesterday and told them about the threatened lawsuit. Agency declares that Lewis did contact the Kendall people sometime ago with an idea, but nothing was done about it. This happens every day in the advertising field; numerous persons submit ideas to clients but only one can be commissioned, the agency points out. BBDO has been handling the Kendall newspaper, billboard and other white space advertising out of the Pittsburgh office for a long time.

Presto Sales Up 265%

(Continued from Page 1)

crash, Amelia Earhart's takeoff from Miami and the arrival of the Soviet fliers. Anticipating further increased activity, Presto has leased additional space.

Tom Foley Laid Up

Tom Foley of N. W. Ayer & Son publicity department has been out for the past two days with an infected eye. Foley returned early this week from a nine-week tour with the Al Pearce show.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

NBC

Boston, Massachusetts

"... I think your editors distinguish themselves for timely up-to-minute news on the broadcasting industry. We like RADIO DAILY immensely."

G. A. Harder

KLO

Ogden, Utah

"... We find RADIO DAILY mighty interesting and a valuable adjunct to our daily activities."

Paul H. Heitmeyer

Manager.

KSL

Salt Lake City, Utah

"... Our sincere congratulations on the live-wire way in which RADIO DAILY is covering the radio field."

Earl J. Glade

General Manager

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

ALTERNATIVE ET PLAN IS OFFERED BY WILSON

(Continued from Page 1)
ize local musicians into efficient professional groups.

(5) Would in no sense impair the freedom of national advertisers to use network or transcribed programs at will, nor destroy the recording industry or attempt to limit the legitimate and economically sound functions of advertisers through this medium.

An additional recommendation by Wilson calls for the appointment of regional AFM supervisors to police recording laboratories and systematically check firms to eliminate recordings made with non-union musicians. Wilson also stated that though he felt no malice toward Ascaph, he thought it an unfair gesture on the part of musicians to merge with any one publishing or holding company and exclude any, or all, others.

In conclusion, Wilson's recommendation states that he wishes to avoid strong-arm tactics and place no intolerable burdens on the radio industry, especially the 400 small stations.

ET Manufacturers Here For AFM Board Meeting

(Continued from Page 1)
at the AFM offices here and the board will hold an all-day session. Subsequently, either Monday or Tuesday, the disk men will get a look-in.

After the disk men will come the radio broadcasters and network representatives, scheduled to confer later in the week if they so desire. The invitation has been extended.

Strong possibility that the Executive Board will meet somewhere in the RCA building. AFM offices are not large enough and a nearby hotel was thought of at first. Understood that the NAB will have a representative on hand to confer also.

"Wifesaver" Signing Off
"The Wifesaver" program featuring Allen Prescott, on NBC-Red network, fades Aug. 26. Sponsor is Manhattan Soap Co.

ONE MINUTE INTERVIEW VICTOR BAY

"Musicians say there is poetry in music, while poets say there is music in poetry. Now, there is a new statement to dwell upon, and that has to do with the dramatic element in music. Opera lovers and the disciples of classical dancing have long recognized the value of the dramatic effect as enhanced by musical accompaniment. And radio listeners are rapidly reaching the stage where they expect every dramatic program to feature an accompanying orchestra."

★ Coast-to-Coast ★

WILLIAM JOHNSON has been appointed to the sales staff of WSPR, Springfield, Mass., covering the Holyoke area for the station, succeeding Allen Mills, who has resigned.

Q. A. Brackett, president of WSPR, Springfield, Mass. was the guest speaker at this week's luncheon meeting of the Holyoke Rotary Club. He gave a broad discussion of radio, from its mathematical conception in 1865 through its present high degree of perfection.

Ann Elstner, well known stage actress and devoted disciple of Izaak Walton, will take over the WOR-Bob Edge program next Thursday night and talk fishing to the feminine audience. Lynn Bogue Hunt, painter of fishing pictures, will be her guest.

Lola Andre, commentator over WRJN, Racine, Wis., is vacationing in northern Wisconsin.

"The Musical Answer Man's" program over WTMJ, Milwaukee, has moved to a three-a-week schedule. Bob Heiss is in charge.

Sammy Fuller has been "Uncle Sammy" to countless youngsters all over the world since he has been presenting the KDKA (Pittsburgh) Kiddies Klub programs. Now he is a daddy. All concerned are doing fine, although it was a serious crisis for the genial papa.

WLTH Starts Actions To Retain Facilities

(Continued from Page 1)
29 denying WLTH's application for a renewal of license, and the second is a petition for a stay order to prevent the FCC from making effective its order and assigning the facilities of WLTH to WBBG.

"WLTH has been in continuous operation since 1925 and has conducted a meritorious and reliable radio broadcasting service in the public opinion," attorneys for WLTH declare. "Appellant is of opinion that there are good grounds why it is probable that the order of deletion may be reversed on its consideration by this court. The termination of appellant's radio broadcasting service pending decision of this court would work irreparable injury upon this appellant through the dissipation of its audience, the extinction of its revenue, the cancellation of its advertising contracts, the loss of its program talent, and in many other ways."

It is claimed that "the action of the commission . . . is void in its entirety as a matter of law in that the facilities of WLTH were attempted to be taken from the appellant and granted to another without publica-

tion by the Federal Communications Commission of any statement of facts or grounds of decision, and without the entry or making of any finding that the action of the Federal Communications Commission would serve or was required by public interest, convenience, and necessity" as required under the Radio Act.

James Marlowe, a lyric tenor, is a new singing "discovery" at Seattle's KOL.

WICC, Bridgeport: Bess Newell selected as accompanist for tenor Ray Generosa . . . Walter Osborne Howard, announcer, vacationing among Cape Cod dwellers . . . George Tompkins caused cancellation of "Young Playmates" program due to vacation. New revised edition scheduled for fall.

WELI, New Haven: Frankie Garguilo returns to sing Sunday afternoons at 1:15 . . . Pop Bernard and his boys taking leave till fall.

Betty Phillips, 13 year old songstress on Ethel Raitay's Junior Entertainment Hour, heard Saturdays on WPG, Atlantic City, will be presented with Alex Bartha's Steel Pier Orchestra in the near future.

Another old fashioned spelling bee will be conducted over WABC-CBS on July 25 between the two teams that tied for honors last Sunday. Participants are 16 Girl Scouts and 16 Y.M.C.A. lads from N. Y. Contestants' age range from 10-14 years.

Vacation time at WFMD, Frederick, Md., off to flying start. Program Director Bob Longstreet will start ten day leave this week. Asst. Program Director and Announcer Deane Long will take over.

In the meantime WLTH's supporters are forming a campaign committee for a crusade which has for its main objective flooding the authorities at Washington with pleas for a reconsideration of the case and an eventual restoration of its operating license. Among the executive committee members are Max Kiss, Dr. Edward Spencer Cowles, Charles H. Breitbart, Samson Inselbuck, and Herman Ison. Eric Palmer, who was chosen by the Federal Radio Commission in 1928 to serve as intermediary in the allocation of time among the Brooklyn stations, has been asked by the citizens' committee to direct the drive. Civic, patriotic, educational, philanthropic, and fraternal associations will be represented on the committee. Headquarters will be established at 427 Flatbush Avenue Extension.

Samuel J. Gellard, WLTH president, back from Washington, and declared "justice will be obtained in the courts, if the commission sees fit

RADIO ACCOMPLISHMENTS PRAISED BY ROOSEVELT

(Continued from Page 1)
sion of the opening of the network's new WRC and WMAL studios here. The communication signed by Roosevelt reads:

"The opening of the new studios for WRC and WMAL seems to me to symbolize the onward march of radio. And so, on this occasion, I am glad to send congratulations to you and your associates upon this progressive step.

"Although the ether is a comparatively new means of communication and lends itself in many useful ways, we find ourselves continually amazed at things which have been accomplished and the development of future potentialities.

"The watchword of science must be progress. It is not within the province of reactionaries to put obstacles in the way of orderly developments nor to mark boundaries beyond which radio may not go. I believe that sooner than many of us realize, television will be established in homes throughout this country. Indeed it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers or news reports, no matter how remote we may be from the place of their publication and distribution.

"In the spirit of progress, I greet you and all others whose efforts are directed to the advancement of radio; to the promotion of its way to ever increasing practical usefulness."

Addresses by Postmaster General James A. Farley, Judge Eugene O. Sykes of the FCC; Melvin C. Hazen, Commissioner of the District of Columbia; Lohr, and Senator Burton K. Wheeler also were part of the opening ceremonies of the new studios.

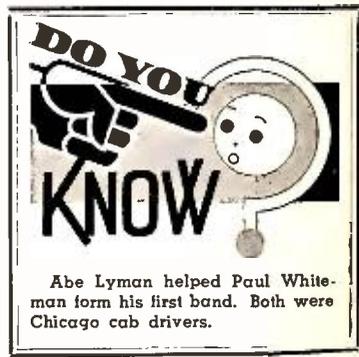
WCAU Producing Show For Penna. on CBS Net

(Continued from Page 1)
in the WCAU studios, will be Governor Earle; Eleanor Bowers, soprano; Ben Alley, tenor, and the Candelori orchestra.

A regular CBS network series is to be started later by Pennsylvania.

to ignore our service, financial responsibility, and pioneering in broadcasting."

Gellard appeared in person before the commission during protracted examinations. He said no other Brooklyn station owner took personal part. For this reason, alone, he averred, he was "staggered" by the adverse ruling.





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 17

NEW YORK, N. Y., MONDAY, JULY 26, 1937

FIVE CENTS

Sykes Temporary FCC Chairman

UNION OF ALL TALENT EQUITY AIM IN RADIO

Clarifying the situation generally and relative to the reported and long heralded organization of the radio broadcasting industry by the AFL, officials of Actors Equity Ass'n stated that Equity has for year held the AFL jurisdiction over radio artists and any division of authority in this

(Continued on Page 2)

645-Ft. Canadian Mast Will End Mexican Bogy

Toronto — Erection by Canadian Broadcasting Co. this fall of a 645-foot steel radio mast with 50,000-watt strength at Hornby, Ont., will mark the most notable advance in Canadian radio history and will banish the bugaboo of Mexican interference, according to Willis C. Little, regional CBS engineer. An aircraft beacon will top the new transmitter.

Broadcasting Companies Must Pay Virginia Tax

Richmond—Broadcasting companies must be domesticated in Virginia in order to do business in the state, and the State Corporation Commission is now making careful check to compel

(Continued on Page 2)

Joseph W. Lee at KTOK

Oklahoma City—Joseph W. Lee, formerly at KADA in Ada, has become general manager of KTOK here, succeeding Ralph Wetzel. KTOK is full-time station of the Oklahoma network and a member of Mutual. It is owned by Oklahoma Broadcasting Co. headed by Harold V. Hough of Fort Worth Star-Telegram and WBAP.

Ina Claire's Second

Second in the series of three plays in which Ina Claire will appear over the NBC-Blue network is "What Every Woman Knows," by Sir James Barrie, with Miss Claire playing a sweet role in contrast to her usual sophisticated portrayals. It will be aired next Sunday at 8-9 p.m. Last night Miss Claire and Osgood Perkins did "Madame Sans Gene."

Co-Op Cool Program

Joplin, Mo.—WMBH has established a "Kool Klinik" for 30 minutes three times a week, with a service station the water works, a summer garden, a soft drink bottler, a beer distributor and an air-conditioning distributor co-operating to tell the people how to think cool, live cool and be cool—and of course to avail themselves of cooling merchandise. This is an eight-week feature.

VOX POP TWIST PUTS 'BANK NIGHT' ON RADIO

Houston—Though "bank night" as originally conducted has been declared illegal in Texas, it is being sponsored over KTRH with a Vox Pop angle that makes it entirely lawful.

Al Lever of the Metropolitan Theatre (Continued on Page 2)

Bunte Bros. to Start Spots; Simmons Co. Chainbreaks

Chicago — Bunte Bros. (candy) starts a spot campaign about middle of August. Over 40 stations were used last year. Fred A. Robbins, this city, is the agency.

Simmons Co., Chicago (beds-mattresses), will begin a chain-break announcement series the end of August.

Midwest Network Meeting

Chicago—Midwest Broadcasting Co., successor to Samuel Insull's Affiliated network, will hold a conclave here the first week in September.

★ THE WEEK IN RADIO ★

... CBS Fall Upswing

By M. H. SHAPIRO

IF there is any grass growing around a network sales department, it must be the two guys from Buffalo; it couldn't possibly be CBS. With 11 new accounts under its belt and many weeks still to go in which to sell additional biz or concentrate on daytime hours, this web undoubtedly will break records for a single network gross... H. K. Boice apparently backs his team with a Carl Hubbell delivery...

News periods also seem headed for

Craven, Wheat and Gary are Mentioned as Possibilities to Succeed the Late Anning S. Prall

By GEORGE MEHRTENS
RADIO DAILY Staff Correspondent

Washington — Judge Eugene O. Sykes has been appointed temporary chairman of the FCC until President Roosevelt designates a successor to Anning S. Prall, who died Friday at Boothbay Harbor, Me. Sykes has been acting chairman since Prall went to Maine early this month.

Leading possibilities as new appointees are T. A. M. Craven, retired navy commander and now FCC chief engineer; Carl I. Wheat, telephone rate counsel, and Hampson Gary, general counsel.

Herb Pett, former FCC secretary (Continued on Page 7)

WEOA, EVANSVILLE, IND. JOINING CBS NETWORK

WEOA, Evansville, Ind., owned by the Evansville on the Air Inc., of which Martin L. Leich is manager, has just completed negotiations with

(Continued on Page 3)

Sponsors Help Celebrate WTMJ's Tenth Birthday

Milwaukee — Some two dozen WTMJ advertisers participated in an exhibit in connection with the station's tenth anniversary, which was celebrated yesterday. Displays of products and promotional items were put up along Advertiser's Midway, with giveaways and samples among the attractions offered. WTMJ also had its own exhibit in the trans-

(Continued on Page 3)

Three Plan Campaigns

Chicago—Histen Corp. (hay fever remedy) plans an extensive spot campaign in August, through Ruthrauff & Ryan.

Holland Furnace Co., Holland, Mich., considering fall ET series from Hollywood. Ross Metzger, radio director of Ruthrauff & Ryan, handling.

Gately Wheeler credit clothiers reported planning big radio campaign through Dade B. Epstein agency.

MUTUAL GETS NBC SHOW; "GOOD WILL" ON 2 NETS

Within the past week Mutual has signed contracts with Duart Sales Co., San Francisco, and Macfadden Publications, while Procter & Gamble (Oxydol) has signed with MBS for the extension of "Couple Next Door" to WOR, in addition to WLW and WGN. Latter is aired Mondays through Fridays, 10:45-11 a.m., and begins on WOR Aug. 2.

Duart Sales on Sept. 12 is taking (Continued on Page 7)

N. W. Ayer Time Buying Being Shifted to Philly

Shift in radio setup and personnel of N. W. Ayer & Son, Inc. will result in all time buying being centered in the Philly offices of the (Continued on Page 7)

Favor U. S. Sets

Toronto — American-built radio sets ran a close second to clothing among items purchased in the U. S. by Canadians making trips across the border in May and June, according to figures released here. Sojourners are permitted to bring home \$100 worth of goods duty free. Purchases in the U. S. this year by visiting Canadians are double the 1936 volume.

(Continued on Page 2)



THE WEEK IN RADIO

... CBS Fall Upswing (Continued from Page 1)

COMING and GOING

Vol. 2, No. 17 Mon., July 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse...

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Saturday, July 24)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio, High, Low, Close, Net Chg.

OVER THE COUNTER

Table with columns: CBS A, CBS B, Stromberg Carlson, Bid, Asked

WNBR Becoming WMPS

WNBR, Memphis, owned by the Press-Scimitar, a Scripps-Howard paper, on Aug. 1 will change its call letters to WMPS, to identify itself more closely with the newspaper.

Fall Ice Campaign

National Ice Industries has reappointed Donahue & Coe Inc. as its advertising agents. Fall campaign calls for a 39-week run of "Home-makers Exchange" which was on CBS last season.

GUEST-ING

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf Summer Show, Aug. 1 (CBS, 7:30 p.m.)
JEAN DICKENSON, on Nellie Revell program, Aug. 3 (NBC-Red, 5 p.m.)
ADOLPHE MENJOU, MADGE EVANS and FORTUNIO BONANOVA on Kraft Music Hall, July 29 (NBC-Red, 10 p.m.)
LUCY MONROE, on "Hit Parade," Aug. 4 (NBC, Red, 10 p.m.)

KMMJ

Clay Center, Neb.

The favorite family station

disk men will confer early in the week and radio men will follow later... However, some of the AFM officials feel that not too drastic a revision of present setup will follow... KOLN employees get 50 per cent of the stock in the station, as per arrangement of C. W. Myers, former NAB president and chief owner of the outlet.

Passing of FCC Chairman Anning S. Prall further complicates the FCC personnel and leaves an important vacancy for President Roosevelt to fill... Ascop starts negotiations for adding catalogs of Holland and Czechoslovakia to its fold... Ascop is now also debating just how or when it will affiliate with a labor organization, either with a charter from the AFL or by a working agreement with the AFM... Radio Artists' Guild on the Coast voted to become an Actors Equity affiliate... and general activity was in full swing on the Equity front in New York where the actors' union claims long-standing jurisdiction over all radio artists as per nod from the AFL...

NBC dickering to broadcast the

Union of All Talent Equity Aim in Radio

(Continued from Page 1) field would have to be by Equity consent.

Officials further declared they were not in a position to offer a precise forecast of what is to happen, but they will work together with other groups in effort to present a united front that the broadcasters simply could not turn down.

Opposition is expected from the broadcasters on various points, but not on the proposition of collective bargaining as a whole. Regardless of other "guilds," particularly the American Guild of Musical Artists which has operatic and other singers in its fold, Equity is taking on all comers who work before the mike, including actors, singers and announcers. Only ones not to be taken in are the AFM members. Musicians being on the side of Equity is in itself considered a powerful offset to the CIO or other technician organizations.

No set demands have been worked out as yet. Every artist who signs an authorization blank is also asked to submit abuses they believe ought to be abolished and reforms they are interested in.

Broadcasting Companies Must Pay Virginia Tax

(Continued from Page 1) compliance with this law. CBS has been ordered to show cause Sept. 10 why it should not be fined for transacting business in Virginia without a certificate of authority. Entrance fees range from \$600 to \$5,000 depending on corporation's capital stock.

next three Joe Louis fights and Buick will probably sponsor, but not definite as yet... Radio paid tribute to Senator Guglielmo Marconi, who died suddenly at his home in Rome... Soviet government sets up a television institute... CAB reports that nearly as many people listened to the All-Star daytime ball game as to the leading night programs... Rogers-Peet claimed Gabriel Heatter as its exclusive commentator properly... Buryl Lottridge appointed managing director of the Oklahoma Network...

Mutual network sets 10 football games mostly originating in midwest and on the coast... Clark Wilson, AFM official from Frisco, offered an alternative plan relative to the proposed AFM-ET restriction... Meantime AFM notified members to hold off on recording commitments as of Aug. 14... President Roosevelt lauded radio in a letter sent to Lenox R. Lohr, NBC head, on occasion of opening new WRC and WMAL studios in Washington... WLTH, Brooklyn outlet which loses its licenses in September, started new fight to retain facilities.

Vox Pop Twist Puts "Bank Night" on Radio

(Continued from Page 1)

ter and Lee Segall of Metzger Dairies worked out the stunt, which starts with the customary sidewalk interview for 15 minutes, after which the show is shifted into the theater where "Dr. I. Q." (Announcer Ted Neighbors of KTRH) officiates from the stage while four announcers go among the audience with portable mikes. First person to answer questions correctly gets \$5.

As the grand finale, a "master mind" question is asked, with \$25 as prize for the correct answer. If there is no correct answer by the time the program goes off the air, the \$25 prize is added to the prize of the following, etc., which is where the "bank night" idea comes in, but legally because it's a game of skill.

Campana and Babbitt Renew Shows on NBC

Campana Sales Co., sponsoring "First Nighter" over 53 NBC-Red network stations Fridays, 10-10:30 p.m., has renewed for 52 weeks effective Sept. 3. Aubrey, Moore & Coe, Chicago, handles the account.

B. T. Babbitt & Co., sponsor of "David Harum" over 23 NBC-Red stations Monday through Friday, 11-11:15 a.m., has renewed for 26 weeks effective Aug. 23. Blackett-Sample-Hummert has the account.

CHARLES "MOUSIE" WARREN, professional manager of Remick, left Friday for a week in Chicago on business.

JOE BURNS left Friday for Cleveland to handle Witmark songs.

RICHARD BROCK, Presto Recording Corp. Chicago representative, is on a six-week tour of eastern states.

CAMERON KING, Mutual yachting authority, left Saturday for Newport to cover the races there.

EDWARD J. CONTENT, assistant chief engineer for WOR, left Friday for Montana on a summer vacation.

CHARLES SINGER, WOR transmitter supervisor, left Friday for two weeks at Belmar, N. J. RALPH WEIL of WISN, Milwaukee, arrives in New York today to spend a few days before sailing on a vacation trip to Newfoundland.

LEONARD KAPNER of WCAE, Pittsburgh, arrived in New York on Friday.

KOLIN HAGER of WGY, Schenectady, arrives in New York tomorrow.

JAMES CARPENTER, who has been in New York for several days, leaves on his return to WKBB, DuBuque.

I. R. LOUNSBERRY of WGR, Buffalo, arrives in New York on Wednesday.

MRS. MEYER DAVIS sailed Saturday for Europe aboard the Champlain.

PIERRE MONTEUX, orchestra conductor, and MRS. MONTEUX sailed Saturday for Europe.

CHARLES KULLMAN is leaving for the coast. RUDY VALLEE and company, who left Dallas last week, will make several stops enroute to New York, where they resume broadcasting Thursday night.

WILLET BROWN, v.p. of Don Lee network, leaves the coast today for New York on business, returning via northwest where Don Lee-Mutual expansion plans are maturing.

IRENE DAVIS, secretary to Herman Bess at WNEW, leaves Saturday for week vacation at Great Barrington, Vt.

AL SIMONS, WHN publicity director, is on vacation at Lake George.

BUDDY EBSEN and his wife arrived in town over the week-end and are staying with the Robert Emmett Dolans.

KATHRYN CRAVENS takes a week's vacation starting Wednesday, and during her absence the Pontiac program on CBS will be substituted by "Afternoon Serenade."

CHARLES E. GREEN, president of Consolidated Radio Artists, is visiting the west coast office of CRA in Hollywood. STANFORD ZUCKER, new general manager, left Cleveland last week for Chicago to spend a few weeks with Leo Salkin, Chi manager. BILL BURNHAM of the New York office is vacationing in Maine.

EDDIE GARR is spending a week at the Grand Hotel in Highmount.

P. & G. May Use WOR

Procter & Gamble and WOR executives are huddling over the sponsorship of a number of shows on WOR. Idea is to take off the line recordings of the NBC live shows and place them on WOR. It is not known whether P. & G. intends to use supplemental stations in other large cities.

WITHIN 3 WEEKS "THE COLONEL FROM KENTUCKY" (Col. Jack Major)

WAS 5th FOR FAN MAIL

WABC - Columbia Network Mondays 3-3:30 E.D.S.T.

Sponsors Help Celebrate WTMJ's Tenth Birthday

(Continued from Page 1)
mitter house, and the entire day's program was aired.

The Milwaukee Journal, with which WTMJ is affiliated, put out a 32-page special section of its regular Sunday Screen and Radio Color Magazine in honor of the occasion.

"Magic Key" Southern Shift

Radio Corporation of America on Aug. 1 will drop the south central group from its "Magic Key" program, NBC-Blue, 2-3 p.m. on Sundays, and add the new Blue southern network.

SAN FRANCISCO

KFRC Memo: Bill Davidson of "Morning Merrymakers" back from the northwest. . . Jack Hall, sales dep't, back from L. A. . . Bill Pabst has been spending a few days at Fallen Leaf Lake.

When Dick Newton started his sustaining series Friday, he went over an NBC Coast Red net instead of only one outlet which he had for his commercial, now off.

Ira Blue, sports commentator, celebrated his first air anniversary over the NBC Pacific Coast Red net Friday.

Peter Paul Loyanich, Jr., 10, son of the KYA violinist, will leave with his father this week for Philadelphia to study piano with Jose Iturbi for a month.

Anita Day Hubbard, the S. F. "Examiner's" columnist of "The Good Neighbor," debuted a similar air column over KYA Thursday, as a once weekly.

After winning a peninsula beauty contest, Marie Dowell got a break on radio. Now heard in KYA's "Resident Physician" show.

Dixie Marsh, singer of southern songs in a "mammy style," gets a part in "Gloria Gale," new NBC script show.

Lou N. Small, business commentator and economic authority, launched a new series, "Business on Parade," on KYA.

Bert Buzzini is back at KYA from his N. Y. vacation.

Fred Johnson, drama editor of the S. F. "Call-Bulletin," back from N. Y. where he caught the new plays, started his "Behind the Footlight Series" Tuesday.

Enes Canata, KFRC traffic exec, out after having her head gashed by an automobile.

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

BIRTHDAYS

Greetings from Radio Daily

July 26

John J. Karol Gracie Allen
Charles Butterworth Don Voorhees
Buddy Clark Walter Blaufuss

NEW PROGRAMS—IDEAS

Saturday Midnight Dance

A Saturday night dance concert program, continuing for two hours from 11 p.m. to 1 o'clock in the morning, inaugurated by WCAO five weeks ago, has proved so popular that it is to be logged indefinitely.

WGY's Vacation Program

Aimed at vacationers in New York and New England, WGY of Schenectady has started a series of two sustainers and has given them prominent night spots.

BALTIMORE

"Charlie" Purcell, the supposedly confirmed bachelor announcer of WCAO, has took, and gone, and done it. Slipping away from the studio the other day, he married Thelma Lee Gwaltney of Claremont, Va. Happy couple now motoring in south.

WFBR has launched "The Job Finder," designed to find jobs for those in need of them. Program is handled by Henry Blanc.

Globe Brewing Co., which has sponsored four news periods a day on WCAO for past six months, has renewed its contract, with an option of 52 more weeks of news broadcasting at the expiration of the new agreement. "Bobbie" Wells has been drafted for service as commentator.

Hochschild, Kohn & Co., a leading local department store, has signed with WCAO each morning except Sunday for talks by Hilda King.

WBAL, yesterday concluded its 10 a.m. Sunday "Bible Hour" program, conducted by Rev. Paul M. Meikle. The feature will be resumed in the fall.

Joe Clark is the latest addition to WCAO's staff of announcers. Joe is a graduate of the local Fourth Estate, and has a lively appreciation of news values, also qualifications as sports announcer.

John Adamy, WCAO's baritone, is on vacation in points east. Always bristling with new ideas, Adamy is expected to return with a crop of suggestions that will provide material for experimentation for the next six months.

AD AGENCIES

U. S. ADVERTISING CORP. has been appointed to handle the account of Hayes Body Corp., Grand Rapids (trailers). A radio campaign is planned. J. T. Jones is account executive.

BLACKSTONE CO. has been appointed to handle all advertising and sales promotion for Atlas Radio Corp. Campaign for the company is scheduled to begin immediately, on a national basis.

REISS ADVERTISING INC. has been named advertising representative for Bud Radio Inc., Cleveland, manufacturer of radio products.

"Vacation Varieties," featuring Annette McCullough, contralto, and the Three Shades of Blue, NBC Red network male trio, with a dance orchestra, ties in with prominent vacation spots in WGY's area. Musical greetings are aired to various vacation spots. "In the Good Old Summer Time," a male tenor voice with orchestra feature, is heard 10:45 p.m. Wednesdays, and features musical ballads reminiscent of summers "in the good old days." Varieties is heard Tuesdays at 7:30 p.m.

BOSTON

Scott Furriers have signed for two periods on WCOP in addition to their three-a-week on WEEI. The WCOP series will also be known as "Continental Music."

Bill Williams, WBZ sports commentator, has introduced a new series on his late broadcasts on Fridays. At that time Bill will bring before the mike a well-known golf professional.

Crowell Publishing Co. has renewed its two broadcasts on WEEI for an additional 52 weeks. The programs are the Jean Abbey broadcast every Monday and Caroline Pryce on Fridays.

Lew Whitcomb, publicity boss at WEEI, no sooner gets back to his desk after a prolonged illness than his secretary Evelyn Towle gets herself a stiff neck and a mess of neuralgia.

Arthur Feldman, who has charge of special events broadcasts at WBZ, is in Newport, making a survey for microphone placements in preparation for NBC's coverage of the America's Cup yacht races.

Several of the WEEI staff are photography fans. They include Arthur Edes, program manager, whose works have been exhibited; Ed Philbrick and Phil Baldwin in the control room, and Johnny Rushworth of the production staff has just joined the ranks.

Keyes Perrin, new member of WBZ's announcing staff, made his debut on the New York stage at 11 years of age.

WEOA, Evansville, Ind., Joining CBS Network

(Continued from Page 1)
CBS to be its 105th affiliated station. Station operates on 1,370 kcs. with 250 watts day, 100 watts night.

No definite date has been set when station will join CBS. A. T. & T. is now arranging lines. Network rate will be \$120. Furgason & Aston Inc. is the station's representative.

"Little Show" on Blue Web

Boston—"The Little Show," originating at WBZ-WBZA, goes NBC-Blue coast-to-coast starting today at 5 p.m. Variety program has Tony Russell, baritone; Happy Sisters, Four Collegians, Salvy Cavicchio, xylophonist; Eleanor Lane, blues singer, and Rakov's band. Show will continue twice daily over WBZ-WBZA at 12:05 p.m. and 6:05 p.m.

KANSAS CITY

Les Jarvies of WHB announcing staff in Colorado on two-week vacation. Frank Barhydt, staff continuity writer and publicity chief, left Saturday for St. Louis, then to New York.

M. F. (Chick) Allison, KMBC publicity director, was chairman of the publicity and attendance committee for the annual Advertising Club picnic.

Ellis Atterbury, general manager of KCKN, is spending a two-week vacation at his summer home at Lake Forest near Edwardsville, Kans.

KCKN has begun airing a program of cowboy ballads featuring Bill Willhite, who sings and plays the guitar as the "Shepherd of the Hills." The quarter hour show originates at WIBW and is aired five times weekly by KCKN via the Kansas network.

Ben Allmayer, KCKN continuity writer, has returned from vacation spent at Chicago. Evan Frye, staff announcer, left last week for a vacation in Iowa.

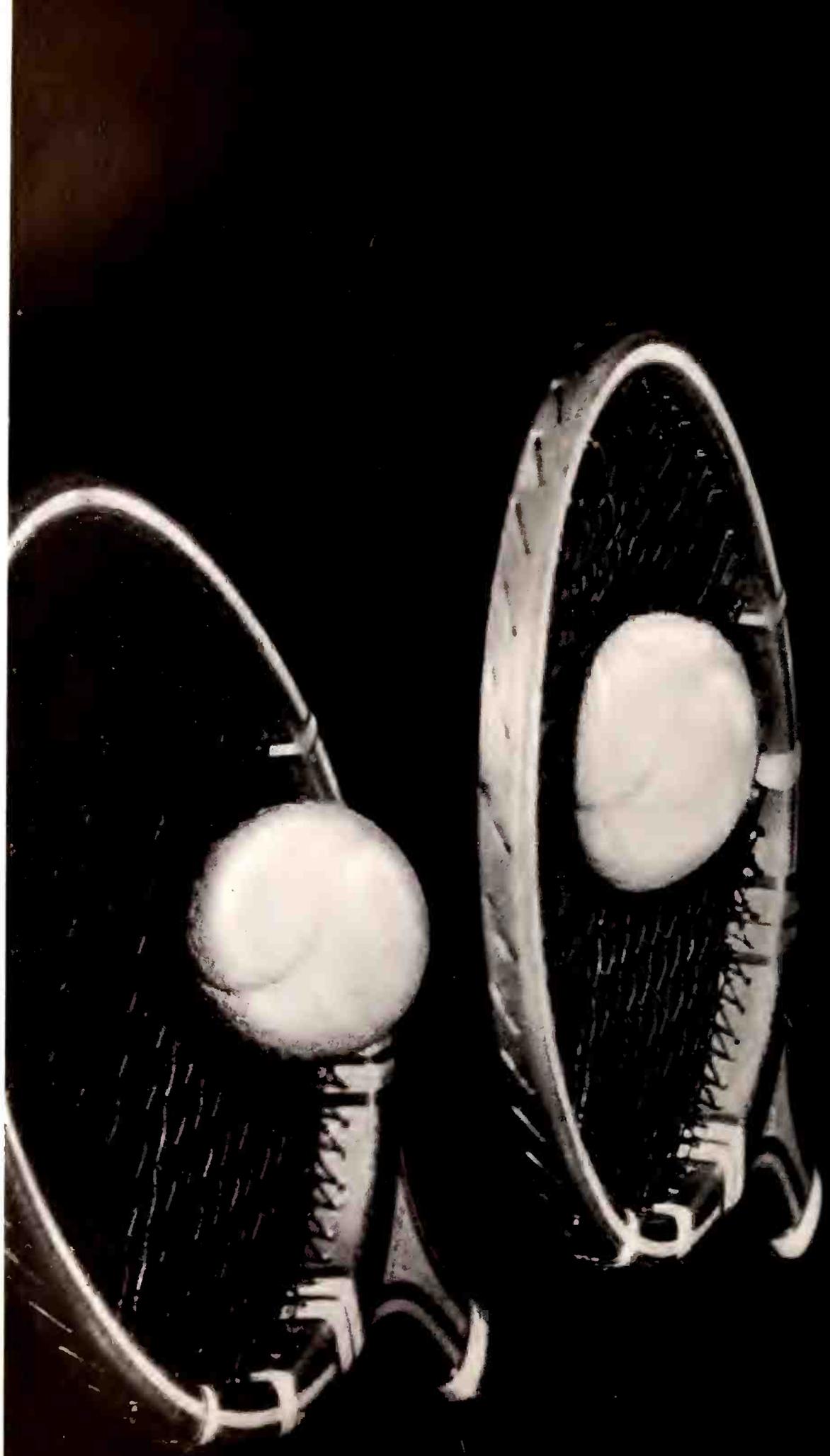
There is no Substitute for Coverage

W S Y R

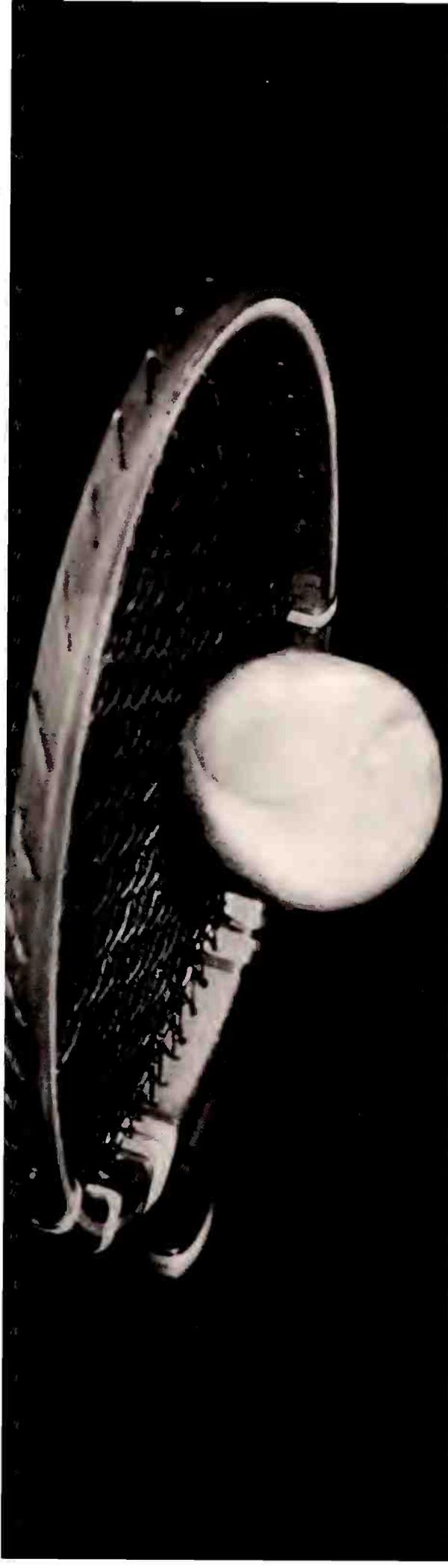
Now Appearing
NEW CHASE AND SANBORN SERIES
UNDER CONTRACT
TO
PARAMOUNT PICTURES
Management
COLUMBIA CONCERTS CORP.
OF COLUMBIA BROADCASTING SYSTEM

Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK



Taken at 1/100,000th
of a second. Photos
by courtesy of Ethyl
Gasoline Corporation.



... at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills... Princeton or Portland... Milwaukee or Carnoustie... broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play... at the moment of impact... with the starter's gun... with all the thrills and *all* the details. Here's just part of Columbia's advance and *exclusive* sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE *(Partial Listing)*

TENNIS U. S. — Germany Davis Cup Matches from England . . . July 17-20
U. S. — England Davis Cup Finals July 24-26-27
★The National Doubles Tennis Championship August 23-28
★The National Singles Tennis Championship September 2-11

GOLF ★The National Amateur Golf Championship August 23-28
★The Women's Amateur Golf Championship October 4-9
★The P. G. A. Championship May 1938

RACING ★The Kentucky Derby May 1938
★All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.

Endeavor II vs. Ranger for the America's Cup . . . July 31 to close
CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.

Plus baseball and football, of course, on nationwide hook-ups.

★ **CBS** EXCLUSIVE BROADCAST FROM THE FIELD

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD



DON McNAMARA, former announcer who took a fling at pictures for a year or so, has returned to his first love and joined the announcing staff at KMTR.

George Hamilton of "Music Box Music" was the guest of Al Jarvis and his "Make Believe Ballroom" over KMTR on Friday.

Jack Proctor, well-known picture publicity-advertising-exploitation expert, is turning his talents to radio and branched out with New York representation through Josef Israel and Publicity Associates, and in Chicago with William Harshe Inc.

Maurie Webster, KNX-CBS announcer, is off to his home town, Seattle, on vacation, and will keep his hand in by officiating at the opening of the Seattle studio of KVI, Tacoma.

Olcott Vail is Robert Armbruster's concert master on the Chase & Sanborn show, doubling his similar assignment with Raymond Paige on Hollywood Hotel.

"Romance in Melody," with Irma Schnitzer, soprano, Paul Keast, baritone, and Leon Leonard's orchestra, set by KFWB for weekly airing, Thursday 7:30-8 p.m.

George Fischer is playing host to Jerry Danzig and Arthur Deutsch, visiting firemen from New York. Danzig conducts Mutual-Don Lee program, "Let's Visit," with Dave Driscoll.

Jerry Belcher, conductor of NBC's Sunday sustainer on the Blue network, "Our Neighbors," is in Hollywood with his itinerant mike and will interview cinema celebs in their homes each Sunday of his eight weeks stay. Next Sunday will be a sort of "carrying coals to Newcastle" arrangement, since Jerry will set up alongside Jimmy Fidler's swimming pool. If Fidler won't talk... imagine? ... Jerry will have Richard Arlen and Jobyna Ralston, who are to be Jimmy's guests also, to fall back on.

Hedda Hopper's "Movie Magazine of the Air" moves from the 9 p.m. spot Wednesday to 6:45, bracketed between "Hit Parade" and Amos 'n' Andy.

James Burton is battling for Jimmy Vandiveer on his "Meet Some People" while Jimmy takes his two weeks with pay. And ditto for Stu Wilson on "Rise and Shine."

Ted Bliss, KHJ announcer, off to commune with nature in Yosemite Park for two weeks.

Would you believe that Wilbur Hatch found the first baton he ever waved lodged between the pages of a special arrangement he used on his first KNX show ten years ago?

Carlton Kadell, besides remaining indefinitely on the Chase & Sanborn show, gets a picture test on one of the major lots.



PETTY CASH VOUCHER—Week ending July 23.

● ● ● **Saturday**...Some one tips us to the fact that the Vitalis show, with Ray Sinatra's ork and outstanding personalities in the news, will take fall time following the Jergens Journal—and spend big sums weekly for talent...From WHIO, Dayton, came word that during an inquiring reporter show the announcer selected a man in the crowd who was worthy of the title "King Bum" judging from his clothes...Concluding that some interesting moments might be aired with the fellow, the wordslinger directed his questions to him. The replies were perfect and intelligent...He was an honor student and graduate from Princeton U.

● ● ● **Sunday**...Up to Conn. where Shaw Newton, advertising exec., and Lester Lee are broiling hamburgers over an open fire... Then back into town to the Riviera, where, as we enter, the Harry Hershfields with Al McCosker's "Lady Friday," Bertie Greene, are departing—but not until Harry relates a yarn...Martha Raye and her husband follow us with a party of friends...The Raye gal goes wild to the ump-pah of Mickey Alpert's ork. Mickey Bond, Benny Meroff's "Man Friday," is gushing over a chorine...Will Hudson and Eddie De Lange pull up as we leave.

● ● ● **Monday**...During the lunch session Walter Winchell enters with press agent Irv Hoffman, and the spectators are shocked at seeing the aircaster with smoked glasses—eating smoked herring...Later for dinner with Mack Goldman and Harry Weinstein where a "truce" is called... Word spreads of Marconi's death and that WBNX, the only station in America that the wizard dedicated, would observe a half-minute silence during its four daily Italian programs.

● ● ● **Tuesday**...For dinner to the Park Central, where we encounter CRA official Milton Roemer and publisher Bob Miller... We discover that Jerry Blaine's motor for that "streamline" effect—is a record on a victrola which the guitar player pushes...Later with Arthur Michaud to the Pavilion Royal where we're introduced to Bunny Berigan for the first time—and notice that he has his name spelled wrong on all signs around the place

● ● ● **Wednesday**...From WMT, Waterloo, comes word that a snooty orchestra leader was put in his place by an announcer...Over to the Paramount to view Mal Hallett's versatile band and enjoy the novelties presented.

● ● ● **Thursday**...Decided to cut down on expenses so we drop into the Automat for coffee and pie...One of the doors jump up and smacks us clear in the eye causing a swelling—so we rush over to Lindy's and plunk down \$1.50 for a raw steak!

● ● ● **Friday**...Lunch with Al Porgie and Joe Higgins...Hear something that should interest Lew Brown and Nick Kenny: Jerry Wald, former radio columnist, after a four-year absence from Broadway (working for Warners on the coast at a fabulous sum), arrives Tuesday for three weeks...Jack Osterman, with a script of his own, will audition next week. Billy Kent relates...Toots Shor of the Tavern and Monte Hellinger, exec with Lord & Thomas, preparing to spend their week-end at the—Polo Grounds!

TOTAL EXPENSE...\$1.50 for raw steak to take care of black eye!
AUDITOR'S REMARKS...Request denied: you took the steak home after cooling the shiner!



HESLIE ATLAS, CBS vice president, spending a month fishing in Georgia Bay and Mackinac region.

Marjorie Hannan of "Bachelor's Children" is vacationing in Bermuda.

Holland Engel, Erwin-Wasey radio director, taking his vacation in five-day intervals between stanzas of the "Carnation Contented Hour." He's golfing.

Cheri McKay, WBBM songstress, has a cable from Jack Hylton in London inviting her to join his troupe there in the fall. Hylton also wants the Merry Macs.

Alice Mae Jones of CBS sales staff here is the bride of Foster Artis of Warren, O. She plans to give up her radio post.

Geoffrey Palmer, commercial continuity editor of 3DB and 3LK, Melbourne, Australia, visiting local studios.

Jack Pearce, WGN engineer, is summering aboard his new cruiser Arlo II in Jackson Park harbor.

Irene and Walter Wicker visiting friends and relatives here. Walter expects to stay on for a few weeks to look after his recording interests.

Joe E. Brown of the movies due here next Monday to broadcast Kellogg baseball show on WJJD and to be guest baseball instructor at Baseball school sessions sponsored by same concern in park system here.

Gale Page, NBC songstress and actress, flying to Portland, Ore., to visit relatives for weekend.

Jim Goss, announcer for Varady of Vienna, vacationing in Cambridge, Wis.

Jack Ryan and Bob Blaine, who operated the Press Agency, have parted company. Ryan in business alone now. Al Goodman of Tom Fizzle staff has joined Blaine, who is brother of actress Joan Blaine.

Raymond Johnson, head man of NBC's "Guiding Light," is refurbishing the ancestral mansion in Sweden.

Jack Mather, who left local studios for Hollywood, has joined the "Show Boat" stock company.

WAAF has added Helen Grayson and Mary Agnes Donahue to its vocal staff.

Harold Gerarde (nee Freedman) has joined "Betty and Bob" cast.

Announcer Dick Wells is doing a little acting in the cast of Kitty Keene, Inc.

Ed Prentiss back from the first visit to his home town in three years—Cedar Rapids.

Little Jackie Heller appearing at the Stratford theater this week.

Ranch Boys of NBC—Jack Ross, Curley Bradley and Shorty Carson—are separated for first time in seven years. Their vacation takes them respectively to the north woods for fishing; Oklahoma and Texas.

Al Shaw and Sam Lee headlining the Palace theater vaude bill.

NEW BUSINESS

Signed by Stations

KNX, Los Angeles
Goodyear Tires, 15-minute evening news spot.

WTMJ, Milwaukee
Brown & Williamson Tobacco Co. (Avalon cigarets), renews "Last Word in Sports" with Charlie Nevada speling.

WSYR, Syracuse
Fairbanks - Morse radio dealers, one-hour Sunday baseball broadcasts.

WGN, Chicago
Duluth Chamber of Commerce, temperature reports, through Stewart-Taylor Co.; Bartlett Pear Advisory Board, announcements, through J. Walter Thompson, San Francisco.

WBBM, Chicago
Sinclair Refining Co., nightly news period, through Federal Advertising Agency.

WFMD, Frederick, Md.
Schmidt Baking Co., Baltimore; American Oil Co., through Katz & Son, Baltimore.

WQXR, New York
Buckingham Hotel; Clement E. Merowit & Co.; West Disinfecting Co., Long Island City, through Al Paul Lefton Co.; Grayrock-on-Sound, Rye, N. Y., through Grant & Wadsworth & Casmir Inc. All spot announcements.

Gen'l Foods on Yankee Net
General Foods Corp., through Young & Rubicam Inc., on Aug. 3 will start participations on the "Margery Mills" program on the Yankee network, Tuesdays and Thursdays.

N. W. Ayer Time Buying Being Shifted to Philly

(Continued from Page 1)
agency beginning sometime this week. Definite announcement to this effect is expected within the next two days, although official confirmation or denial was not forthcoming from local offices.

Reliable sources have Francis Barton Jr., time buyer from New York office, going to Albany to establish a new Ayer agency branch, with Barton as account executive there. Earlier reports had the new office as being in Buffalo. Frank Coulter Jr. and Tom McDermitt are transferred from New York to Philly and hereafter will buy radio time for the Ayer accounts.

Setup of the radio department in New York is expected to be status quo otherwise, Fred Plugfelder is head of the radio department.

Meakin's New Program

San Francisco — Jack Meakin, NBC conductor, starts a new NBC-Blue network program tomorrow titled "Stringtime" and built around "swinging strings."

☆ **Program Reviews** ☆

"LES MISERABLES"

Sustaining
WOR—Mutual System, Fridays, 10-10:30 p.m.

WELL STAGED AND ENGROSSING ADAPTATION OF VICTOR HUGO CLASSIC.

This serialized Orson Welles "projection" of the Victor Hugo classic is WOR-Mutual's entry in the higher drama sweepstakes, and it is both an ambitious undertaking and good entertainment. The emotional narrations of Jean Valjean's unrelenting persecution make an engrossing and suspenseful story, and the 30-minute periods into which the story has been divided seem just about right for this type of fare. Background music is suitable and the sound effects accentuate the tale competently. Handicap of continuity retrogression is capably handled.

Welles has projected his skill into the stellar ranks of dramatic radio entertainment, and in "Les Miserables" he has a judicious script for a gripping presentation. An unusually strong cast is employed, including Welles, Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost.

"Your True Adventures"

The Floyd Gibbons "Your True Adventures" program on CBS last Thursday night featured a story in which Jessica Dragonette, CBS operetta star, played a prominent part.

Mutual Gets NBC Show; "Good Will" on 2 Nets

(Continued from Page 1)
a Mutual spot for a shore to replace the Tuesday NBC-Red period which signs off tomorrow.

"Passing Parade" with John Nesbitt will be aired on 14 stations (WGN, WOR, WAAB, CKLW and Don Lee network), Sundays 9-9:15 p.m. WFIL and KOIL may be added later. Howard E. Williams Co., San Francisco, has the account.

Macfadden last night began the sponsorship of the WMCA "Good Will Hour" over the Inter-City and MBS networks. WOR, WGN and CKLW are the Mutual stations. Series is aired a full hour on Inter-City and from 10-10:30 p.m. on MBS. Last night Mutual took the show from 10:30-11 p.m. Program is signed for 52 weeks through Ruthrauff & Ryan and promotes "True Story Magazine."

Negotiations for the cooperative sponsorship of the Jessel-Talmadge show are rapidly nearing completion. Twelve sponsors have already been signed with deal yet to be closed with a client who will take twenty-seven outlets. Present indications are that entire deal will be completed this week.

"Pacific Builders" Fading

"Pacific Market Builders," CBS Pacific coast show sponsored by Sylmar Packing Co., signs off Aug. 17.

Miss Dragonette appeared on the show in person to lend her charming voice to an otherwise just ordinary presentation.

Although the dramatic item had all the possibilities, it seemed to this listener that the steady flow of commercial patter, which was not only interspersed with the actual drama, but even interrupted the presentation, took the punch out of the show.

"BARNES' OPERA HOUSE"

Sustaining
WOR—Mutual System, Thursdays, 9:30-10 p.m.

VARIETY PROGRAM GETS OFF TO MIXED START BUT HAS POSSIBILITIES.

A fairly fast moving half hour of music, comedy and readings is this program featuring Pat Barnes as emcee made its debut Thursday night under the title of "Barnes' Opera House." Principals, besides Barnes, include Barbara LaMarr, contralto; Brick Holton, tenor, and Bob Stanley's orchestra. Although it still needs whipping into shape, the program is a pleasing presentation. Pat Barnes' reading of "The Creation" was easily the highspot, with Brick Holton's rendition of "September in the Rain" running second. Comedy is definitely in need of improvement, and is the weak spot of the show. Miss LaMarr also sang well, while Bob Stanley and his orchestra supplied a satisfactory musical setting.

Sykes is Appointed F. C. C. Chairman

(Continued from Page 1)
and now with WHN, also has been mentioned.

Funeral services for Prall, who was 66, will be held today at his home in West New Brighton, Staten Island. His widow and a son, Mortimer Prall, survive.

As a tribute to the late commissioner, the NAB wired all stations in the country to observe one minute of silence at noon today. WREC, Memphis, already observed a minute of silence at 6 p.m. Friday, and various other stations paid tribute to Prall over the week-end, including a 10-minute talk by President Donald Flamm, WMCA, last night.

Among radio leaders and others who issued statements eulogizing Prall were William S. Paley, president of CBS; Lenox R. Lohr, president of NBC; Alfred J. McCosker, president of WOR and chairman of Mutual; Judge Eugene O. Sykes, Senator Burton K. Wheeler, Senator Royal S. Copeland, Senator Robert F. Wagner, Representative John J. O'Connor, and others, including a statement by the FCC.

Harry Kramor Taking Leap

Harry Kramor, WNEW staff announcer, will be married tomorrow evening to Ruth Boxer of Brooklyn.

PROMOTION

KMMJ Farm Prosperity Stunt

KMMJ, of Clay Center, Neb., has a novel series of follow-up exploitative stuff in an assortment of small sacks being mailed out with large tag attached for address and promotion spiel. One sack has a bit of Nebraska top soil, another corn and others to follow with various grain products, symbolic of its farm area prosperity and buying power. Stunt has attracted considerable attention. Furgason & Ashton are the station's rep.

Street Interviews Recorded

A new idea in street interviews was presented recently to listeners of WSPA, Spartanburg, S. C. During the past year, Pat has been conducting a street broadcast each week from the business section of town. The other day a regular street broadcast was conducted during which time Pat told those whom he interviewed, that he wanted to make a recording of the program.

He went about it something like this: "Have you ever heard your voice on the air? If not, how would you like to do so?" In all cases the persons stated they would like very much to hear themselves. Then Pat told them if they would stick around for just a few minutes he would put on a special broadcast which would be recorded. In contrast to the usual custom of street becoming deserted, the crowd hung around to see what would really happen next.

Immediately upon conclusion of his regular broadcast, he called upon his friend, Irvin Stone of the State Theater, to lend his recording equipment and the mythical broadcast went on. After each person had spoken into the mike, Pat told them to listen at 6:30 p.m. that afternoon and they would hear themselves on the air. Promptly at 6:30, the recording was started with usual street introduction and the interview began. Phone calls into the studio immediately following the recording showed plainly that stunt was a novel one. Negotiations are under way to sponsor such a show each week.

Listener Checkup via Street

A unique and voluntary answer to the "How many are listening?" problem was received by the Electric Construction & Appliance Co., sponsors of a daily "Man on the Street" broadcast over WHBF, Rock Island and Moline, Ill., and Davenport, Ia.

Theater tickets are offered the first person phoning in the correct answer to a daily question asked the radio audience by Ivan Streed and Forrest Cooke, street interrogators. The local telephone company informed station heads it was necessary to put on extra operators to handle station calls received during the broadcast.

The "Man on the Street" show has been aired commercially for the last year and a half at 12 noon and is one of the most popular features on WHBF.

ORCHESTRAS MUSIC

THE ORIGINAL DIXIELAND BAND, now at the Frontier Fiesta, Fort Worth, Tex., is again actively engaged in the music field after a lay-off of ten years. D. J. (Nick) LaRocca is the manager and leader of the aggregation, which dates back to 1908. The troupe originates from New Orleans and is composed of white musicians. No connection with any colored band of similar title.

Albert Kavelin and his orchestra have returned to New York after two years in the "highspot" hostelrys throughout the country, including the Blackstone in Chicago and the Mark Hopkins in San Francisco.

Kay Kyser, who wound up his auto series Sunday for the summer, will be back at the Blackhawk in Chicago this fall, airing over Mutual.

Art Kassel to open at Kennywood Park, Pittsburgh, Aug. 7.

Herbie Kay, now on one nighters in Texas, opens at St. Catherine's, Catalina, Sept. 12. That will enable him to be near wife, Dorothy Lamour, who is in Hollywood.

Charley Agnew opened at Rice Hotel, Houston, July 23.

Shep Fields takes his "Rippling Rhythm" orchestra on the road again this week. Tomorrow they play Enna Jettick Park, Auburn, N. Y., Wednesday, Tecla Park, Bellefonte, Pa., and Thursday, The Allways, Williamsport, Md. Sunday they begin a week's stand at Manhattan Beach.

Dick Ballou and his orchestra will be heard twice weekly over WHN starting this evening at 8-8:30 p.m., when the maestro will begin a new series of programs directly from the Belmont Plaza Hotel in New York. On Thursday nights he will broadcast at 8:30-9.

Latest composition of Gustav Klemm of WBAL, Baltimore, nationally known composer, "House on the Hillside," will have its first presentation on WBAL's "Hi Jinks" program today. It will be sung by Rex Reynolds of the WBAL staff.

ONE MINUTE INTERVIEW RICHARD BONELLI

"I can understand why a comedian finds a studio audience helpful since it helps him in timing his delivery. However, to a singer, an audience serves no such purpose. Personally, I'd prefer to sing without a studio audience—I can then concentrate on the microphone, and I can sing without having to wear a coat."

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Red Lands Broadcasting Ass'n, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
State Capitol Broadcasting Ass'n, Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., specified.
Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.
WAAB, Boston. Mod. of license. 1410 kc., 500 watts, 1 KW. LS., unlimited.
Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS DENIED

Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.
J. B. Roberts, Gastonia. CP for new station. 1420 kc., 100 watts, unlimited.
Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.
C. W. Corkhill, Sioux City, Ia. CP for new station. 1420 kc., 100 watts, unlimited.
Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Connecticut State College, Storrs, Conn. CP for new relay station. 100000, 110000, 200000, 300000 kc., 250 watts.
Charleston Broadcasting Co., Charleston, W. Va. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.
Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINERS' RECOMMENDATIONS
WBOW, Terre Haute. CP for change of frequency, increase in power to 1290 kc., 500 kc., 1 KW. LS., unlimited, be granted.
Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime, be denied.

WORL, Boston. CP for change in power to 1 KW., be granted. 920 kc., unlimited.
Ann Arbor Broadcasting Co., Inc., Ann Arbor. CP for new station. 1550 kc., 1 KW., unlimited, be denied.
KWBG, Hutchinson, Kas. CP to change frequency and increase power, be denied.

HEARINGS SCHEDULED

July 27: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.
Sept. 17: KRKO, Everett, Wash. CP for change in freq., increase power and change hours of operation to 1420 kc., 100 watts, 250 watts LS., unlimited.
WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share-WSAN.

Ray Noble, musical director-stooge for George Burns and Gracie Allen over the NBC-Red Network, Monday evenings, has been signed by RKO to make his debut as a film actor. He will appear in the picturization of P. G. Wodehouse's novel, "A Damsel in Distress," starring Fred Astaire and Burns and Allen.

Johnny Hauser's original theme song, "My Heart is Yours for the Asking," which introduces his orchestra to the WOR-Mutual audience, has been purchased by Davis Music Co. for immediate publication.

Dick Jurgens and his band open at the Chicago Aragon next Saturday and will be heard over WOR-Mutual during their three weeks stay before they move to the Trianon for a week. Little Jack Little, "Radio's Cheerful Little Earful," opens at the Trianon on Aug. 14, for a week's stay.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 KW. LS., unlimited.

United Theaters, Inc., San Juan, P.R. CP for new station. 370 kc., 1 KW., unlimited.
Sept. 21: KVOD, Denver. CP for change in frequency, increase power and change hours of operation to 630 kc., 1 KW., unlimited.

Southern Minnesota Broadcasting Co., Rochester. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.
Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

WJBW, New Orleans. CP to increase power and change hours of operation to 100 watts, 250 watts LS., unlimited. 1200 kc.
Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Sept. 22: WIBG, Glenside, Pa. Mod. of lic. 970 kc., 5 KW., limited.

The Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, unlimited.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

KWOS, Jefferson City, Mo. CP for increase in power and change in hours of operation to 100 watts, 250 watts LS., unlimited. 1310 kc.

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Standard Oil to Re-Audition
Chicago—Standard Oil of Indiana plans to do some auditioning again. Musical variety show probably with Pat O'Malley, comedian, and Carl Hoff's crew and several other names will be heard here in CBS studios Friday. McCann-Erickson is agency for S.O.I.

Stars for CBS "Shrew"
West Coast Bureau, RADIO DAILY
Los Angeles—Edward G. Robinson and Frieda Inescourt will co-star in the CBS presentation of "Taming of the Shrew" on Aug. 2 at 9-10 p.m.

Paul Kennedy on WCKY
Cincinnati—Paul Kennedy, radio ed of the Post, Scripps-Howard paper, starts a twice weekly series over WCKY tomorrow. L. B. Wilson, WCKY prexy, invited Kennedy to do the series.

Coast-to-Coast

BURT RAE BURN, singer on WMCA, is now appearing nightly at the Queen Mary Restaurant on 58th Street and Park Avenue. Burt is heard over WMCA every Thursday at 2:15 p.m.

Cliff Barrie is now the soloist on WMCA's "In the Music Room." 1:30-2 p.m. Tuesday.

Connie Moore, singer with Ken Moyer's orchestra until last week, has gone to Hollywood, where she is under contract to Rufus LeMaire, who discovered her while she was singing with Moyer's band at Midway Inn near Fort Worth. The Moyer orchestra is now at Gunter Hotel Roof, San Antonio. New girl singer is Gwendolyn Mann.

Raymond Le Pere, formerly organist at WFAA, Dallas, is now playing electric organ in the Firefly Garden at the Fort Worth Frontier Fiesta.

While Ruth Royal, CCKN (Kansas City, Kas.) musical director, is vacationing on the coast for two weeks, a male quartet is furnishing entertainment on Young's program of "Musical Memories" in place of The Harmonizers team.

David Carney, commercial representative for KFOX, Long Beach, Cal., is the father of a boy.

Clarence Cosby, g.m. of KWK, St. Louis, is acting as "contact man" for Charlie Grimm, stricken pilot of Chicago Cubs who is confined in a St. Louis hospital. Cosby calls on Grimm every afternoon and reports the Cubs' activities as received on KWK wires.

Cecil B. De Mille's next movie, "The Buccaneer," will only be half-finished when the Lux Radio Theater returns to the air on Monday, Sept. 13.

"Newlyweds" on CBS Web

West Coast Bureau, RADIO DAILY
Los Angeles — "The Newlyweds," KNX sustaining strip drama, will go CBS network on Aug. 1, sponsored by Listerine. Script is by Howard Swart, who also produces and plays a part. Cast also includes Alvia Allman and Mary Lansing.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 18

NEW YORK, N. Y., TUESDAY, JULY 27, 1937

FIVE CENTS

AFM-ET Parleys Begin

SEE PRESIDENT FAVORING CRAVEN, WHEAT FOR FCC

Washington Bureau, RADIO DAILY

Washington—Appointment of a new FCC chairman to succeed the late Anning S. Prall, along with selection of a new commissioner to fill the vacancy created by the recent expiration of Irvin Stewart's term, is expected to be made this week by President Roosevelt, who is reported as favoring Commander T. A. M.

(Continued on Page 3)

Texas Co., Lever Bros. In Renewals On CBS Net

The Texas Co. on Sept. 9 will renew the "Texaco Town" series on 76 CBS stations, Sunday, 8:30-9 p.m. Program now features a light summer show. Eddie Cantor returns to

(Continued on Page 3)

Preparing New Series For Southwest Stations

Ft. Worth—Mrs. Della West Decker, whose "Helen's Home" dramatic series has been on WBAP for over a year, is authoring another script, "Your Home Town," which J. Walter

(Continued on Page 4)

Riehl Joins KVOO

Tulsa—J. Oliver Riehl, formerly with WSM, Nashville, has joined KVOO here as production manager in charge of programs and music. Riehl entered radio in 1920 at KDKA, Pittsburgh, and conducted the first sustaining and first commercial orchestra on the air. He set up the Chicago NBC program department and has done supervisory work over 26 leading stations.

Recognition

Ft. Worth—News about radio and its personalities, formerly included in the movie column, has now been given a column of its own by the Fort Worth Press. Le Roy Manuel is handling it. This makes two local papers now carrying regular radio columns. The third runs a column on daily local programs, but no news.

Television Progress

A coaxial cable link between Madison Square Garden and the Empire State Building transmitter is planned by NBC for the televising of sporting events from the Garden.

The CBS transmitter to be installed in the Chrysler Building next spring is expected to be linked with a studio in Grand Central Palace.

INS IS SIGNED BY NBC FOR SHORTWAVE SERVICE

For the exclusive use of its foreign short wave service, NBC has signed for the complete reports of International News Service. Teletype machines are in operation and material was used in yesterday's short wave broadcast through W3XAL, Bound Brook, N. J.

This is the first time NBC has bought INS. All its owned and oper-

(Continued on Page 5)

Modern New WSPA Plant Holds Official Opening

Spartanburg, S. C.—Official grand opening of the modern and spacious new studios of WSPA was held Sunday, with a large visitor list on hand to congratulate Virgil Evans, station owner and manager, on setting up a

(Continued on Page 3)

Radio-Tele Expo

Lyons, France—An international Radio-Television Exposition, under auspices of the S.P.I.R., will be held Sept. 18-27 at the Palais de Foire.

Preliminary Conferences Held Between Musicians Union Executive Board and Disk Manufacturers

INTERSTATE NETWORK FORMED IN NORTHWEST

Portland, Ore.—Formation of a new interstate network, which will include KXL here, KRSC of Seattle and KFPY of Spokane, is announced by KXL. The affiliation becomes effective July 30, with a permanent name to be selected from listener suggestions. Programs and talent will be exchanged.

A.A.A.A. Annual Meet Will Be at Hot Springs

American Association of Advertising Agencies will hold its twenty-first annual meeting at The Homestead, Hot Springs, Va., on April 28-30, 1938.

Weiss on Northwest Deals

Portland, Ore.—Lewis Allen Weiss, general manager of Don Lee network, is flying here from Los Angeles for conferences starting today in connection with several station deals included in the Don Lee-Mutual northwest expansion program.

Irene Rich from Coast

The Welch Grape Juice program on NBC with Irene Rich will originate from Hollywood on and after Aug. 13.

Executive Board of the American Federation of Musicians and electrical transcription manufacturers yesterday began the conferences which are intended to eventually clear up the ET situation. Opening day activities were confined to two sessions. The morning period, which got under way at 11 a.m., was held in the offices of Ascaph, and the afternoon session switched to the AFM headquarters at 1450 Broadway. Preliminary conferences between the two factions, with both parties outlining their individual problems, was the sole activity noted. A more comprehensive study and discussion of these problems is scheduled for this morning, with the opening session of the day scheduled for 10 a.m. at the Ascaph headquarters.

Attending the opening day sessions were representatives from the following organizations: World Broadcasting System, Transamerican, Marsch laboratories, Jessie L. Kaufman Inc., Muzak and the entire National Committee of AFM and attorneys for AFM.

A closed meeting of the Executive Board of the AFM was held Sunday, during which company policies were discussed. It is believed that the AFM, due to the Sunday get-together, is fairly certain of its stand.

Should the present meeting end with no decision reached, it is believed that the AFM will go through with plans for a general strike to be called Aug. 14. Strike would draw approximately 2,000 men from radio stations across the nation.

Meanwhile, AFM locals have been instructed by Joseph N. Weber, AFM

(Continued on Page 3)

Television Patents Pooled By Farnsworth and A.T. & T.

Griffin's NBC Show Renewing for a Year

Griffin Mfg. Co. (All-White shoe polish) on Aug. 16 renews the Hughie Barrett show on the NBC-Blue network, Mondays, 7-7:30 p.m., for 52 weeks. Birmingham, Castleman & Pierce Inc. has the account.

Farnsworth Television Inc. and American Telephone & Telegraph Co. have signed an agreement whereby each grants to the other extensive rights to its television patents. The licensing deal was closed in New York late last week by Philo T. Farnsworth organization, and C. P. Cooper, vice-president of A. T. & T.

(Continued on Page 3)

Regular Reporters

Muncie, Ind.—WLBC's news department is now recognized as a full-fledged news-gathering agency, and the reporters working for the department have been accorded full press privileges here. Official recognition was granted recently as a result of the way WLBC has been covering local news developments with its own staff.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, July 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172 1/4	+ 1/4
Crosley Radio	20 7/8	20 7/8	20 7/8	— 1/8
Gen. Electric	59	58 1/4	58 3/8	— 3/8
North American	29 3/8	28 3/4	29	— 3/8
RCA Common	9 3/8	9 1/4	9 1/4
RCA First Pfd.	69	69	69
RCA \$5 Pfd. B.
Stewart Warner	19	18 5/8	18 5/8	— 1/2
Zenith Radio	37 3/4	36 3/4	36 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3 3/4	3 3/4	3 3/4	— 1/4
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/2	31 1/2
CBS B	30 1/2	31 1/2
Stromberg Carlson	13	15

WOV-WBIL Marconi Tributes

WOV, which airs a number of Italian programs, presented a one-hour tribute to the late Senator Marconi at 5-6 p.m. yesterday. Generoso Pope, publisher of Italian newspapers here, and Mayor La Guardia were speakers.

At 7:15-7:30 p.m. WBIL aired an address on Marconi by the Italian Consul General, Comm. Gaetano Vechiotti.

KARK Promotes Jack Lewis

Little Rock, Ark.—Jack Lewis, who joined the KARK announcing staff 18 months ago, has been promoted to program director, succeeding John Cleghorn, who returned to his alma mater, WMC, Memphis. Dale Alford, University medical student, is temporarily filling the vacated announcer spot.

IN A CLASS BY ITSELF

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 24, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joseph Morris Music Corp.)		40
Where or When (Chappell & Co.)		34
Merry Go Round Broke Down (Harms, Inc.)		27
Sailboat in the Moonlight (Crawford Music Corp.)		24
First Time I Saw You (Santly Bros.-Joy, Inc.)		20
So Rare (Sherman Clay & Co.)		20
Good Mornin' (Famous Music Corp.)		19
I Know Now (Remick Music Corp.)		19
Stardust on the Moon (E. B. Marks Music, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Whispers in the Dark (Famous Music Corp.)		18
Gone With the Wind (Irving Berlin, Inc.)		16
Love Is Never Out of Season (Leo Feist, Inc.)		16
Miller's Daughter Marianne (Shapiro-Bernstein, Inc.)		16
They Can't Take That Away From Me (Chappell & Co.)		16
Tomorrow Is Another Day (Robbins Music Corp.)		16
Toodle-oo (Shapiro Music Corp.)		16
You're My Desire (Mills Music Co.)		16
All God's Chillun Got Rhythm (Robbins Music Corp.)		15
Stop, You're Breaking My Heart (Famous Music Corp.)		15
Sweet Lellani (Select Music Co.)		15

Western Electric Upheld In Patent Suit Appeal

U. S. Circuit of Appeals for the second circuit (New York) yesterday handed down a decision affirming the decision of Federal District Judge Byers which held that six patents owned or controlled by Western Electric, Electrical Research Products and A. T. & T. were valid and infringed by the General Talking Pictures Corp. as successor to the DeForest Phonofilm Corp. This decision was written by Chief Justice Manton and concurred in by Judges Swan and A. N. Hand, and it affirmed in every respect the decision rendered by the lower court in September, 1936.

Patents involved are the so-called Lowenstein grid bias covering the application of a source of potential for the grid of a vacuum tube; the Mathes patent covering a specific application of the Lowenstein invention, and four patents issued to the late Dr. H. D. Arnold, director of Research of Bell Telephone Laboratories, covering various methods of employing vacuum tubes in amplifier circuits involved in wire and radio telephony and motion picture sound systems.

Signed to Cover Cup Races

Jeff Davis and C. Sherman Hoyt have been signed by NBC and CBS, respectively, to cover the America's Cup Races at Newport. Davis is with the Providence Journal and is considered to be "The Dean of Yachting Editors." He has covered the event for the past 40 years. Hoyt is a noted yachtsman and was second in command of the "Rainbow" when she competed in the races.

Salute to New NBC-Blue Link

The 10 new southern affiliates which recently joined the NBC-Blue network will be saluted by artists from three radio centers, New York, Chicago and San Francisco, on Aug. 1 at 11:15 p.m. to 12:15 a.m., over the NBC-Blue network. Stations officially join the Blue network on the morning of Aug. 1.

Wickenden Resigns from CBS

Dan Wickenden, CBS assistant trade news director, has tendered his resignation, effective Aug. 1. Wickenden, after a New England vacation, will devote his time to writing. He is under contract to William Morrow & Co. for three novels. The first one, "The Running of the Deer," was recently completed and will be published in October.

New Serial to Start on NBC

"The Adventures of Wickersham", new serial scripted by Jane Bishir, who also is producer and plays one of the leading parts, will make its debut shortly on the southeast NBC-Blue network. Jack Woods also is featured in the cast.

Woman to Announce Concerts

Lisa Sergio, noted European woman announcer, who recently became a guest member of the NBC staff, will announce the concerts of the Robin Hood Dell orchestra over the NBC-Red network on Saturdays.

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

COMING and GOING

THAD HOLT and EDWARD HORTON of WAPI, Birmingham, are in New York.

F. D. KESLER of WDBJ, Roanoke, Va., is another New York visitor.

GASTON W. GRIGNON, manager of WISN, Milwaukee, is spending his vacation in Canada, where he motored with his family.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, flew from Los Angeles to Portland, Ore., yesterday.

ROBERT S. TAPLINGER leaves for the West Coast the latter part of this week.

VINCENT LOPEZ arrived from the Coast and left for Saratoga.

HENRY SPITZER, head of Chappell Music, arrives from the Coast Saturday after a cross-country personal contact tour.

AUDREY COLLINS returned yesterday from vacation.

GEORGE GUYAN, program director of KFRL, Columbia, Mo., left last week for two weeks in Chicago and eastern cities.

BILL BURTON returned yesterday from vacation.

SERGE KOUSSEVITZKY, conductor, and MRS. KOUSSEVITZKY, arrive today from Europe.

LESTER GOTTLIEB of WOR returned yesterday from a two-week vacation.

JIMMY WINCHESTER, WHN sports announcer, is back from Washington.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn., is in town for the week.

Ralph Kirbery in Short

Ralph Kirbery (The Dream Singer), who has been dude-ranching it for the six weeks, is back in town to make a short subject for Universal.

WMCA
NEW YORK'S
OWN STATION

Leads in
PROGRAM PLANNING

THE *Early Risers* CLUB

DAILY - 7:00 - 7:45 AM

AFM AND ET MEN BEGIN PARLEYS ON DISK ISSUE

(Continued from Page 1)
 president, to make no commitments for any recording or ET work or for remote control broadcasts, or any employment on commercial or sustaining programs, after Aug. 14.

Modern New WSPA Plant Holds Official Opening

(Continued from Page 1)
 plant that is comparable with the largest in the south.

First floor of the building has an auditorium with a stage, remote facilities, organ and seating capacity of 400. In this WSPA Playhouse, Program Director J. D. Mugford is negotiating to produce shows for visible and unseen audiences, including a regular "Everybody Sing," a dramatic cast and a "Saturday Fun Fest."

In the main studios proper, on the second floor, are five studios of latest design and equipment. Reception room is large, well lighted and attractively furnished.

The console control room is a masterpiece in design and equipment, for which credit goes to Chief Engineer Bob Wallace, assisted by George Tate and Clarence Morse.

Directly across from the studios are the business offices. An inter-office telephone switchboard facilitates business negotiations.

An intricate system has been established for announcers in studios. If it is necessary to communicate with the announcer handling the program, a light is flashed on a panel in the studio and he may talk by special telephone without leaving the studio, these telephones are so equipped that the voice of the telephoning announcer will not be picked up by the microphone.

Farnsworth and AT&T Pool Television Patents

(Continued from Page 1)
 The move, it is said, clears the way for cooperation between the Bell System, Farnsworth and certain licensees of the latter, helping to clarify a difficult patent situation and speeding up the eventual debut of television.

See President Favoring Craven, Wheat for FCC

(Continued from Page 1)
 Craven for the chairmanship and Carl I. Wheat for the other vacancy. Last rites for Prall, who died last week, were held yesterday from his home in Staten Island, N. Y.

Signed as Jolson Writers
West Coast Bureau, RADIO DAILY
 Los Angeles—Ken Brown and George Corcoran have been signed as writers on the new Jolson series. Team turned out scripts for Packard show last season. Dolan & Doane set the deal.

Bid for Polo

CBS and NBC have entered bids for the radio rights to all polo games played under the auspices of the United States Polo Association. Bids cover a five-year period, it is understood.

ET Business on Upbeat, Mertens & Price Report

West Coast Bureau, RADIO DAILY
 Los Angeles — Mertens & Price Inc., important factors in local transcription program field, report inquiries and closed business for fall decidedly on the upbeat. New contracts for August release of the popular "Sunday Players" series, dramatization of biblical stories, include: Woodlawn Cemetery, Detroit, for use on WXYZ; Michigan Trust Co. Grand Rapids, for WOOD; Lincoln Memorial Park, Lincoln, Neb., for KFOR, and Burpee-Wood, Rockford, Ill., for WROK.

"Home Folks," featuring Wade Lane, goes to WJSV, Washington, for Morris Plan Bank sponsorship; WCHS, Charleston, W. Va., for Charleston Federal Savings & Loan, and several others.

Agnes White, home economics expert featured on KFI and producer of the M. & P. "American Kitchen" program, leaves Aug. 1 for a six-week vacation-business trip in the Middle West and East, and will inaugurate her "Kitchen" on several stations "in person," with all of the newspaper tie-ups and merchandising aids which are a part of the firm's service.

Texas Co., Lever Bros. In Renewals On CBS Net

(Continued from Page 1)
 the program in September. Buchanan & Co. placed the renewal.

Lever Bros., Cambridge (Lux soap), has signed a 52-week renewal for Lux Radio Theater over CBS Mondays, 9-10 p.m. Show at present is off the air for the summer, resuming on Sept. 13. Renewal goes into effect on Sept. 27. J. Walter Thompson Co. is the agency.

"Lorenzo" Switching Stations

"Lorenzo Jones," serial heard over NBC-Red network Monday through Friday at 4-4:15 p.m., drops WXYZ and WCKY on Oct. 1. On the Oct. 4 airing, program will add WSAI and WWJ. Latter stations are being used because former will broadcast baseball. Sterling Products is the sponsor.

WANTED

Successful Producers of Latin American program for large foreign advertisers series. Excellent past record essential. Write Box No. A-104, RADIO DAILY.



GRACE BRADLEY, star of 20th Century-Fox, appearing in... "Wake Up and Live".

DICTOGRAPH

Silent! **RADIO**
 with the ACOUSTICON MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvellous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah. CP for new station. 15250, 21460 kc., 50 KW., unlimited.

WNBZ, Saranac Lake, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Sept. 23: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

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

Sept. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

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

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

WMAZ, Macon, Ga. CP to increase power to 1 KW., 5 KW. L.S. 1180 kc., limited.

Oct. 1: WSAZ, Huntington, W. Va. CP for increase in power to 1 KW., 5 KW. L.S., 1190 kc., limited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts L.S., specified.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

EXAMINER'S RECOMMENDATION

Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime be dismissed.

Preparing New Series For Southwest Stations

(Continued from Page 1)

Thompson agency has accepted for Omar Milling Co. Contract calls for 42 scripts, which will be heard on 14 stations. Louis Jakobson, Chicago, is here to disk shows. Talent from WBAP's dramatic staff is being used.

Question-Answer Prize Shift

Michael McElroy, who handles daily street broadcasts for the Waterloo studios of WMT, Cedar Rapids-Waterloo, has added a new wrinkle to the current question-contest on his "Voice of Iowa" sponsored by Alstadt & Langlas Baking Co. Previously a dollar daily has been offered for the best contest-question included on the day's questionnaire. Now the dollar goes to the person ANSWERING the question on the street. Contestants submitting questions the persons interviewed are unable to answer, will receive their prizes as before.

"Cheer Up" on CKX

CKX, Winnipeg, is now presenting a daily program at 8:15 a.m. CST entitled "Cheer Up." In this program good wishes are extended for the success of various community enterprises taking place on the day of the broadcast at points within range of CKX. Fairs, exhibitions and other community celebrations are mentioned in the program and this effort on the part of CKX is producing many expressions of appreciation from residents of towns in Western Manitoba.



● ● ● Gillette's Summer Hotel, starring Milton Berle, Andy Sanello's ork, Elaine Barton and Bert Gordon, will fade from the airlines permanently after the Aug. 29 airing... Mose Gumble assumes the dictatorship of the Professional Music Men's Ass'n next week, having severed all connections with his firm... Sherman-Clay was bought by Robbins yesterday, with "So Rare" going to that firm, and the standard catalogue being handled in the future by Miller Music... Mickey Alpert and Kathryn Rand will be married in October. Meantime, Mickey, Leo Kahn and Bernie Fazio are writing "A Serenade to the Waiters" at the Riviera... Yascha Bunchuk will conduct the show at the International Casino with George Olsen showing his white teeth to the dancers... Bob Crosby comes to New York and opens at the Belmont Plaza in October... Al Dubin had a luncheon appointment with Harry Warren the other day. He phoned Harry Link a few minutes before the scheduled time and said he couldn't keep the date—because he was in Vancouver en route to Alaska!

● ● ● During the KDKA, Pittsburgh, pick-up airing of the dance music by Mike Riley's band at the New Penn, listeners heard the dancers yelling "Hey, Hey"... Someone has asked what it's all about... Here's the inside. Seems when the remote goes on, Mike had just completed the music for the floor show there and since the show features his latest zany, "Hey, Hey" the crowd continues the chant which lingers into the opening of the broadcast... Jack Foster, WHBL, sports announcer in Sheboygan, Wis., found a busy week for himself with six softball and one baseball games in four days last week!... Suggestion to CRA, MCA or Rockwell-O'Keefe: Get Sammy Kart, playing at the Stork Club in Providence under your wing. His is the hottest combination we've ever heard!

● ● ● Will Rockwell, formerly headman at Miller, will join forces with Roger White... Frank Burke of CRA is out ill... Lucille and Lanny clicked with their routine for Arthur Willi at RKO... Irving Berlin will score the next Fred Astaire-Ginger Rogers flicker... Al Beilin takes Harold Lee's job in Chicago... "March of Time" will do a bit of Jimmy Fidler in action today on the Coast as part of a flicker... Oscar Shaw records a new show today... Easy Aces will dramatize their own life on the air to celebrate their 8th year on the nets... Bernie Cummins opens at the Biltmore August 7... The NBC wire at the Willows has been replaced with an MBS line... Clarence Chamberlain, the flyer, is looking for a press agent to road-tour his name prior to a barnstorming flight... Mickey Bond is lining up a band for Lee Sims' fall program... Rudy Bundy did for sides for Master and before leaving the studio, he was signed for two more... Jack Osterman, after reading Abe Lyman's "one minute interview" in RADIO DAILY on "bandleaders joking on the air" writes us a "one second interview": "Dear Abe: What jokes?"

● ● ● WNEW will air Amelia Earhart's voice today on the Martin Block "Make Believe Ballroom"... This is a record made by the aviatrix some time ago on the topic "The Future of Aviation"... Paid advertisement in Cincinnati Post and other papers were used by Cincy stations to salute L. B. Wilson and WCKY on the occasion of the station's 10,000-watt transmitter dedication today... Jack Graney, WHK-WJAY, Cleveland, sportscaster will do a re-enactment of the fifth game in the 1920 world series tomorrow on WHK's baseball show....

ORCHESTRAS MUSIC

CHICK WEBB and ork are being routed through the southwest by Consolidated Radio Artists. They play Houston, Aug. 2; Corpus Christi, Aug. 3; San Antonio, Aug. 4; Muskogee, Aug. 4; Tulsa, Aug. 10.

J. C. Stein, president of MCA, is now dividing his time practically equally between Chicago, New York and Hollywood. W. H. Stein, v.p., flew to the coast to supervise new plant construction.

Herman Waldman's orchestra is now playing at Casino Park ballroom, near Fort Worth, and being aired several times weekly over WBAP. The West Coast hotel strike is responsible for Waldman being in Texas this summer. Red Nichols and his orchestra go into Casino ballroom for an indefinite stay about Aug. 1.

Ewen Hail and his Plaza Hotel orchestra from San Antonio has replaced Ken Moyer's orchestra at Midway Inn on the Fort Worth-Dallas pike. Hail's band also is being heard three times weekly on the Inn's commercial programs being aired by WBAP.

Herbie Kay and his orchestra go into Catalina Island Casino on Sept. 1.

Emil Velazco and band are currently playing at Sylvan Beach, Houston, for CRA's Dallas office.

Harry Lewis and ork open Aug. 1 at the Wilshire Bowl, Los Angeles, set by Hollywood office of CRA.

Leo Reisman, after three weeks in Paris, is doing three more at the Monte Carlo Casino. He returns to the Waldorf Hotel early in September.

Ebba Sundstrom, conducting the world's only Woman's Symphony Orchestra, will be heard over CBS network from Grant Park, Chicago, Aug. 3.

Johnny Hamp and his orchestra play the Hotel Robert E. Lee, Winston-Salem, N. C., July 30, booked by CRA.

The Swing Five of WMT, Waterloo, part of a participation show on the noonday Cornhuskers program, boasts truly unique instrumentation, with no brass or woodwind instruments included. Group includes piano, celeste, drums, guitar, and string bass. Try it over on your microphone.

Jerry Blaine is the only New York bandleader who has four coast-to-coast radio hook-ups. His "streamline rhythm" is heard from the Park Central over the WEA-F-NBC network four times weekly.

Maurie Sherman and his orchestra play Fernwood Gardens at Sturgeon Bay, Wis., for CRA, on Aug. 13.

NEW PROGRAMS—IDEAS

KSTP's Minnesota Tour

Maybe KSTP, Minneapolis-St. Paul independent, is making softies out of the state's thousands of tourists, but anyhow the station is making life a little less complicated for the vacationer. With the benefit of a new program series, the tourist can take a regular Cook's tour of Minnesota without budging from the comfortable armchair of some cool cabin by one of the state's 10,000 lakes. All he has to do is turn on the radio and he can get enough information about Minnesota to keep conversation humming all next winter.

Program, known as "Our Minnesota," is directed primarily at aiding in building up one of the state's biggest industries—the tourist business. It has several other aims: to point out unusual facts about the state to the tourist; to point them out, too, to Minnesotans who can then put up sales arguments when they try to induce friends or relatives to vacation here. Show goes on at 5 each Monday evening for 15 minutes, and outlines little-known facts about the state, its growth, history and significance, as well as some of the historical spots. Weeks of research are necessary for each broadcast, consulting old documents, newspaper files and the like.

The show is produced and aired by William H. Kelty. Programs tell some unusual facts about the iron range country in northern Minnesota and its early characters; newly discovered data about Jim Hill, the celebrated "empire builder;" the growth of music and literature; the story behind the famed Mayo clinic at Rochester; folk lore and ghost tales, and the like.

INS is Signed by NBC For Shortwave Service

(Continued from Page 1)

ated stations use Press-Radio for unsponsored broadcasts and United Press for sponsored news program.

Simultaneous with the addition of the INS wire, NBC enlarged its foreign broadcast service to a 16-hour schedule. The new W3XAL beam antenna will be pointed toward Europe from 9 a.m. to 3 p.m. From 3 p.m. to 7 p.m. broadcasts will be non-directional. From 7-9 p.m. beam will point to South America and from 9:15 p.m. to 1 a.m. program will continue to be aired to South America. Quarter-hour lapse is made to change the broadcasting frequency of the transmitter.

INS news will be broadcast in French on the European beam at 12 noon, in German at 1 p.m., and in Italian at 2 p.m. South American schedule is 7-7:15 p.m. to Argentina in Spanish and 7:15-7:30 p.m. to Brazil in Portuguese.

European broadcast will be aired

WQAM's "Summer Scrapbook"

An about-face to the early days of radio has proved the biggest mail-puller produced over WQAM, Miami, for several years. Titled "Summer Scrapbook," the program features all request numbers, with emphasis on old-time popular and folk songs. Birthdays, wedding anniversaries and births are announced and celebrated by the cast, introduced by special arrangements of "Happy Birthday", a wedding march and "I Love You Truly" and "Rock-a-Bye Baby."

Program moves fast, but with an informal, neighborly mood. A wide variety of music is always included, and the half hour daily at 11:30 is proving as popular in cosmopolitan Miami as in hundreds of small towns in South Florida. Typical mail comment from far-off villages is "We feel like it is our home town program." Which is exactly what station aims at.

Commercials are straight selling, but introduced as pictured on the pages of the book. Talent comprises the "Kentucky Ramblers," versatile orchestra and singers, Jack Thurston, piano and organ, Eloise McAllister, soloist, Norman MacKay as master of ceremonies, also supplies a comedy spot as "Tony Audio," Italian news commentator familiar to WQAM audiences.

Philatelic Program Clicks

One of the biggest mail pullers at KFOX, Long Beach, Cal., is "The Stamp Man." This cheery, well-informed philatelist brings in simple terms to his audience the stories behind the picture on stamps. He urges the collecting of stamps by classification of pictures rather than by the regular standards of year, perforations, watermarks and grills.

on 17,780 kcs., or 16.8 meters. Same wave length will be used for South America until 9:15 p.m. when it switches to 6,100 kcs., or 49.1 meters. Foreign short wave department is under the direction of Phillips Carlin, in charge of sustaining programs, with Charles R. Carvajal in charge of all production.

Staff of announcers who air the news reports and the language which they will handle are Lisa Sergio, Italian and French; Ernst Kotz, German; Marin Viala, Spanish; Pinto Taneirao, Portuguese, and Armando Mencia, Spanish.

McKeon Buys New Home

Harry F. McKeon, NBC auditor, has bought a new home at Great Neck, L. I.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

MAGWILKINS & COLE, INC.

Seattle, Wash.

"... I would like to compliment RADIO DAILY because it is a very fine publication. It is something which, I believe, should have a very good market throughout the United States."

Larry Bradley
Radio Director.

KGNO

Dodge City, Kansas

"... RADIO DAILY should do a fine job for its advertisers if it maintains its present standard."

John C. Drake

WESG

Elmira, N. Y.

"... I want to take this occasion to compliment you very highly on the fine daily sheet you publish. RADIO DAILY certainly fills a long-wanted need in the industry."

Dale L. Taylor
Manager.

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



OLSEN AND JOHNSON'S proposed Richfield broadcasts from Catalina Island have been called off on account of conflicting commitments, and program will continue from local NBC studio, with Jimmy Grier supplying music for next three weeks, following which Ted Fiorito takes over the baton for similar period. Comics' tour of the Northwest, however, will be made as scheduled, with San Francisco, Seattle, Portland and other towns on the itinerary. Gertrude Neisen and other members of the cast will troupe also.

"Five Hours Back," NBC's Blue network show which is picked up by British Broadcasting Co., originates here Friday, British listeners will hear the Packard show virtually intact, with Johnny Green's music, Jane Rhodes, Trudy Wood, et al, and Ken Carpenter officiating.

J. Savington Crampton, recently installed as head of the local Wm. Esty office, had all the trade and newspapermen in Los Angeles county out for Benny Goodman's opening at the Palomar, and everybody swung a little to Benny's swing. The Palomar also will be the scene of the next local swing-concert jam-session on Sunday, August 1, with Goodman, Jimmy Grier, Louis Prima, Hal Kemp, Raymond Scott, Bobby Sherwood and Segar Ellis all contributing their best licks.

Lucille Dinsmore, KFAC publicity, off on the annual vacation. Ditto for Isabel Ranney, KFVD secretary.

Jerry King, Standard Radio, back from business trip to New York, Chicago and Minneapolis. Also managed to visit a few of the 200 stations subscribing to his Standard Library service.

Johnny Luther and his gang back on the KNX Hollywood Barn Dance after completing Eastern engagements.

Edna deNunzio, operatic soprano, becomes a regular member of Cap. Dobbsie's "Ship of Joy" crew on KEHE and the Orange network.

Bert Gottschalk has installed the latest in air conditioning plants to the equipment in his Electro Vox record studio at Air-Chek.

David S. Ballou, well known in local radio field but more recently manager of KPDN, Pampa, Texas, has returned to Los Angeles and cast his lot with the Aerogram Corporation.

Fred Jones, KEHE press agent, has resigned. Successor is Lewis C. Paterson, who comes from the Hearst organization in Washington, D. C.

Buell Thomas, colored tenor, becomes a staff artist at KMPC following his discovery by Van Newkirk singing in the chorus of Carmen at the Hollywood Bowl.

Aerogram Corp. is cutting the fourth of a series of dramatizations showing the functioning of the Los Angeles County Probation Department, which are released nationally

RADIO PERSONALITIES

No. 53 in the Series of Who's Who in the Industry

DR. LEON LEVY, president of WCAU Broadcasting Co., joined the field of radio broadcasters in 1925, and in 1926 was elected to his present office.

Born and raised in Philadelphia, he attended local public schools and is a graduate of the University of Pennsylvania. During the war he served as a lieutenant in the United States Navy.

When he took over WCAU, the station was operating on 500 watts power with studios in the Hotel Pennsylvania and the transmitter located on the roof of the hotel.

Seeing the great possibilities of this new industry, he guided the policies of WCAU and is directly responsible for its growth and present ranking as one of the outstanding 50 KW. stations in the country.

In 1933 the Pennsylvania Military College, at its graduation exercises, awarded him an honorary degree of "Doctor of Science" for his work in the new studios and transmitter of WCAU.

Dr. Levy has also helped to guide and build the Columbia Broadcasting System. In 1927 he was elected secretary and treasurer of CBS. Several years ago he resigned and was elected to the board of directors.



Won D. Sc. degree for his radio work.....

for private showing to various co-ordinated groups active in crime prevention work. Current release is "The People vs. Thompson," and was dramatized from case history by Frank Tobey, with the co-operation of K. J. Scudder, county probation officer.

Charles Lapworth, formerly of the London Daily Mail and one time English representative for Samuel Goldwyn, becomes a news commentator on KFI. Mondays at 3:45 he will give a digest of the news of the week under the caption, "What the Papers Say," and on Thursday at the same hour he will cover pictures, stage and radio in a resume of the week's activities called "What the Critics Say."

Chiquito, credited with being the original "Peanut Vendor" on the initial recording of that classic, was heard Saturday on Hollywood Showcase.

KMPC will air a Hollywood Bowl rehearsal with Hans Kindler conducting today at 10:30. Van Newkirk, program director, and Leo Tyson, station manager, taking bows on another "first time" stunt.

Tommy Tomlinson, CBS announcer, vacationing at Catalina.

"Hollywood Showcase," CBS sustainer, will have Joe Hernandez, famous race announcer, describing the Del Mar Handicap and final day of racing at Bing Crosby's Del Mar track on July 31.

Irving Fogel Radio Productions moved from Cross Roads of the World to swank new quarters on the "Sunset strip"—8979 Sunset, to be exact. Fogel controls exclusive radio rights for five years to Charlie Chan. Scripts have been done by "Hec" Chevigny, Virginia Radcliff and Earl Derr Biggers, Jr., and first few episodes produced and transcribed for audition purposes. Several major agencies and national advertisers are reported interested.

Title of last Thursday's episode of "Calling All Cars" on KHJ was "The Throat that Didn't Bleed?" The

author of Nick Carter couldn't have done better in his prime, and Betty McFadden Wright, scripter for Nick Harris, must have turned green with chagrin.

Jack Wheeler, CBS announcer and producer for Lloyd Pantages, in and out of Good Samaritan Hospital. Black widow spider responsible.

Jessie G. Abbott, Abbott Radio Productions, now installed in Cross Roads of the World. Moved from former Cherokee street recording studio and now confining activities to productions and agency.

KNX will have Sterling Young and orchestra on remote from San Clemente Casino beginning July 31.

KMPC announces a new remote of Don Ricardo and his orchestra from Pan Pacific Auditorium, 11 p.m., Fridays, Saturdays and Sundays.

Harvey Harding, CBS, is a one man quartette. To prove it he has cut a record with three of his voices in the wax and sings the fourth part "in person." Now thinking of transcribing all the vocal parts and playing his own accompaniment at the piano.

The perambulating CBS mike of "Hollywood in Person" is due for a trip to RKO studio on Aug. 2, when Margo Grahame and Erik Rhodes will be quizzed on this and that.

Elza Schallert will pop questions at Frances Marion, veteran screen scenarist, on her July 30 NBC airing.

NASHVILLE

Howard E. Rasmussen is the latest addition to the sales force of WSIX.

George W. Doayne, former salesman at WSIX, has left to open his own advertising agency.

David Stone, announcer at WSM, has returned from his honeymoon and is back on duty at local microphones.

Leon Cole, WSM organist, is giving a series of weekly concerts at Centennial Park.



QUIN RYAN, manager of WGN, is determined to get entirely out of the hay fever season this year. He sails for three weeks in Alaska about Aug. 15.

Now that Horace Heidt has declined to go into the Drake for four weeks ahead of Fred Waring, Jack Denny is being held over with a new show—an ice carnival.

Martha Hoaglund, formerly with Jack Ryan's Press Agency, is handling publicity for Drake Hotel.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, made a quick trip to the coast over weekend.

Tom Wallace of Aubrey, Moore & Wallace about set to start on fortnight's vacation in Colorado.

John Pierre Roche, president of Roche Williams & Cunnyngnam agency, to Knoxville on business and then for a tour of the Great Smoky mountain region.

Betty Craig and Gene Barron taking over Larry Wolters' work as radio editor of Chicago Tribune while he vacates on the ancestral farm in Iowa.

Florence George, who went practically unnoticed during the many months she was at NBC here, has been signed by Paramount to a long term contract. She probably will be starred in "The Vagabond King."

Harold Peary, portraying a Portuguese role here the other day, revealed that he was actually of Portuguese extraction.

Ken Fry of NBC special events division to Shawneetown, Ill. for special broadcast over Sunday.

"Elder" Lucy Smith (colored), choir and band are back on the air from All Nations Pentecostal church (The Glorious Church of the Air) with a full hour's broadcast at 12 midnight every Sunday over WCFL. Elder Smith is a sort of feminine Elder Michaux.

University Broadcasting council launched a new art series under title Art and the American Scene over WIND yesterday. First speaker will be Prof. James Carson Webster of Northwestern University.

Fourth annual Collegiate All Star vs. Pro Champion football game—this year Green Bay Packers—will be broadcast in its entirety from Soldiers Field here by NBC and WGN-Mutual on Sept. 1, sponsored by Chicago Tribune. WGN will be only local station permitted to carry. Mutual is using Bob Elson for play by play, with Elmer Layden. Notre Dame coach, and Lynn Waldorf of Northwestern to do the experting. NBC is using Hal Totten of Chicago and Bill Stern of New York. CBS is thinking of airing a half hour.

Fitger Brewing Co., Duluth, now using spot announcements on various stations to call attention to its fishing contest on Minnesota network of WCCO. WEBC, WMFG. and WHLB. Leo Burnett Co., Chicago, handling.

PROMOTION

KWTO's Follow Thru Policy

The "follow thru" in radio advertising is just as important as in the game of golf—and KWTO, Springfield, Mo., is leaving nothing undone to see to it that its accounts get results.

A recent example is the cooperation given the Junge Baking Co. of Joplin, Mo., which sponsors the daily, except Sunday, "Man on the Street" broadcast over KWTO.

Leslie Kennon, local salesman handling the Junge account, spent two whole days in the territory working with Junge salesmen in an effort to promote the closest possible contact between the advertiser, the medium, and the retailer.

The Junge salesmen and Kennon visited 61 different retail stores in 17 Southwest Missouri counties during the two days. Kennon's principal object was to show the retailer how he could tie-in more effectively with products advertised over KWTO.

During the two days, Kennon also had ample opportunity to gain some first-hand knowledge of the most popular programs on the station, and the opinions of representative merchants on radio advertising versus any other medium. What the merchants told Kennon was sufficient to convince the Junge salesmen and their company that they should renew their contract for another year.

"KMOX Goodwill Tour"

The Public Affairs Department of KMOX, Jerry Hoekstra, director, arranged a "KMOX Goodwill Tour" on July 24. Hoekstra, Marvin E. Mueller, announcer, Gordon Sherman, special recording engineer, and Norman Green of the production staff, sailed down the Mississippi on the packet boat "Golden Eagle," the guests of Captain Henry Leyhe. The first stop on the trip was St. Genevieve, Mo., then Cape Girardeau, Cairo. At each town arrangements have been made for a 15-minute recording of the historic background of the city and short talks by outstanding citizens. The "KMOX Goodwill Tour" program will be heard over KMOX for four evenings.

ONE MINUTE INTERVIEW

LEWIS ALLEN WEISS

"Big names are not necessary to the success of a radio program. The best example of this may be found in the tremendous popularity of 'The Lone Ranger' dramatizations. Entirely unidentified, the cast performs anonymously, and the reason for its 'draw' can be traced directly to the sincerity of production, completeness of script and the appeal of its adventure. Well rounded production, with all factors pushing toward the common goal, is the background of any program series—with or without 'names'."

★ Coast-to-Coast ★

WBT, Charlotte: Reginald Allen, Esso newscaster, has started a new series of Hollywood chatter quarter-hours . . . Willie Johnson and his Golden Gate Jubilee Singers have taken over the daily RCA show . . . The Chamber of Commerce's Better Business Bureau has started a 15-minute weekly program . . . A. K. Sutton Inc. (Philco dealer) has started "Philco Melodies," with Jane Bartlett, pianist; Marie Davenport, organist, and Martha Dulin, interpolator; Philco also sponsors the Bill Davis Cotton Blossom Band . . . Margaret Siceloff, assistant program director, on vacation.

When Anne Mundy, concert pianist who was widely acclaimed in Europe following her debut with the Warsaw Philharmonic, arrived in St. Paul last week to make preparations for opening her first American tour, KSTP scored a musical beat by wangling her for a 15-minute stint on the station, marking the start of her American recital series. Miss Mundy, formerly of St. Paul, is here to complete arrangements for an appearance with the Minneapolis Symphony.

WCPO, Cincinnati: Bob Bentley, who conducts the "Yours Truly" program, started his vacation this week . . . "Open House to Ladies," with Jane Schrader as emcee, is a new series scheduled to start soon . . . Cleo Brown, dusky maiden of melody, is featured in a new weekly program, "Harlem Minstrels," Tuesday nights.

"Down by Herman's," the WISN (Milwaukee) Saturday afternoon program heard over CBS network, has started its third year.

WLBC, Muncie: Donald Burton, owner, and Bill Craig, commercial manager, and their wives are enjoying a motor trip vacation through Colorado wilds . . . Robert Ebert and Combs Blanford, announcers, have been assigned as directors of studios A and B, respectively, in settlement of a feud which has raged between the pair . . . Half-hour unbroken dance melody parade nightly, 11-11:30, has been inaugurated in response to listener request . . . American Security Loan Co., Ross Conservatory and the Home Store are new accounts.

Dick Fisher is a new member of the announcing staff at KWK. St. Louis. He came from WTAD, Quincy, Ill.

33 CBS Yacht Cup Broadcasts

CBS has scheduled a total of 33 broadcasting periods to be devoted to the America's Cup yacht races, starting July 31 in Newport, R. I. Nearly nine hours will be devoted to the broadcasts, with the majority

of the periods being a quarter-hour in length. Three commentators have been assigned to handle the announcing duties. They are Ted Husing, Sherman Hoyt and John Scott Hughes. CBS has announced that it will be the only chain on the official committee boat.

Hugh Cross and Shug Fisher the "Radio Pals" of WWVA, Wheeling, left on their annual summer vacation on Monday, but the boys made recordings of a large number of their favorite songs on the new WWVA recording equipment and these transcriptions are being used to hold their time until they return in person Oct. 1.

Barbara Rice, pianist, is being heard in a new program, "Piano Pictorial," each Wednesday over WIBA, Madison, Wis. James Robertson, staff announcer, is narrator.

Jay Coffey, announcer at WELI, New Haven, is doing publicity for the Post Road Playhouse, Madison, Conn.

In addition to the softball games which it presents three nights each week, WHBL, Sheboygan, Wis., is airing all home State league games of the Sheboygan Chairmakers. The series started with the first of a play-off series with the Madison Blues for the title in the first half of the season, in which they were tied. Jack Foster is doing the announcing.

Jud LaHaye, program director at WICC, Bridgeport, and Miriam Malley, actress, are collaborating on some new songs.

MCA planning to bring Sterling Young's California crew to Chicago around first of the year. Also is considering bringing Jack Hylton back to Chicago.

Irma F. Bitner of the KSL (Salt Lake City) staff is on a trip to the northwest and Canada, combining business and pleasure. Sylvia Cannon planned to Alberta on Saturday.

William Wallace, announcer and sales representative at KFJM, Grand Forks, N. D., recently returned from a honeymoon trip with the former Adelphia Brackley, and the couple is now comfortably ensconced at the Rex Apartments, East Grand Forks, Minn.

NEW BUSINESS

Signed by Stations

KFEL, Denver

General Foods (Huskies), 30-min program Fridays; Radium Hot Springs Hotel, Idaho Springs, Colo., 13 spots; Brook Forest Inn, Evergreen, Colo., 4 spots.

WMAZ, Macon

Pinex Co., 264 announcements starting Oct. 4; Armour Fertilizer Works, 100 announcements starting Jan. 1.

KTSA, San Antonio

Philco Radio, Boake Carter period, thrice weekly.

WBNS, Columbus

Okee-Doke Popcorn (Kraft product), ten-week spot campaign.

New CBS Music Series

CBS begins a new weekly series devoted to serious music on Thursday at 8-8:45 p.m. Programs will run 10 weeks and will feature the Columbia Concert Orchestra under the baton of a different conductor each week. First conductor will be Paul Lemay, with Frederick Charles Adler, Phillip James and Bernard Herrmann to follow.

Harper to Emcee Special Show

Earl Harper, sports announcer for WNEW handling the Wheaties assignment for that station, will broadcast a special half-hour show direct from the Newark ball park Aug. 3. Broadcast will take place just prior to the playing of the game, and will feature singers and other entertainers from the station. Harper will emcee the show, which will be heard at 8:30-9 p.m.

PHILADELPHIA

Pat Stanton, WDAS station manager, is now honeymooning with his new bride, the former Mary DeMey, motoring through New England and Canada.

Bernie Cutillo, novelty pianist, joins WDAS talent staff, airing the tango and rhumba tunes on a piano rambling period on Wednesdays.

William J. (Bill) Bailey, of the NBC announcing staff, was in Philadelphia to pay his respects at the bachelor party tendered to WDAS's station manager, Pat Stanton.

James S. K. Hammann, who becomes sales manager for KYW on Aug. 1, formerly handled the local NBC sales office.

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS

Programs recorded in our studios

Programs taken off the air

George Marshall Durante, Dir.

R.K.O. Bldg., Radio City, New York



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 19

NEW YORK, N. Y., WEDNESDAY, JULY 28, 1937

FIVE CENTS

New Radio Union Setup

NEW BARRYMORE SERIES IS SCHEDULED FOR FALL

John Barrymore, who concluded his series of six Shakespearean presentations on the NBC-Blue network last Monday, will be back on the air in September.

Plays in which he will appear, with
(Continued on Page 3)

WGTM in Wilson, N. C. On Regular Schedule

Wilson, N. C.—After a series of successful test airings, the new WGTM is now operating on a regular schedule. Station is owned and operated by H. W. Wilson and Ben Farmer. Allen Wannamaker, former CBS announcer, is commercial manager;
(Continued on Page 3)

Shaeffer Pen Co. Signs Weekly Show on Mutual

W. A. Sheaffer Pen Co., Madison, Ia., has signed with Mutual for a once weekly quarter-hour musical showing featuring Harold Stokes and his orchestra and guest soloists. Series starts Aug. 27 at 8:15-8:30 p.m. over WGN, WOR and CKLW. Sponsor will also use spot radio in addition to the MBS quarter-hour. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

RCA Victor Fall Drive

RCA Victor has announced an extensive advertising campaign to be conducted this fall in behalf of its new line of phonograph-radios, phonographs and records. Radio activities will continue to carry a heavy portion of the advertising. Dealers will be asked to tie-in with the campaign through the company's co-
(Continued on Page 3)

Multi-Lingual Choir

Philadelphia — An International Choral Group composed of 60 voices and trained to sing in at least eight languages is being formed by Joseph Schreiberman, WDAS musical director, for service on the station's foreign and English shows. David Del Rossi, composer, is assisting Schreiberman. Choir will also present popular swing stuff.

Announcers' Derby

St. Louis—A contest, planned as an annual affair, to determine the best all-around announcer among the 40 mikemen employed by seven local stations, is being conducted by the Jim Daugherty Agency Inc. This year's trophy will be awarded shortly after Labor Day, according to Brad Simpson, representing the agency. Committee will determine mikemen's versatility from waxes to be made off the air.

3 P. & G. DISK SHOWS START RUNS OVER WOR

With much secrecy, WOR started the Procter & Gamble recorded series on Monday with disks of "The Gospel Singer" and "Judy and Jane" being used. "Pepper Young's Family" starts Aug. 2, along with the WOR-Mutual live show, "Couple Next"
(Continued on Page 3)

Kendall Refining Sets John B. Kennedy Spot

Kendall Refining Co., Bradford, Pa., has taken the Tuesday, 7:45-8 p.m., and Saturday, 6:45-7 p.m., spot on WJZ for John B. Kennedy series. Program was originally booked for Thursday but cancelled because pro-
(Continued on Page 3)

Marconi Memorial Fund

Veteran Wireless Operators Ass'n, of which the late Senator Marconi was "Wireless Veteran No. 1", has started a memorial fund to erect a monument to the inventor. First con-
(Continued on Page 3)

Chesterfield Football Series Signed Over 92 CBS Stations

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has signed Eddie Dooley for a football series to be heard over 92 CBS stations, Thursdays and Saturdays at 6:30-6:45 p.m., beginning Sept. 16. Sponsor is now utilizing the 6:35-6:45 p.m., niche on CBS for a baseball series, Mondays through Saturdays.
Five-minute period directly before the sports talks is used for Press-Radio which will be moved to make way for the football quarter-hours. Understood that the baseball series
(Continued on Page 3)

Actors Equity, Musical Artists Guild and Screen Actors Guild Financing Radio Unit With Own Autonomy

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

Maintaining a policy of absolute secrecy, the AFM Executive Board yesterday completed its second day's session behind closed doors with nothing definite as yet decided upon. A brief announcement by an AFM official last night stated that the preliminary discussions which started Monday concerning the platforms of the AFM and the electrical transcription manufacturers and recording
(Continued on Page 3)

Consultant on Speech Is Added to CBS Staff

Dr. W. Cabell Greet, professor at Columbia University and outstanding authority on American speech, has been signed by CBS in the capacity of linguistic consultant. He will establish a Speech Clinic at the network for announcers, and also to correct faults in speech of any person connected with broadcasting at CBS.

Apple Series Effective

Seattle—In a survey covering 10 cities conducted by J. Walter Thompson Co. to ascertain effectiveness of advertising in various media in connection with last year's campaign for Washington State Apples Inc., nearly one-third of the persons contacted recalled hearing the radio ads. A new series is planned.

Plans of Actors Equity Ass'n for organization of the radio field took a new turn yesterday, with the launching of a new active radio organization with its own board, complete autonomy and full jurisdiction over its own affairs. The move was taken jointly by the Steering Committee of the temporary Radio Equity, American Guild of Musical Artists and Screen Actors Guild. Three latter organizations will contribute the finances to start the new unit, for which a permanent name is yet to be chosen.

Jurisdiction of the radio organization will include everyone appearing before the microphone except
(Continued on Page 2)

ANTI-ASCAP BILL VETOED BY MICHIGAN GOVERNOR

Lansing—Governor Murphy yesterday vetoed the anti-Ascap bill, stating he was advised by the Attorney General that certain phases of the measure were not likely to stand up under court test. The bill was sponsored by Michigan radio stations.

Democratic Publicist Accepts Crosley Post

Washington Bureau, RADIO DAILY
Washington — Charles Michelson, publicity director for the national Democratic party has accepted a position as public relations counsel for Crosley Radio Corp. Michelson
(Continued on Page 3)

New Call Letters

New call letters assigned recently by the FCC include: WTOL, Community Broadcasting Co., Toledo; WLAW, Hildreth & Rogers, Lawrence, Mass.; KARM, George Hamm, Fresno, Cal.; KTRI, Sioux City Broadcasting Co., Sioux City, Ia.; KDTH, Telegraph-Herald, Du-buque; WBRK, Harold Thomas, Pittsfield, Mass.; WSAL, Frank M. Stearns, Salisbury, Md.



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JOHN W. ALICOATE : : : Publisher

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

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New Radio Organization Setup

(Continued from Page 1)

members of American Federation of Musicians, and its charter will be somewhat like that issued to Screen Actors Guild by Associated Actors & Artistes of America, which holds the AFL jurisdiction for the theatrical field.

At a meeting of the Council of Actors Equity yesterday afternoon following a conference with official representatives of the Screen Actors Guild and the American Guild of Musical Artists, it was resolved by the Council of Equity that its jurisdiction in the radio field be returned to the Associated Actors & Artistes of America with the understanding that this jurisdiction will be conferred upon a new association to be sponsored by the Screen Actors Guild, American Guild of Musical Artists and Actors Equity. A national organization is to be perfected and a board of directors chosen out of actors and singers employed in the radio field who are members of the sponsoring organizations. A provision will be made in the new Constitution for boards of directors having local jurisdiction.

It is anticipated that all acting groups and singers appearing before the microphone will join in this association. This result is due to the joint effort of the executives of the sponsoring organizations working in conjunction with the radio committee of Actors Equity and the Radio committee of actors in New York and in Los Angeles. Counsel of these organizations are meeting to prepare

the new Constitution and other necessary agreements. These will be further considered by the Equity Council at a special meeting on Friday.

In the plans now under consideration the new association will be entirely autonomous. Under the new set-up the Associated Actors and Artistes of America will become a nationally active organization and Frank Gillmore will continue as president and will assume active duty in that organization. He will for the present continue also as president of Equity. In relinquishing active duty as president of Equity, Gillmore will not for the present at least disassociate himself from the workings of that organization but will continue in an advisory capacity to the extent that the Equity Council may desire. It is expected, however, that from now on most of his time will be devoted to the handling of the problems incidental to the new organization.

In negotiations leading up to this action the American Guild of Musical Artists was represented by Henry Jaffe and Leo Fischer, the Screen Actors Guild by Kenneth Thomson and Laurence W. Beilenson, and Actors Equity by Gillmore, Paul N. Turner and Paul Dullzell, also by George Heller of the Equity Radio Committee, Richard Gordon, Linda Carlon, Lucille Wall and Mark Smith, temporary chairman of the Radio Actors Committee. Mrs. Dorothy Bryant represented the Chorus Equity Association.

COMING and GOING

ALBERT SCHNEIDER of Columbia Artists Inc. leaves for Hollywood tomorrow to confer with the West Coast office. Schneider will accompany Andre Kostelanetz and Lily Pons on their forthcoming trip to the Coast, stopping off at Chicago for the Pons-Kostelanetz concert engagement Saturday night at Grant Park. Schneider returns to New York about Aug. 15.

FRANCES CARLON of the "Mary Marlin" and "Today's Children" cast has returned to Chicago after a week's sightseeing tour of New York.

HENRY N. COCKER, general manager of WTEL, Philadelphia, was in New York early this week and visited at Star Radio, whose "Morning Bulletin Board" he has been using for some time, and he also signed for the Star "Commercialists".

EDMUND L. CASHMAN of CBS is off to Montauk Point fishing for two weeks.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from Wernersville, Pa.

BETTY JANE TYLER, child star of "Death Valley Days" is vacationing at Seagate, N. Y.

FERDE GROFE has returned from Hollywood, where he conducted a concert at the Hollywood Bowl.

PAUL H. RAYMER, station representative, returns from Paris on Aug. 1.

J. J. WEED of Weed & Co., station reps., arrived yesterday from a cross-country trip.

BORIS MORROS, musical director for Paramount Pictures, arrived in New York yesterday and is sailing on the Ile de France tomorrow, returning aboard the Queen Mary August 22.

ABNER SILVER and AL SHERMAN, songwriters, returned from England.

JERRY WALD arrived from Hollywood yesterday and will spend three weeks here.

BARRON G. COLLIER and MRS. COLLIER sail for Europe on the Queen Mary today.

FRANK FINNEY of the Street & Finney has returned to New York from a trip.

PATRICIA CLARK COOK, New England air-waves actress, has gone to Cape May, N. J., to join the New York Technicum Acting Co. for the summer season.

POLLY W. HART, secretary to Fred Weber, MBS general manager, leaves today on the Queen of Bermuda for 16-day vacation in Bermuda.

FRANK SCHREIBER, WGN publicity head, arrived in town late yesterday.

ARTHUR HAYES, eastern head of Radio Sales Inc., left on his vacation last night.

HAROLD FELLOWS, WEEL manager, is in town for a couple of days.

Cast With Ina Claire

In "What Every Woman Knows", her second show on NBC-Blue network, next Sunday at 8 p.m., Ina Claire will again be supported by Osgood Perkins, together with Ina Martin, William Podmore, J. Malcolm Dunn, Mary Michael, Eustace Wyatt and Audree Corday.

Helen Menken Back Aug. 3

Helen Menken, under auspices of Famous Actors Guild, starts her new "Second Husband" series for Sterling Products on Aug. 3 at 7:30-8 p.m. over 33 CBS stations.

Ayer Agency Confirms Shifts in Personnel

N. W. Ayer & Son yesterday officially confirmed the shift of Thomas J. McDermott and Frank Coulter from the New York headquarters to the Philadelphia offices. Reason for shift advanced by the agency was that increased volume of radio business called for closer coordination between radio and publication advertising. Both McDermott and Coulter, as stated in RADIO DAILY on Monday, will buy radio time for the Ayer accounts, operating from the agency's main offices in Philly.

At the same time it was announced that Francis C. Barton Jr., formerly in charge of time buying in New York, will take charge of the company's Albany offices.

Fred Pflugfelder remains as head of the radio department in New York.

Royal Hawaiians Re-Booked

King Kolomoku and his Royal Hawaiians, who scored on the Tim and Irene program over WOR-Mutual the past two Sundays, have been booked for a third appearance next Sunday, and may be retained permanently. David Kaonohi is tenor with the group, which is managed by Anita Goldie.

WJAG's 15th Year

Norfolk, Neb.—WJAG celebrated its 15th anniversary Sunday with a day of unusual events, including visiting orchestras, special talent and speakers. Fritz C. Asmus reminiscends about 1922, Organist Russell Jensen gave a musical roll call for the years 1922 to 1937 with bits of station history interpolated, Art Thomas gave news of 1922 with music by Andy Moats' ork; Harry Burke, Marcella Lacy and Harold Kline had charge of another program, J. H. Dahlberg gave a talk with the Welsh male quartet singing, and a talk from Congressman Karl Stefan, formerly the station's chief announcer, was piped from Washington.

Big feature was a public meeting in Hotel Norfolk's ballroom of WJAG's radio family.

KMOX's Hotel Tie-up

KMOX, St. Louis, has effected a promotional tie-up with De Soto Hotel. Guests upon arrival will receive letter from hostelry management accompanied by ticket to live audience show in KMOX-Columbia Playhouse. Telephones in all rooms will carry transmitter collars calling attention to KMOX programs. Hotel execs feel tie-up is effective as added guest courtesy, while KMOX biggies welcome it as good-will measure.

FINANCIAL

(Tuesday, July 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172	- 1/4
Crosley Radio	20 3/4	20 1/2	20 1/2	- 3/8
Gen. Electric	58 3/4	58	58 1/2	+ 1/8
North American	28 1/2	28 1/8	28 3/8	- 1/8
RCA Common	9 3/8	9 1/8	9 3/8	+ 1/8
RCA \$5 Pfd. B.	68 3/4	68	68 3/4	- 1/4
Stewart Warner	18 1/2	18 1/8	18 3/4	+ 1/8
Zenith Radio	36 3/8	36 1/8	36 3/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/8	15 3/8	15 3/8	+ 1/8
Majestic	3 7/8	3 7/8	3 7/8	+ 1/8
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	31	32
CBS B	31	32
Stromberg Carlson	13	15

New Albany Agency

Albany—Cameron Hyde, Robert R. Reeves and Ted Hyde, all former newspapermen on the Knickerbocker Press, which was merged with the News, have become associated in an advertising, promotion and publicity firm. Offices are in the Childs Building.

Westinghouse Distributor

Westinghouse Electric & Manufacturing Co. has appointed R. H. McMann, Inc., as distributor of Westinghouse radios in the New York metropolitan area. Plans for an extensive advertising campaign, to begin about Sept. 15, are now being worked out. A showing of new models, ranging in price from \$19.95 to \$169.95, will be held for dealers here within the next two weeks.

First in local accounts

in Chicago

WGES

(In the heart of Chicago)

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

CHESTERFIELD SIGNS CBS FOOTBALL SERIES

(Continued from Page 1)

will continue until the World Series, using the Monday, Tuesday, Wednesday and Friday spots, with football on the other two weekdays. Football contract is for 13 weeks, signing off Dec. 11. Newell-Emmett Inc. placed the account.

WGTM in Wilson, N. C. On Regular Schedule

(Continued from Page 1)

Jimmy Riser, sports announcer and news commentator; Miss Clyde Lee, program director; Billy Steadman, announcer; Jack Hudson, chief engineer; Edna Stallings, staff accompanist.

WGTM serves the bright leaf tobacco section, a rich agricultural section, with 12 to 16 million dollars realized annually by tobacco growers.

3 P. & G. Disk Shows Start Runs Over WOR

(Continued from Page 1)

Door." All programs are broadcast Monday through Friday.

Queried late Monday night a WOR executive said that no contract had been signed with P. & G. Compton Advertising Inc. has the first two shows. Pedlar & Ryan handles "Pepper Young," while Blackett-Sample-Hummert has "Couple Next Door."

RCA Victor Fall Drive

(Continued from Page 1)

operative advertising plan. Company at present is sponsoring the full-hour "Magic Key" every Sunday, 2-3 p.m., over 89 stations of the NBC Blue network.

Stanton Heads CBS Research

Dr. Frank Stanton has been appointed manager of the CBS market research division, effective immediately. Stanton's promotion was made by Hugh K. Boice, vice-president in charge of sales, to relieve John Karol, director of market research, from some of the pressure. Karol will devote most of his time to a study of new developments in radio market research.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

Greetings from Radio Daily

July 28

Lawrence Gray
Roy C. Witmer
Fred Uttal

Rudy Vallee
Hal Totten
Bill Goodwin

NEW PROGRAMS—IDEAS

"The Public Announces"

Radio fans get a chance to try their ability at announcing in a new program over WCPO, Cincinnati, titled "The Public Announces." Put on at 11:15-12 midnight, the show also gives the public some idea of what goes on behind the scenes in the broadcast studio. During the program there is a portable recording turntable set up in the lobby of the WCPO News Room for the sole purpose of allowing the public the privilege of stepping up and making announcements over the microphone. Stewart Finley, emcee, introduces the person to the radio audience, questions him or her, as the case may be, and the person in turn announces one or two musical selections.

"Calling All Tourist Cars"

"Calling All Tourist Cars" is a new KVOO feature which Commercial Manager Willard Egolf believes is the first of its kind ever produced by a radio program.

The 15-minute program heard daily over the 25,000-watt Tulsa station is directed at vacationists and travelers who are motoring near or toward Tulsa and who have radios in their cars. Music and information concerning the points of interests in and surrounding Tulsa are interspersed with commercial announcements about firms which can logically serve tourists.

For Tourists

Two new programs appealing to the tourists of the Pikes Peak region have made their debut on KVOR, Colorado Springs. Susan Smart (Zalle Wade of the continuity staff) tells tourists what to do and where to go in cool Colorado thrice weekly. Assisting her are Byron Jorgenson, baritone, and Ray Berry, pianist.

The Junior Chamber of Commerce is giving a three-a-week program, too. Handled by A. Frederic Handke, it tells historic and interesting facts of the region, suggesting picnic spots and all-day hikes.

"Fireside Reveries"

The suitable title of "Fireside Reveries" has been selected for the quar-

Democratic Publicist Accepts Crosley Post

(Continued from Page 1)

states that his duties will require but part of his time and that he will continue to hold his job with the national committee.

"Broadway" for Gen. Foods

"Broadway" will be the title of the new General Foods Corp. (Diamond Crystal salt) program which starts on the NBC-Blue, Sept. 26 at 3-3:30 p.m. Series will tell about life on Broadway. Cast will be changed weekly.

ter-hour program to be sponsored over KSL, Salt Lake City, by Independent Coal & Coke Co. starting Aug. 6. Commercial dialogue will conform with contemporary happenings throughout the territory served by the coal firm, with occasional salutes to honor cities. Miriam Erickson, soprano; Rampton Barlow, baritone, and a String Ensemble will provide musical touches.

"The Letter Box"

A new series of programs known as "The Letter Box" have been inaugurated at WSPD, Toledo, with Joe Rockhold as commentator. Series gives listeners a chance to comment on programs, personalities and policies of the local station. Letters are read and answered over the air, providing the sender signs a full name, although only the initials are used on the broadcasts. Gratifying results have been received so far.

Woman's Magazine

"Magazine of the Air," new feature on WFIL, Philadelphia, presents a verbal counterpart of a woman's magazine. It's divided into sections, covering the home, decorations, beauty, care of the baby, garden, children, recipes, women in the news, etc. Martha Laine writes the script and enacts the feminine characters, with Al Stevens and Vernon Crawford, announcers, assisting.

"Names Make News"

"Names Make News" is the name of a new program on WHBL, Sheboygan, Wis., conducted by William L. Doudna, program director. From the grist of news coming in on the United Press teletype, he selects stories about famed folk, lists the names after a fanfare at the opening of the program, and then goes into the news stories.

Classified News

WOWO, Fort Wayne, has devised a plan whereby it broadcasts news every two hours from 6:30 a.m. to midnight, with one period for the farmer, another the stockholder, the housewife, sports fan—and all for the average listeners.

Kendall Refining Sets John B. Kennedy Spot

(Continued from Page 1)

gram came directly before another news commentator period. Batten, Barton, Durstine & Osborn, Inc. is the agency.

Sponsor Saratoga Results

Schenectady—WGY is airing the Saratoga racing results, with Tydol Oil sponsoring Leo Bolley at the mike on Monday, Wednesday and Friday, while Kentucky Club Tobacco has Gene O'Hare giving the dope on Tuesday, Thursday and Saturday.

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

(Continued from Page 1)

firms were continued at yesterday's two meetings. Morning session was again held at Ascap offices, with afternoon session again switching to AFM headquarters. Today's meetings will mark the final sessions to be devoted entirely to ET and recording manufacturers. Thursday and Friday sessions will be between AFM and representatives of radio chains and stations.

A marked rise in attendance was noted at yesterday's meetings. New additions included representatives from Decca Recordings, Columbia Recordings, RCA Recordings, American Recording Co., Midwest Recording Co. and Conquest Alliance. Also in attendance were Lawrence Lowman, v.p. of CBS, Mark Woods of NBC and Milton Diamond. Jack Capp represented Decca.

Theodore Streibert and Fred Weber will represent Mutual, while Frank Schreiber, publicity director of WGN, will represent W. E. Macfarlane at the sessions beginning tomorrow.

Meetings will continue indefinitely.

New Barrymore Series Is Scheduled for Fall

(Continued from Page 1)

Elaine Barrie, include "Animal Kingdom" and "Accent on Youth."

NBC's summer drama parade continues next Monday night with a group of Eugene O'Neill plays, the first being "Beyond the Horizon," with Helen Hayes.

Marconi Memorial Fund

(Continued from Page 1)

tribution of \$100 was made by William J. McGonigle, president of the V.W. O.A., with David Sarnoff and Alfred J. McCosker also pledging contributions.

Pontiac Returns Oct. 1

Pontiac Motor Co., Detroit, returns the "Varsity Shows" to the NBC-Blue network on Oct. 1, 8-8:30 p.m., with repeat at 10 p.m. Program will be aired over 78 stations, and originate from leading colleges around the country. Henry Souvaine handles the production. Contract is signed for 13 weeks through MacManus, Johns & Adams Inc., Detroit.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

☆ "Quotes" ☆

VICTOR YOUNG: "The identity of radio programs by a theme song is one of the best aids to program success which could be effected. The theme song is the same thing to a radio program that a signature is to a letter. And has the same effect upon the public. If the listener hears the theme and if it identifies a good program, they keep dialing that station; but if the theme identifies something which they don't like, it is easily enough done to tune out. The theme is a 'good-will' item on the program, and should be incorporated in every program."

MAX TERR: "Radio is one entertainment medium which goes slightly frantic in its search for new talent and new ideas. We have had almost every type of radio offering possible. But now I have discovered what many West Coast talent scouts consider a new novelty for radio: a 'Sing Band'. The idea in itself has been tried before, but certainly not on as ambitious a scale as we have in the present group. There are forty-two members of the singing group who can play rhythmically or melodically your favorite waltz, foxtrot or swing tunes. We use no instruments, except an amplifier for sound projection."

PAUL WHITEMAN: "There is an ever-strengthening bond between radio and the screen. I believe it impossible for an artist to achieve success in one without making his mark in the other. A bandleader can no longer engage musicians solely on the basis of their musical ability. While a modern orchestra may be involved with only broadcasting today, it may be concerned with movie shorts next week and a feature picture the week thereafter."

ALAN ROBERTS: "For several years there has been a great deal of agitation for the passage of a bill by Congress which would cope with the regulation and sale of advertising over the radio of food, drugs and cosmetics. Why can't the broadcasters themselves make a cooperative agreement which would take in the whole of the radio field and prohibit the further continuance of the practice."

GUEST-ING

ALLAN JONES, on Werner Janssen program, Aug. 1 (NBC-Blue, 7:30 p.m.).

FRANCES FARMER and **WYNN MURRAY,** on "Sealtest Sunday Night Party," Aug. 1 (NBC-Red, 10 p.m.).

MICHAEL WHALEN, guest of George Fischer on "Hollywood Whispers," July 31 (WOR-Mutual, 10:15 p.m.).

RUTH ALTMAN, prima donna, interviewed by Bide Dudley on "Theater Club of the Air," tomorrow (WOR-Mutual, 1:15 p.m.).

WILLIE HOWARD, **HUGH O'CONNELL,** **IRENE PURCELL,** **TIM** and **IRENE** and **ADELAIDE KLEIN,** on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).



• • • **William Powell** and **Myrna Loy** will be heard in 13 weekly installments on a "Thin Man" series which will be produced at a cost of \$17,500 per broadcast. . . **Irene Rich's** grape juice show after being heard for years on Fridays will switch to a Sunday nite spot as of Aug. 15. . . **Saturday Night Swing Club** will be commercialized in September. . . **Al Roth's** NBC airing of "Musical Contrasts" the other nite with **Bailey Axton.** **Dorothy Dreslin,** a choir a la **Kostelanetz,** was really an aired audition for **Young & Rubicam.** . . **Henny Youngman** remains three more weeks at the **Surfside** after being booked for three appearances only. . . **Tommy Dorsey** is better and has taken back the baton from **Lennie Hayton,** who sub-conducted at **Manhattan Beach.** . . **Everett Sloane,** the **Sammy** in "The Goldbergs", will be with the new **Gertrude Berg** series. . . **Jerry Cooper,** besides buying brighter canary-yellow sweaters, purchased three pieces of **Los Angeles** property. . . **Ken Murray** has signed a seven-week picture deal with **Universal.** . . **Paul Tremaine** with one of the greatest musical aggregations of his career, after a long absence from the nets, will be heard six times weekly via **WOR-Mutual** from the **Lido** in **Larchmont,** where he opened last night.

• • • *Miracles do happen.* . . **Bob Murray,** **WHN** vocalist, while returning from a week-end trip, had a narrow escape when a bus in which he was riding crashed into an embankment—on the very day **Bob** was to audition for **Jesse Crawford.** . . **Bob** was unscratched and reached **N. Y.** in time for his scheduled audition. . . **P.S.:** **Bob** was hired and goes on tour with **Crawford** starting next week in **Washington** and thence to **Memphis** and southwest. . . "A **Consumer Looks** at 'Price-fixing'" is the subject of a talk by **Harrison J. Cowan,** proxy of **Cowan & Van Leer Inc.** on **WINS** tonight. . . **KCKN,** **Kansas City, Kas.,** attributes the popularity of its "Sunday School of the Air" show to **Homer S. Alberti,** who is the busiest man around town, (being cashier of the **Brotherhood State Band**), to come over from his numerous duties to handle this program.

• • • "Tugboat Annie", as a dramatic script, is being handled by **Lenetska-Rosenthal** for the air. . . **Teddy "Blubber" Bergman** has been resigned to transcribe for **Bigelow-Sanford** next fall. . . **Beatrice Kay** will be built up via the **O'Keele** show. . . **Buddy Clark** starts a commercial from the coast in Sept. . . **Lucille ("—and Lanny") Linwood** and **Chick Adams** will be married next year. . . **Ben Blue** and **Andy Devine** have been rehired for the **Jack Benny** show. . . **Frank Black** is vacationing from the "Contented Hour" for a month, with **Roy Shields** pinch-hitting, but he will continue with "Magic Key". . . **Maureen O'Connor,** guesting on the **Cantor** summer show, goes into **Jackie Cooper's** "Boy of the Streets" flicker. . . **Jerry Wald** has a broken back from the back-slapping in **Lindy's** yesterday. . . The floor show at the **Park Central** will be yanked Aug. 2, leaving only the band there. . . **Joe Rines,** who does four sides for **Joe Higgins** at **Erunswick** tomorrow, received a **Victor** royalty check for \$9.81 from the sale of a two-year old record in **JAPAN.** The title of the song on wax was—"Underneath the Harlem Moon".

• • • From **WRJN,** **Racine, Wis.,** comes word that **Harold Newcomb,** general manager there, pulled a terrific stunt during the swimming meet at **Root River.** . . **Bill Goll** was to swim to a lighthouse and back to the bridge—with his arms and legs bound. . . 5,000 spectators lined the banks of the river watching this feat. . . **Newcomb,** with a short wave transmitter, was in a coast guard boat trailing the aquatic star in his long pull, describing every detail from this point. . . **Harold** even got the mike close enough to **Bill** while he was in the water and having trouble treading water. . . **Harold** actually interviewed the swimmer and was partly responsible for saving the day for the press agent by calling off aid when **Bill** caught a cramp but insisted that he could make it—which he did!

Viewpoints

Urges Woman Announcer On Every Major Station

"Every major radio station in the country should have one woman announcer on its staff. I believe there is a definite place for the woman announcer and think it would be a worthwhile innovation for a number of the large stations to add them to their staffs as an experiment. I know there are a lot of objections raised against women announcers, but they all boil down to one thing, the oft expressed notion that the feminine voice is unsuited to the style of delivery announcing calls for. And that is absurd in view of the fact that kinds of announcements demand different styles of delivery.

"I don't say that women announcers could or should compete generally with men because the feminine voice by its very nature lacks the authoritative quality of the masculine voice. I do say, however, that there are certain types of programs for which women announcers are better suited than men. Any program that sells some product that is exclusively, or largely, for the use of women, such as cosmetics for instance, should be announced by a woman. After all a man can't be very convincing in talking about such things unless he happens to be a manufacturer, chemist or in some other way expert in that particular field.

"Cosmetics are not the only product that women should handle on the air. There are many programs sponsored by makers of various household articles that could be better handled by women than by men. And certainly there are lots of non-commercial programs that women announcers could handle at least as well as men."—**ALICE HILL.**

NEW BUSINESS

WNEW, New York

Axton-Fisher Tobacco Co. (Zephyr cigarettes), 13 weeks, Monday through Saturday on "Make Believe Ballroom", through **McCann-Erickson Inc. General Supply Co.,** 52 weeks Monday through Friday on **Alan Courtney's** "Jojmakers", through **Scheer Advertising Agency,** Newark.

WHN, New York

Bartlett Pear Co. of California, spot announcements, through **J. Walter Thompson** of San Francisco.

KMAC, San Antonio

Bost Toothpaste, **George Hall** orchestra transcriptions.

San Francisco

★ Program Reviews ★

Philadelphia

Burton Voorhees, former KGO producer, now at KEX-KGW, Portland, visiting here.

Ralph R. Brunton, gen. mgr. KJBS-KQW, in L. A. completing the deal linking KQW, San Jose, with the Don Lee-Mutual web.

Van Fleming of NBC produced the Fred Waring broadcast via KPO Saturday.

Bill and Fred Pabst, KFRC, back from one vacash, went to Lake Tahoe this past weekend.

Vicki Vola, NBC dramatic artist, got out of a flu-ridden bed to do two serial broadcasts.

Darrell Donnell, radio ed. S. F. "Examiner," vacationing, with Eddie Murphy in the swivel chair.

Fred Hart, manager of the Honolulu Broadcasting system, KGMB-KHBC, is en route to Europe with his daughter and wife.

KLStuff: Bob La Marr, formerly KROW, now doing a 3-a-week sustainer called "Friendly Melody" in which he talks and sings . . . Gloria Thompson birthdaying . . . Avon Jardin, fashion commentator, appearing on the "Hollywood News" program . . . Bay Broadcasting Company, comprised of KLS, Oakland, and KGGC, S. F., has changed its tab to Bay Broadcasting System.

Jack Moyles, KSFO, vacationing at Catalina Island.

Two blues singers—Cora Lee Scott and Josephine Reynolds, and pianist Norman Haws start a new show called "Two Little Girls in Blue" over KYA and the Orange Net.

Bob Dumm, KSFO, back from Feather River country.

Kathryn Julye, harpist and member of the Orange net, presented the first in a new series over KYA Monday, made up entirely of harp solos.

Suzanne Mennis, 13-year-old soprano, has been signed by KYA and is being heard over the Orange net. Working with George Nyklicek, she calls her programs "Idylls."

Beryl Cameron, NBC singing star, back from a week's visit at Lake Tahoe. While there, she sang with Eddie Oliver's band.

Charley Marshall and his "Mavericks" (NBC) suffering from vacationing trouble. Johnny Toffoli at a Utah resort, while Ace Wright is visiting friends near Auburn.

John Nesbitt's Sunday show was cancelled and Tuesday's show was his last on NBC. Starting Sept. 12, his present sponsor, Duart Sales Co., will launch him over the KFRC-MBS hookup. During the summer, John will make six short subjects for M-G-M. Doan Hoag, his assistant writer, is still working with him.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY

"New Ideas"

Riding along with the current Shakespearian cycle on the radio, Martin Weldon presented an interesting new wrinkle on his WINS program Monday night. He offered the principal love scenes from "Romeo and Juliet," "Twelfth Night" and "The Taming of the Shrew." The latter play also was presented in fuller version the same night by the Barrymores on NBC—and will be done next Monday by the CBS cast.

It was a good idea, and the execution also was commendable. In fact, Frank McCullough, the actor-producer, who was guest critic on the program, praised it to the skies, lauding the judicious adaptation, the work of the players, and the general idea of the Weldon program which provides a laboratory for new radio material and gives young players a chance to show what they can do.

Selection of the scenes and direction were handled by Marion Halpert. The players, who were excellent on the whole, included Helen Auran as Juliet, Byron Keith as Romeo, Pat Lederer as Katharine, Jack Beck as Petruccio, Elisabeth Morgan as Viola and George Barrie as the Duke.

This particular listener, however, feels that there is already too much Shakespeare on the air, that the offerings of this kind by smaller stations are bound to lose out in comparison with the more ample and more distinguished presentations of the big networks, and that Weldon could do better along less trodden paths. His program idea, and its possibilities, of course, are excellent.

Charles Benford

Radio listeners who like a news commentator with definite opinions and the force to express them will find Charles Benford an unusually interesting editorialist on the passing parade. Coming from WOL, where he directed the educational department and was connected with public and similar activities, Benford made his debut Monday night in a WOR-Mutual series. In a 15-minute talk, he covered a number of vital current topics, touching on the war overtures in the far east, approving the defeat of the late Supreme Court plan, advocating federal legislation to handle labor disputes so as to avoid injurious effect on industry and workers, urging a definite governmental policy of neutrality, and even including a bit of human interest.

In addition to oratorical impressiveness, Benford has a faculty for sound analysis, plus a background of educational and sociological experience, thereby enabling him to talk authoritatively. He should have no trouble winning a good following.

Dick Ballou Orchestra

From the Casino in the Air, one of New York's newest night-spots, comes the music of Dick Ballou and his orchestra, one of the best musical aggregations on the air today. From the opening theme, "Sleepless Night," to the close, the program caught Monday at 8-8:30 p.m. over WHN swung swiftly through old-timers dressed up in modern style and the latest dance syncopations. Opening show was featured with the playing of "Summertime" as a tribute to George Gershwin, and the rendition was one of the best heard by this listener in a long while. Other highlights of the program included "Sometime I'm Happy," "Where or When" and "Sleepless Night." Ballou handles the vocals himself, and although his voice is not the best, it has a pleasing quality. Ray Saunders did the announcing chores.

"The Understanding Heart"

Psychological talks on parenthood, childhood and domestic problems in general make up the bill-of-fare for this new program which began at 10:15-10:30 a.m. yesterday over WMCA as a Tuesday and Thursday feature. The discussion and advice given follow the usual pattern of such programs, with listeners invited to submit their particular problems. Booklets and consultations also are offered, the listeners being told to write in for information on how these may be obtained. Commentator has a pleasant style of talking, and his advice sounds good.

"Taming of the Shrew"

John Barrymore concluded his Shakespearean series on the NBC-Blue network Monday night with a lively offering of "The Taming of the Shrew." Barrymore and Elaine Barrie were at their best in this lively comedy, and they had a fine supporting cast in J. Farrell MacDonald, Vinton Hayworth, Hanley Stafford, Henry Hunter, Hans Conried, et al.

Though the appetites for Shakespeare will have been pretty well satiated on conclusion of this cycle, there is much interest in hearing further from Barrymore on the air, either in classic or in modern drama.

"Julius Caesar"

By far one of the best presentations of the Shakespeare windfall was the "Julius Caesar" presented Monday night over CBS. In cast as well as in staging, also in interest-holding qualities, it was first-rate. Thomas Mitchell scored heavily as Brutus. Claude Rains, Raymond Massey, Walter Abel and Reginald Denny were the other principal players, with Conway Tearle again serving as narrator. The orations of Brutus and Mark

Happy Valley Boys, the latest addition to the broadcasting ranks of hillbilly music, make their debut over WCAU this week under Drug Trade Products sponsorship replacing the Sleepy Hollow Boys, now on tour. Sid Newman, the "Deacon" of the Sleepy Hollow Boys, remains behind to direct the broadcasting and personal appearances of the Happy Valley Boys.

WCAU Women's Club of the Air, under the direction of Elsie Carol, fades July 30 for six weeks.

Morton Lawrence is back on the air at WCAU after a vacation.

Taylor Grant and Bill Dyer, WCAU baseball announcers, are making a series of personal appearances in and about Philadelphia in the interests of Wheaties.

Fred Ford, WCAU sports commentator, returns to the local airwaves in the Fall.

Pending Stoney McLinn's return to WIP, being on the sideline due to a dislocated hip, Jack Barry takes over his 6:30 p.m. nightly sport program, while his 11:15 p.m. series will be under the guidance of free-lancing announcer Don Martin.

Peggy Madison, well-known to local fans thru her singing broadcasts on WIP, is organizing an all-girl band. A member of the blue-blood set, her real name is Peggy MacGuffin.

Tom Donahue joins the WIBG staff for commentations on Montgomery county news.

Henry N. Eisenbrand is a newcomer to the WIP talent staff, airing as a Dutch character comedian on the "9:35" variety shows.

Announcers Al Stevens and Vernon Crawford add their dramatic talents to Martha Laine's women's club program on WFIL.

Roger Morehouse doing his piano rambling stint nightly over WIP.

Stoney McLinn, WIP director of sports, is well on the way to recovery, recuperating at the Pennsylvania Hospital.

Antony, after Caesar's death, were genuinely thrilling.

Al Bernard

A genial fun and music fest is dispensed by Al Bernard, the songwriter "Gentleman from the South," in his new NBC-Blue series with the Melodeers Quartet. The program caught Tuesday at 5 p.m. had lively musical numbers and bright comedy. Bernard performs in a happy vein, and the Melodeers swing right along with him, making for a gay quarter hour.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

ORCHESTRAS MUSIC

REGGIE CHILDS and his ork go in for three weeks at Elitch's Gardens, Denver, replacing Dick Jurgens. The Childs band, with The Three Youngsters and Joe Fitzpatrick as soloists, will air over KVOD.

Louis Armstrong and Noble Sissle, with their respective orchestras, will stage a battle of music tonight at Iroquois Gardens, Louisville. Rudy Vallee played the stand Sunday.

Husk O'Hare is at the Gypsy Village, Fontaine Ferry Park, Louisville.

Up at Saratoga, during the racing season, are Vincent Lopez and aggregation at Piping Rock; Ralph Wader and his Surf Club Orchestra, at Turf Room; Hugh Walks, Harlem Club; Xavier Cugat, with Gracie Barrie, at Arrowhead Inn; Eddie Elkins, with Wini Shaw, at Riley's, Lake Lonely, and "Mother" Kelly at Meadowbrook Club.

Chick Webb broke all attendance records at the Sunset Casino, Atlanta, packing 2,100 into the place and turning away 1,000.

Woody Herman has been set for a fortnight at Hunt's Plaza Ballroom, on the Wildwood, N. J., boardwalk, remoting nightly via WIP, Philadelphia.

Jan Savitt, KYW musical director, returns to the Philadelphia studios on Aug. 1 after touring with his Top Hatters.

Joseph Schreiber, musical director of WDAS, Philadelphia, has composed a concert suite as a special tribute to Amelia Earhart, titled "In to the Heavens."

Jimmy Lunceford makes a return appearance at the Pier Ballroom, in Ocean City, Md.

Ace Pancoast, widely known Philadelphia radio pianist via WPEN and WDAS airwaves, steps out as an orchestra leader at the Sunset Inn, Drexel Hill, Pa.

Floyd Mills now playing his second season at the Hotel Du Pont, Wilmington, Del. Airing nightly via NBC and Intercity outlets.

Lee Authier, director of the Lee Authier dance orchestra which airs via WSPR, Springfield, Mass., has turned composer. He has completed the score for "It Must Be Love," by Tom Walsh.

Ozzie Nelson and his orchestra will take up broadcasting activities again next week when they return to New York on Monday night for an engagement at the Hotel Astor Roof. Nelson, succeeding Ted Lewis, will have WABC and WOR wires, with coast-to-coast Mutual and CBS outlets.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 54 of a Series

KSTP—St. Paul and Minneapolis

1460 K.C.—25,000 watts daytime; 10,000 night-time.

STANLEY E. HUBBARD, President
KENNETH M. HANCE, Vice-President

KSTP, one of the nation's pioneer stations, is located in the Twin Cities of Minneapolis and St. Paul, maintaining studios and offices in both cities: in the Hotel St. Paul, and in Hotel Radisson in Minneapolis.

The station, which went on the air—April 1, 1928, and is the outlet for the basic Red network of NBC, grew out of WAMD, operated in Minneapolis by Stanley E. Hubbard, and KFOY in St. Paul. Several years ago arrangements were made to purchase KFOY and to merge the two into a real Twin Cities station, KSTP.

Closely checked coverage of KSTP, which has been greatly increased since the construction of a new \$300,000 transmitter last winter, embraces more than 4,000,000 persons in Minnesota and adjacent states. The spending income of this population is estimated at \$1,966,170,000.

The station was a pioneer in the field of radio news. Hubbard, as early as 1925, founded a news bureau at WAMD. Later the Radio News Association was formed, with KSTP as one of the founders.

KSTP also is one of the pioneer stations in the field of special events broadcasting, maintaining its own mobile short-wave transmitting unit—the only one in the entire northwest area. The present unit is the station's second, the first having gone into service more than four years ago.

The station is the only one in the northwest which maintains a shop and laboratory, with an engineering crew apart from its regular operating staff for research and experimental work, and for the development and construction of new equipment. It is under the guidance of Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

The station is one of the few in the country that maintains its own educational department, directed by Thomas Dunning Rishworth, for the origination of educational programs to keep listeners in touch, not only with the work of the public school and the pupils, but with its university and college of agriculture as well.

A special department was set up nearly two years ago, headed by Val Bjornson, for the handling of informative, unbiased political news non-commercially, originating programs to give listeners both sides of important political questions as well as news from the state capital and the legislature.

Under the direction of Ray Jenkins, general sales manager, and Fred Laws, assistant, a complete merchandising service, including market information, mail publicity, special surveys, listen-in posters and headquarters for out-of-town sales and advertising executives, has been established.

The station also has been the source for nine years of all NBC programs originating in this area, including during the past year such shows as Rudy Vallee's hour, Fibber McGee and Molly, the Winter Carnival, the General Motors Good Neighbor concerts, the Minneapolis Symphony and many others.

Paul Sabin and his orchestra, currently at the Hotel La Salle, Chicago, have had their contract extended for another four weeks through Leo Salkin of CRA. The Sabin orchestra will be followed by the King's Jesters for six months beginning August 1.

Rita Rio and her all-girl orchestra have been booked by the Chicago office of CRA to play the Orpheum Theater, Madison, Wis., on July 29 and 30.

Lucky Millinder and his orchestra have been set to play the Chestnut Street Hall, Harrisburg, Pa., on July 30 for CRA.

Mike Riley and his "Round and Round" Orchestra have returned to the New Penn Club, Pittsburgh, for CRA with a KDKA and NBC wire. Later they move into Castle Farms, Cincinnati.

Johnny Green will observe the completion of his tenth year as a composer of popular tunes when he conducts a special sequence of his own

hit numbers over the NBC-Red network on Aug. 3 at 9:30 p.m. He will be aided by singers Trudie Wood, Jane Rhodes and Jimmy Blair as well as the Rhythm Chorus.

A Kansas City, Kas., music company reports several calls for sheet music to "Baby, Have a Heart" and "Romance in the Rain," songs originated by Joe Boan of the KCKN staff, following their presentation on Joe's daily quarter-hour program for Kuluva Clothing Co.

"Music at Nine" on WQXR
"Music at Nine," WPA madrigal singer troupe, will be heard on WQXR at 9 p.m. Mondays starting Aug. 9. The singers have been appearing on WMCA and WNYC.
Another WPA show, "Serenade at Nine," resumed last night on WMCA.

Dave Chrisman Resigns
Dave Chrisman of Mutual's New York office has resigned. Chrisman has been with the network from its earliest days.

PROMOTION

Bonuses for Best Ad Libs

General Mills (Wheaties) is offering special bonuses to sports announcers for the best ad-lib commercials used during broadcasts each week. Announcers are given stock commercial announcements, but are requested to tie-in remarks about the product during the course of the ball games whenever possible. Each announcer then sends in a copy of his plugs, and those adjudged winners are paid \$2. To date, Earl Harper, WNEW announcer handling the Newark assignment for Wheaties, has won special bonuses, as has Joe Bolton, WHN sportscaster handling the New Jersey games for same sponsor. Offer holds good for every sport announcer working for General Mills on baseball assignments.

"Choose Your Announcer"

A "choose your announcer" contest conducted by WCPO, Cincinnati, with all staff announcers competing in the program, has been stirring up quite a bit of interest. Fans listen to the program, then write a letter telling which announcer they prefer to read the news, and why they prefer him. The person sending in the best letter, in the opinion of the judges, receives a cash award of \$25. Next best gets \$10, and the third \$5. There are also 10 honorable mention prizes of \$1 each. The announcer who gets the most votes will receive a cash award of \$25; second best, \$15, and the third, \$10.

WHIO Cab Exploitation

WHIO, Dayton, O., further continues to publicize the station as well as emphasizing the known fact "It Pays to Advertise." After reaching an agreement with the local cab companies, WHIO has placed on the back of each cab a long, two colored streamer stressing the points that there is "Always a Good Show on WHIO" at 1260 on your radio dial.

Talent Discovery Contest

KFOK, the Hal Nichols station in Long Beach, Cal., in cooperation with Walker's Department Store and the State Theater, is running an eight-week Talent Discovery Contest designed to give opportunity to talented entertainers and at the same time publicize the three agents behind the contest.

New WCAE Commercial

Pittsburgh—"The Voice of Romance," new commercial sponsored by Jerome Wolk Furriers, starts tomorrow night at 7:45 on WCAE. Show will build stories around songs, starting with "Alice Blue Gown," prepared by Frank Siedel of the WCAE staff. Johnny Mitchell, organist, a romantic tenor called "The Voice of Romance," and a dramatic cast including Stephanie Diamond, Pearl Hamel and actor-announcer Carl Dozer, will appear in the show.



KANSAS CITY

Jimmie Sams of the announcing staff of KXBY, has resigned to join KSAL, Salina.

Ed Warner, who has been in Texas auditioning the new Arthur Church disk series, "Phenomenon," has returned here for a short while before going back into the Texas territory.

KCKN has added two shows originating at WIBW, Topeka, and aired via the Kansas network. One features the singing of a blind tenor, Edmund Denny, five times weekly, while the other, "Crime Patrol," features Tom McGinnis, WIBW dramatic artist, and is written by George M. Hamaker and directed by Art Holbrook, both of the WIBW staff.

L. L. Longsdorf, program director at KSAC, the radio station at the Kansas State Agricultural College at Manhattan, spent Saturday at WDAF conferring on the new WDAF farm program for which Longsdorf provides scientific agricultural material.

H. Dean Fitzer, WDAF general manager, left Saturday with Mrs. Fitzer for New Orleans and Havana, returning in three weeks by way of New York.

Marian Donaldson, KMBC traffic director, has left for a vacation in Detroit and Canada.

Arthur B. Church has been appointed chairman of the radio committee for the Jubilesta, Kansas City's ten day fall festival.

SAN ANTONIO

Elliott Roosevelt, president of KTSA Broadcasting Co., and E. J. Gough, vice-president of Hearst Radio Stations, were in the city conferring with KTSA Manager H. C. Burke last week.

Jerry (Bud) Morgan, KOMO production director, is vacationing down at Rockport.

Les Ketner, RADIO DAILY correspondent, is doing a weekly radio column for "Sunday Express."

Capt. F. G. Neuhauser, emcee on "The Old Heidelberg Students" program heard thrice weekly via KTSA, recently authored "Pioneer," to go before the camera here next month.

Judith Allen is author, producer and announcer of "Happiness House," now heard twice weekly on KABC.

Sponsor's Auction Clicks

KOBH, Rapid City, S. D., has inaugurated a new sales promotional idea known as the KOBH Sponsor's Auction. It's a business stimulator and interest getter. Each sponsor receives upon contract an amount of so-called KOBH money which he returns to his customers at the rate of one dollar for each dollar spent. Then at a future date there will be held an auction where many valuable prizes will be offered for sale with this KOBH money.

There is no lottery or game of chance connected with the proposition the idea being that each customer who has enough money will bid the limit and thus obtain the car, or any of the additional articles. On special days the sponsor may give special deals of two sponsor's dollars for each dollar spent and the like.

FRANK GOLDER has been promoted from engineer to night traffic supervisor of Chicago NBC Central division, succeeding John W. O'Neill, who resigned on account of health. Joseph W. Conn Jr. takes Golder's place.

Announcer Dick Wells on week's vacation in north woods.

Elinor Harriot, former Chicago radiactress and the Ruby Taylor of Amos 'n' Andy show, has written friends here that she expects to announce her engagement on coast this week to Frank Nathan, Los Angeles insurance man.

Esther Shultz, Evening American radio ed, on vacation.

Hilliard Edelstein of Carlton Kelsey's CBS "Poetic Melodies" orchestra has authored a composition for string ensemble called "Reverie."

William Hodapp, formerly on faculty of Indiana University extension school, is new member of Chicago NBC continuity staff, replacing Al Barker, who was taken off staff work to write "Don Winslow" and NBC Minstrels.

Truman Bradley, WBBM announcer and commentator, will handle announcing for Grant Park concert Saturday evening featuring Lily Pons and Andre Kostelanetz.

Durward Kirby, formerly of WLW, Cincinnati, has been added to NBC announcers' staff here.

Charlie Gilchrest, radio ed of Daily News, is waxing a series of gossip and news for Ruthrauff & Ryan.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association New York.

Aug. 4-5: Stewart-Warner Corp. dis-tinction under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

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

Nov. 26: Inter-American Radio Confer-ence, Havana.

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

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

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WOR

New York City

"... I never miss an issue of RADIO DAILY. You are doing a fine job."

William B. Gellatly

Sales Manager.

KLRA

Little Rock, Arkansas

"... Please accept our commendation on RADIO DAILY, a swell publication."

Frank Hennessy

Chief Announcer.

LUTHER WEAVER & ASSOCIATES

Saint Paul, Minnesota

"... RADIO DAILY is doing a snappy informative job. I trust there is no offense connoted in enclosing a check for a year's subscription."

Luther Weaver

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

LOUISVILLE

Hank Keene's Radio Gang, WHAS hillbillies, touring Kentucky, Tennessee and West Virginia territory with a tent show. Bob Atcher, mountain minstrel and former WHAS singer, also with the troupe.

Nelson Dickey, new salesman on staff of WGRC, New Albany, Ind.

Slim Bryant, guitar player, has rejoined Clayton McMichen's Georgia Wildcats on WAVE.

Paul Sutton, vocalist with Harry Currie's ork on WHAS, now filling morning sustaining spot, singing, announcing, and accompanying himself at piano.

Earl P. Carter, head of Central Transcriptions, new recording company here, on combined business and pleasure jaunt to Chicago, Philadelphia and New York.

Jane Evans of Pikeville, Ky., is organizing listening centers which will be added to those already established by University of Kentucky. Service will be installed in remote sections of Breathitt, Magoffin, Johnson, Floyd and Martin counties.

Marion Ackley of WLAP, Lexington, in town to record some 15-minute film chatter programs.

Asher Sizemore and Little Jimmie, local air favorites, spending the summer on their farm in Indiana.

WGRC Louisville studios were visited Monday by Hoot Gibson, cowboy star, who was interviewed by Bob McIntosh.

COLUMBUS

Irwin Johnson, WBNS staff announcer, has gone to Erie for his vacation.

Fred Hoffman, WCOL salesman, and Bob Seal, announcer and continuity chief, also vacationing.

Eldon Howells and Agnes Wright, duo-piano team, are guest-artisting over WHKC's symphony hour from Olentangy park, directed by Abram Ruvinsky and sponsored by Standard Oil Co.

Ed Bronson, WCOL program director, flying to New York on his vacation. Two other WCOL'ers vacationing are Neil A. Smith, commercial manager, fishing in Alabama and Herbert Welch, announcer, heading for Chicago and Wisconsin.

ONE MINUTE INTERVIEW

BORIS MORROS

"Music for radio alone has not yet been written. This can only happen when the present day composers realize the specific facilities and the tonal timber that the microphone gives to orchestrations and the human voice. In other words, the composers must realize that the mike must give birth to a voice, as in the case of Bing Crosby. Music will have to be born for radio, as it has been born for the movies. It will take a long time. Only now has the movie industry found the answer."

☆ Coast-to-Coast ☆

BUD HEYDE, program director for **BKVOD**, Denver, vacations for two weeks starting Aug. 1. He heads for Scottsbluff, Neb., where his family lives.

Gene O'Hare, sportscaster at **WGY**, Schenectady, starts a series of Thursday night interviews with members of the Albany Baseball Club tomorrow.

WCAE, Pittsburgh: Phil Davis is back from vacation . . . Three Little Maids are prospects for a commercial spot . . . Ed Sprague manages the Beach Club at Conneat Lake on the side.

Clark Dennis, young NBC tenor, and **Fran Allison**, ballad singer, who was graduated to the networks from **WMT**, Waterloo, Iowa, will form one singing team, and **Jack Baker**, tenor, and **Annette King**, balladist, will form another to provide vocal entertainment on the **NBC Breakfast Club** and the **Club Matinee** from the **NBC Chicago studios**, beginning next Monday. **Miss Allison** and **Dennis** will be heard from Aug. 2 through Aug. 7 over the **NBC-Blue network** at 9 a.m. **EDST** on the "Breakfast Club." **Baker** and **Miss King** will be soloists the same days on the "Club Matinee" over the **NBC-Blue Network** at 4 p.m. **EDST**.

KMOX, St. Louis: **Maurice Cliffer**, announcer, is vacationing in Kilgore, Tex. . . . **Rollie Williams** of the production staff is in Minnesota . . . **Harry Fisher**, control operator, back on the job after a month's absence due to an auto accident.

The 3rd Annual Aquaplane Derby, from **Avalon, Catalina Island, to Hermosa Beach**, will be shortwaved from speed boats, a **Coast Guard cutter** and a **blimp** and released over the **Mutual network**, Aug. 1.

WFBM, Indianapolis: **Bill Kiley**, continuity writer, is relaxing in the Indiana lake region . . . **Henry S. Wood**, station's farm director, having unusual success with his second series of county fair broadcasts.

"Your Home Town," musical variety program with a plot that holds the works together, is being sponsored by **Omar Baking Co.** on **WIRE**, Indianapolis.

Doris Fisher, daughter of song publisher **Fred Fisher**, having made a successful debut as a radio singer on Monday's CBS "Metropolitan Parade", will be heard again in this morning's show.

Clem McCarthy will be at the mike for **NBC** when the famous **Hambletonian Stakes** is run at **Goshen** on Aug. 11.

William Watters, young actor and writer, formerly on the coast, is now

scripting new radio shows for the **Kass-Tohrner Agency** in New York.

Ralph Blane, radio and stage singer, who appeared in "New Faces", is being featured in "Frederika" at **Jones Beach** this week.

C. W. Haffenreffer and **Ernst Ratsey** are the latest additions to the staff of **Mutual** announcers who will cover the **America's Cup Races**. **Haffenreffer** operates the dry dock where the racers have been kept in condition, and **Ratsey** made the sails for both the **Ranger** and the **Endeavor**.

Paul Startup, former staff artist at **WLAC**, Nashville is now on the staff as regular announcer.

Eric Snowdon, veteran Shakespearean actor and well known in films, has been added to **CBS** staff as consultant on Shakespearean cycle and to assist on productions.

New "Couple Next Door" Sked

The **MBS-Procter & Gamble** show, "Couple Next Door" will go on a new schedule when it expands to **WOR** on Aug. 2. **WGN** and **WOR** will air the program at 2:45-3 p.m., with **WLW** carrying the program at 5:15 p.m. Program is keyed from **WGN**.

NEW ORLEANS

Regal Beer takes the air over **WWL** here with a new program of oddities in nature, business, science, etc., narrated by Program Director **James Wilson**. Program was placed through **Walker Laussey**.

Frank Arena, tenor, is some kind of a record holder among the commercials in point of years for consistent service. Starting out with his wife in a musical act seven years ago, he had been on one station ever since and claims always to have been sponsored.

Irving J. (Pinky) Vidacovich and his orchestra replace the **Gemelli Loyacano** combination at **Chez Paree** here and over the **WDSU** wire.

Billy Ogeltree and his **Dream Girls** are airing from **Biloxi**, Miss., over **WGCN**. Outfit plays in the **Buena Vista** dining room.

ALBANY

Harold E. Smith, general manager of **WOKO**, will not be back in harness for another six weeks, as a result of his recent airplane accident. The most serious of Smith's injuries is a broken ankle (three places).

WABY will feed **WOR-Mutual** with 12 broadcasts on the **Saratoga** feature races, with **Bryan Field** at the mike for the stake events. **Bill Winne** will be **WABY's** local announcer.

Xavier Cugat and his orchestra at **Arrowhead Inn**, **Saratoga**, and **Dick Mansfield's** orchestra at **Hotel Ten Eyck** here will be fed to **Mutual** by **WABY** during the racing season.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 20

NEW YORK, N. Y., THURSDAY, JULY 29, 1937

FIVE CENTS

2 Councils in Radio Union

VAN CRONKHITE BUYS OUT GEO. ROESLER INTEREST

Chicago—Van Cronkhite Associates Inc. has bought out George Roesler's interest in VCA's Foreign Language Station Rep. Division. The announcement, made by VCA's president, John Van Cronkhite, said the deal was effective immediately, but that Roesler would remain with VCA until the first of August.

Roesler pioneered in the foreign language field, being one of the part-

(Continued on Page 3)

Ascap Offices Picketed By One-Man Delegation

For the past two days a one-man delegation has been picketing the Sixth Ave. entrance to Ascap's offices in the RCA Bldg. Pickets name is Ira B. Arnstein who claims via two 3x4 foot signs, that Ascap is "pirating his songs."

Arnstein claims he wrote "A Mother's Prayer," which to date has sold some 1,000,000 copies and is still

(Continued on Page 3)

RCA and Gen. Electric Get Patent Injunction

Federal Judge John C. Knox yesterday granted a permanent injunction to RCA and General Electric Co. restraining Eli and Oscar Dane, Paul R. Nachenson, Majestic Radio, Dubro Radio & Television Corp., Webster Stores, Inc., and Avon Stores, Inc., from infringing upon radio receiving patents owned by the plaintiffs.

WJAX Appoints Rep

WJAX, 5000-watt NBC Red and Blue station in Jacksonville, Fla., has appointed Craig & Hollingbery Inc.,

(Continued on Page 2)

New Guest Wrinkle

Now that the guest artist policy has become as prevalent as swing music, Walter O'Keefe will try a new wrinkle on the NBC-Red "Town Hall Tonight" program by playing return engagements of former guest stars. Billie Bailey, Tex Lewis and his Texas Wranglers and May McKim will be heard in the Aug. 4 program.

Cantor Back Sept. 19

West Coast Bur., RADIO DAILY Los Angeles—Eddie Cantor, now on summer vacation, resumes broadcasting as star of the Texaco Sunday program over 88 CBS stations on Sept. 19. Show will be heard, as at present, 8:30-9 p.m. New York time, with a rebroadcast at 12 midnight during Daylight Saving Time and at 11-11:30 p.m. during Standard Time. Buchanan & Co. is the agency.

ARTA-WHN CASE IS HEARD BY WASH'N LABOR BOARD

The National Labor Relations Board yesterday revealed that the case between the ARTA and WHN has been heard by the board in Washington, but a decision has not as yet been handed down.

A recent controversy, arising over charges that the NLRB was being forced to hear a number of unnecessary cases, has been mainly responsible for the delay in the WHN case which was submitted to Washington

(Continued on Page 3)

State-Operated Station Is Asked in Mass. Bill

Boston—A bill calling for the establishment of a radio station at the State House has been filed by former Representative Thomas Dorgan of Dorchester. Measure directs the superintendent of buildings to establish and maintain in the State House a broadcasting station for use by de-

(Continued on Page 3)

General Mills May Invade Football Sponsorship Field

CBS Football Schedule Getting Additional Games

In divulging preliminary plans for its football broadcasts this fall, CBS yesterday stated that although the schedule to date only calls for the airing of two games, the network announced that future games will be

(Continued on Page 3)

Problems of Singers and Those of Actors, Will be Handled by Separate Bodies, Which Will Meet Jointly

QUAKER OATS BUYS TIME FOR AUNT JEMIMA SHOW

Chicago—Quaker Oats Co. has bought a 15-minute NBC morning spot on a five-a-week schedule for an Aunt Jemima show under the title "Cabin at the Crossroads," starting Aug. 23. Show will feature Negro music and characterizations, with an orchestra and a dramatic cast headed by Harriet Widmer as Aunt Jemima. Lord & Thomas set the deal.

Benton & Bowles Agency Adds Four to Personnel

Fred J. Hamm, Lester S. Dame, Adolph J. Toigo and William Fagan are new personnel additions at Benton & Bowles Inc.

Hamm, formerly a partner of Moore & Hamm Inc., will work on the

(Continued on Page 3)

Abert to Manager WTMJ

Milwaukee—Donald Abert has been appointed manager of WTMJ, effective Aug. 1, with Russ Winnie continuing as assistant manager, W. F. Dittman as sales manager in charge of local and national advertising, and Dan Gellerup as technical director. Operation of WTMJ continues as a division of The Milwaukee Journal promotion department, headed by W. J. Damm, who maintains the policy and legal contacts.

Believing that actors and singers in the radio field have their own respective problems, the new radio organization sponsored by Actors' Equity will have two separate councils, one for each of these branches of entertainers, it was learned yesterday. Both the actors' council and the singers' council will meet in joint sessions, however.

An executive board also will be formed to head the organization.

Further details of the organization are to be discussed and possibly de-

(Continued on Page 3)

AFM POSTPONES PARLEY WITH RADIO OFFICIALS

The AFM Executive Board yesterday postponed its scheduled meeting with radio heads until this morning. Only action yesterday was a 10-minute session in the morning at which time the postponement was decided upon. A full house is expected to attend the meeting today, with representatives from broadcasting chains and stations scheduled to sit in.

Five-Year Deal on Polo Set by Columbia Network

Within a few days CBS will announce the addition of polo to its long list of sports which have been signed up for exclusive broadcasts. United States Polo Ass'n has not delivered the signed papers to CBS

(Continued on Page 3)

O'Neill Producers

Three of NBC's crack producers have been assigned to the staging of the Eugene O'Neill plays which will be aired over NBC-Blue starting Monday. James Church will direct the first, "Beyond the Horizon." Lester O'Keefe handles "The Fountain," while Charles Warburton is to produce, "Where the Cross Is Made," with Henry Hull.

Situation last year, with sponsor not as heavy on baseball, was al-

(Continued on Page 3)



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

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FINANCIAL

(Wednesday, July 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	— 5/8
Crosley Radio	20 1/4	19 7/8	19 7/8	— 7/8
Gen. Electric	58 3/8	57 1/4	57 5/8	— 7/8
North American	29	27 7/8	27 7/8	— 3/8
RCA Common	9 3/4	9	9	— 1/2
RCA First Pfd. B	68 3/4	67 1/4	67 1/4	— 1 1/2
RCA \$5 Pfd. B	9 3/4	9	9	— 1/4
Stewart Warner	18 7/8	18 1/4	18 1/4	— 1/4
Zenith Radio	36 3/4	36 1/2	36 1/2	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic	3 7/8	3 7/8	3 7/8
Nat. Union Radio	1 3/4	1 3/4	1 3/4

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/2	31 1/2
CBS B	30 1/2	31 1/2
Stromberg Carlson	13	15

WJAX Appoints Rep

(Continued from Page 1)

as national sales representative. This gives Craig & Hollingbery both east coast NBC outlets in Florida, as the firm already represents WIOD in Miami.

CBS Signs Doris Fisher

Doris Fisher, composer and soloist, has been signed under the exclusive management of the Columbia Artists, Inc. Miss Fisher, daughter of Fred Fisher, composer, will do only soloist work under her new contract.

Literati for Fan Mail

Mary M. Banning, daughter of Margaret Culkin Banning, the author, will join the NBC audience mail department on Monday as correspondent. Miss Banning is a recent graduate of Vassar and holds a Phi Beta Kappa key.

DON KERR

Master of Ceremonies

WMCA

Fox Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

COMMENTATORS

A TYPE of radio program that is still a good distance from the saturation point of its possibilities is the commentator.

In the trail blazed by H. V. Kaltenborn, the daddy of them all in his particular line, there has sprouted and flowered a vast variety of spellers, topical and philosophical, erudite and opinionated, personal and psychological, political and sociological, intimate and humorous.

And from this myriad, a small half dozen or so stand out.

Sponsored network topnotchers of the current general news parade are Lowell Thomas, Edwin C. Hill, Boake Carter and Gabriel Heatter.

The most colorful of these is Thomas, who, besides a gift of speech and a facile turn for wit, has the benefit of an adventurous and thrilling personal background, a world-wide acquaintance among headline and unusual personages, a versatility of talent and a capacity for prolific activity which keeps him on the pulse of things.

Carter has won his spurs chiefly by being scrappy and controversial; he is the more opinionated and more editorial-minded of the fraternity, and therefore attracts the big argumentative following.

Hill is a forthright and fluent discourser, a veteran newspaper man who has digested his training and experience, with a leaning to the more human interest angles, and possessing a decisive delivery that impresses his listeners.

Heatter has proved himself an efficient handyman in a variety of spots, doing a workmanlike job somewhat on the order of Hill.

Charles Benford, who made his debut from New York this week over WOR-Mutual after some activity in Washington, is a newcomer who bids fair to cut quite a swath in the outspoken line, combining oratorical force and with sound judgment.

In a still more fiery vein is Gerald L. K. Smith, espousing the cause of Americanism and anti-Communism—with emphasis against the CIO—over WINS and the N. Y. Broadcasting System; he's the nearest thing to Father Coughlin since the latter faded from the air.

For general listener interest, the Walter Winchell fraternity probably holds first place in number of dialers attracted.

In this field, Winchell is another pioneer who has held in the lead despite some stiff competition and not a little imitation; his success being due no less a matter of personal talent than to the type of news he airs.

Jimmy Fidler, the more spectacular of the Hollywood gossip boys, evolved a very successful formula in news and "moralizing" that hits the man in the street and the girl behind

the counter, so he's set to ride quite a distance on that horse.

George Fischer, latest chatterer to hit the networks from the coast, has made a fair start, but there is still some distance between him and the Winchell-Fidler duo.

At the New York end, Paul Stewart, the "Hollywood Observer" on a CBS commercial, is going strong with a somewhat different style of presenting his generous batches of news and gossip.

In the more scholarly department, which hasn't fared so well thus far, Eugen Boissevain has tried tea-time and dinner-time talks on subjected of limited drawing room interest, and the Englishman Alistair Cooke is now trying a slightly similar stint but at a later night period.

Of wider interest to the literate listeners are the whimsical chats of Alexander Woolcott; the folklore of that topnotch yarn-spinner, Cal Carmer, in "Your Neck of the Woods"; Edward Tomlinson's "Other Americas", and the talks of Dr. William Lyons Phelps, Dale Carnegie, Phelps Phelps, and a few others who are heard less frequently.

Philosophers of cheer like Ted Malone of "Between the Book Ends" also deserve mention, and there is Ed Fitzgerald who manages very nicely to kill part of a half-hour each day in a more or less vaudeville type of chatter.

John B. Kennedy is another who was on the way to becoming a commenting specialist at one time, but seems to have dropped out, and there is the legion of straight news and sports dispensers including the busy Andre Baruch, Mark Hawley, Vincent Connolly, Dave Driscoll, Ford Bond, Paul Douglas, Bill Williams, et al.

The multi-sponsored Arthur Godfrey also deserves some classification, and there is the mellow theatrical commentator Bide Dudley, Harlan Eugene Read who talks on foreign matters, Howard Marshall who is heard here from London, and George Jean Nathan (caught once in a group discussion with Ernest Boyd and others) who ought to be aired but isn't, and the same goes for M-G-M's J. Robert Rubin who has an unusually fine mike voice plus a learned mind.

Among feminine commentators, Mrs. Franklin D. Roosevelt and Mary Pickford would garner the biggest listening audiences.

Kathryn Cravens does a fine job on news and comment, Peggy Wood is beginning to hit a good stride, Nellie Revell makes pleasant listening, Martha Deane takes the prize

COMING and GOING

FRANK CHAPMAN and GLADYS SWARTHOUT return from Europe today aboard the Conte di Savoia.

JOCKO MAXWELL, sportscaster for WWRL and WLTH, returns Saturday to his duties after a brief vacation at Hunter, N. Y.

HENRIETTE K. HARRISON, radio director for New York City's YMCA, leaves this week for Beach Haven, N. J., for a vacation until Sept. 1.

MRS. LESTER LEE left yesterday for Syracuse to return with her mother, MRS. ROSE BARNEY. CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday after an extended trip to the coast, stopping off in key cities.

MARY EASTMAN and BILL PERRY, leave for St. Louis to appear at a special airing via KMOX on Aug. 4.

R. H. GRANT, vice-president of General Motors, sails for Europe today on the Ile de France.

MARIE PONS, mother of Lily Pons, returns to Paris today.

JEANNE AUBERT sails on the Ile de France today.

EDITH MEISER, associated with McKnight and Jordan Inc., arrived yesterday from Paris aboard the Conte di Savoia.

ALLEN SCOTT, Philadelphia air commentator, is in New York on business for a few days.

DAVID WOLPER and bride have returned from a honeymoon in Bermuda.

IRVING MILLS returns from Europe on Monday aboard the Normandie.

BILL FINCH, president of the Finch Laboratories, arrives today from Washington.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, is spending his vacation in Wichita, Kas., visiting his folks.

MR. and MRS. JESSE CRAWFORD and their orchestra are leaving for Washington, where they play a week at the Earle Theater before proceeding to the Peabody Hotel, Memphis, booked through Consolidated Radio Artists.

STANLEY L. WESSEL, vice-president of Wessel Co., Chicago, is in New York and stopping at the Hotel Warwick.

E. D. PEDERSON, manager of KOL, Seattle, was in town yesterday and planned to fly home last night.

F. D. KESLER, commercial manager of WDBJ, Roanoke, was in New York yesterday.

JOSEF ISRAELS II, commentator on WNYC, is off the air for two weeks while he takes his annual vacation up in Maine.

GEORGE FUERTS, night traffic superintendent for NBC in San Francisco, is visiting New York on vacation.

C. B. ARNOLD, general manager of KINY, Juneau, Alaska, is looking northwestward again after a New York sojourn.

IREENE WICKER, star of the Kellogg "Singing Lady" series, will do personal appearance at the Great Lakes Exposition, Cleveland, on Aug. 6-7-8.

for endurance as well as for the ability to combine interesting chatter with commercial plugs, and then there are some dozen others, including Martha Manning, Eve Casanova, Helen Gray, et al, who do very nicely in their respective lines.

But the feminine side, as a whole, doesn't hold a candle to the male contingent when it comes to commenting.—D.C.G.

CHICAGO COMMUTERS!

United Mainliners make 9 fast flights to CHICAGO daily—3 non-stop. Famous "Night-Hawk" plane lvs. New York at 11 p.m.—arr. CHICAGO at 3:13 a.m. Also overnight Mainliner to CALIFORNIA at 5:55 p.m.—only 3 stops.

UNITED AIR LINES

In the heart of Radioland—Hollywood's most modern transcription studios.

THE AEROGRAM CORP.

"From script to disk"

1611 Cosmo St.

Hollywood

RADIO UNION WILL HAVE SINGER, ACTOR COUNCILS

(Continued from Page 1)
 terminated at a special meeting scheduled for tomorrow.

Yesterday's announcement of the new setup for the radio talent union, which will be vested with complete autonomy, aroused highly favorable reactions among radio performers.

Ascaph Offices Picketed By One-Man Delegation

(Continued from Page 1)
 played on the air and from which Ascaph obtains royalties. He also claims that Ascaph changed the title of "Celestial Melody," which he wrote, to "Be Still My Heart." In another case his "Russian Waltz Song" became "Play Fiddle Play," he says. In this case Arnstein brought suit against Edward B. Marks Co. but lost the case.

Arnstein claims he filed an application for membership with Ascaph but was refused because he wrote classical music not popular.

John G. Paine, general manager of Ascaph, said that Arnstein's lawyer called him a few days ago and Paine invited the lawyer up for a conference. Lawyer failed to appear. Paine further declared that "Ascaph's files show no record of Arnstein filing an application for membership."

Some years ago Arnstein had Nat Shilkret arrested for playing "Divine Lady," but case was thrown out of court. Arnstein says he will continue his picketing indefinitely.

Five-Year Deal on Polo Set by Columbia Network

(Continued from Page 1)
 yet, but unofficial sources say that is only a matter of time.

Deal is for five years and price paid by CBS is said to be over \$10,000.

State-Operated Station Is Asked in Mass. Bill

(Continued from Page 1)
 partments and officers of the state in broadcasting such information and data as may be in the interest of the public, particularly in the matter of promoting public health, education and welfare. Commercial or political discussion are excluded.

NEW PROGRAMS—IDEAS

Femme Neighborhood Reporter

KCKN, Kansas City, Kas., which holds a preferred position in the news field of its area, has spotted a new and slightly different news broadcast to be aired three times weekly, 1:05 to 1:20 p.m. Wednesdays, Thursdays and Fridays. Titled "Butler's Brevities," the program features a feminine "Neighborhood Reporter," with an informal "homey" review of local news happenings.

The sponsor, Butler Music Co., believing the news broadcasts to be the best way of reaching the largest number of people by radio, worked with the station's program department and the Carter-Owens Advertising Agency in originating this new "column" type of news review.

Tie-ups with the daily Kansas City Kansan newspaper makes available the cream of each day's news for "Your Neighborhood Reporter," since she has at her finger-tips the entire turn-in of the newspaper's reporters in selecting news for exclusive presentation on the Butler program.

Virginia Wallace, KCKN's women's news commentator, was selected for the role of the "Neighborhood Reporter," with Randall Jessee as announcer. One musical selection on each broadcast will be furnished under the supervision of the Hosking Conservatory of Music.

The plan of mailing cards the evening prior to each broadcast to every person whose name will be mentioned promotes further interest in the program.

WJAY's "Neighborly Salutes"

Recognizing the importance of the numerous small cities which dot the landscape near Cleveland and along the shore of Lake Erie, WHK-WJAY Program Director Mendel Jones has scheduled a new WJAY series at 3-3:30 p.m. Thursdays known as "Neighborly Salute," in which the many industrial and farming communities which play an important part in the economic life of Northern Ohio will be honored.

Opening the series was a salute to Elyria, Ohio, with Elyria's Mayor, Leonard Smith, and J. Clark George, editor of the Elyria Chronicle-Telegram, as speakers, describing briefly the principal manufacturing and other industries in the city, activities in behalf of citizens, social life, etc. Louis Rich and his modern sym-

phonic orchestra will present music honoring the city. Plans call for the continuation of the program throughout the summer and fall on a weekly basis.

Bible Stories for Kids

"Miles of Smiles" is the name of a new Sunday morning religious program for children conducted by Ruth Robinson over WHBF, Rock Island and Moline, Ill., and Davenport, Ia. Miss Robinson takes the children on a mythical steamboat trip to the Bible lands where she describes places and Bible stories that happened there. Program is non-sectarian. A tie-in with local Sunday Schools builds up a tremendous following and good will.

Children are invited to the studio to take part in the program, and each child is given a ticket for the "trip." Before they secure this "trip" ticket, they must have a ticket from their Sunday school teacher saying they were at Sunday School the previous week. Each teacher is conducting a contest in his class to see which youngster will win the most tickets.

Feminine Words and Music

A new women's program, featuring Jane Schrader and Betty O'Regan, is now heard every Sunday morning at 9:30-10 a.m. over WCPO, Cincinnati. This program is purely female fare—presenting Women In The News, Women's Fashions, Hollywood Women's Gossip, Recipes and other features of interest to Women.

Each week, too, Miss Schrader and Miss O'Regan present some prominent woman, either a native Cincinnati or some visiting firewoman, who has distinguished herself in her line of work in a short interview.

Maxine Gray Rejoins Kemp

West Coast Bureau, RADIO DAILY
 Los Angeles—Maxine Gray, vocalist, rejoins Hal Kemp and band when they open at the Coconut Grove of the Hotel Ambassador with an NBC-Blue network wire Tuesdays and Saturdays in addition to their Friday night CBS cigaret show. The boys also will play five half-hour periods weekly on the coast hook-ups of NBC's Red and Blue networks.

Other vocalists with the band are Skinnay Ennis, Bob Allen and Saxie Dowell.

CBS Football Schedule Getting Additional Games

(Continued from Page 1)
 picked according to importance of teams. Ted Husing will handle the play-by-play descriptions for the web. First game to be broadcast will come from Ohio State University when that school meets Texas Christian on Sept. 25. The following week Husing will travel to Lincoln, Neb., to air the tilt between Nebraska and U. of Minnesota.

ARTA-WHN Case Heard By Wash'n Labor Board

(Continued from Page 1)
 on July 7. One proposal made to judicial bodies called for an amendment of the Wagner act which would place responsibility equally on the employer and employe in labor disputes. However, a decision is expected to be handed down in the WHN case before any action on the NLRB is taken.

GEN. MILLS MAY INVADE FOOTBALL SPONSORSHIP

(Continued from Page 1)
 most the same with Wheaties eventually dropping the football idea. This year, however, competitors, not able to break into baseball, have begun to go overboard on football, causing Wheaties to seriously consider a national campaign.

Sponsor has also announced plans to increase baseball schedule next year. Company now holds options for broadcasting rights to over 100 teams for 1938 season.

Benton & Bowles Agency Adds Four to Personnel

(Continued from Page 1)
 Colgate - Palmolive - Peet account. Dame comes from the Lye Association and Toigo was formerly associated with John H. Dunham Co., Chicago. Both are in the research department.

Fagan becomes business manager of the radio department, succeeding Chester MacCracken who has been moved to the West Coast office. Fagan resigned from the CBS sales staff to join the agency.

Kellogg Drops Friday Spot

Kellogg Co. next week will drop the Friday schedule from the "Singing Lady" program on the NBC-Blue network, 5:30-6 p.m. The Monday through Thursday spots will be retained.

In September, Kellogg will take a half-hour Sunday afternoon spot on MBS using WOR, WLW and WGN at the start with possibility of expansion later. Ireene Wicker will head the show in addition to the "Singing Lady" series. Show will be "Musical Plays" which were on NBC last year.

Kellogg is also preparing a large list of spot accounts for fall placement. N. W. Ayer & Son is the agency.

"Song Contest" Pulls

Walter King's "Song Contest" program over WINS, in five days last week, pulled 2,568 letters. Talent on the program includes Hank Silvern at the piano and Walter King at the mike. Listeners are asked to identify songs played by Silvern. Theater tickets are offered for correct solutions.

Elinor Harriet to Wed Aug. 18

Elinor Harriet, who impersonates the female characters on the Amos 'n' Andy broadcasts, will be married Aug. 18 to Frank Nathan, Los Angeles insurance man.

STAR RADIO PROGRAMS, INC.

— PRESENTS —
The Scriptfolia

A COMPREHENSIVE LIBRARY OF CONTINUITY
 250 PARK AVENUE NEW YORK CITY

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21	29	23	27
22	30	24	28

Greetings from Radio Daily

July 29

Sigmund Romberg
 Lewis James

NEW BUSINESS

Signed by Stations

KFRC, San Francisco

Richardson & Robbins Co., announcements, through Charles Hoyt Co., N. Y.; Chemo-Ray Manufacturing Co., "The House of Peter MacGregor" disks, through Rufus Rhoades, S. F.; Rainier Brewing Co., announcements, through Lord & Thomas, Chicago.

KCKN, Kansas City, Kas.

Butler Music Co. (Norge, Philco, Westinghouse, Zenith and ABC), quarter-hour news periods, through Carter-Owens Advertising Agency.

WIND, Chicago

Morris B. Sachs, credit clothier, dramatizations of all White Sox out of town games for remainder of season, through Schwimmer & Scott agency; Chicago Roosevelt Steamship Co., through W. W. Garrison & Co.

KMBC, Kansas City

Mutual Citrus Products Co. of Los Angeles, five participation periods in "Happy Kitchen," also 39 five-minute ET commercials, through Charles H. Mayne, Los Angeles.

Uridge Back at WJR

Detroit—Owen F. Uridge has been appointed sales manager for WJR, managed by Leo Fitzpatrick. Uridge was a member of the WJR organization for several years until he left a year ago to join CBS as a spot time representative.

GUEST-ING

BRUNA CASTAGNA, on Chase & Sanborn Hour, Aug. 1 (NBC-Red, 8 p.m.)

ALICE BRADY, on Chase & Sanborn Hour, Aug. 15, (NBC-Red, 8 p.m.)

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf "Summer Stars" program with Harry Von Zell, Aug. 1 (CBS, 7:30 p.m.)

JOHNNY RUSSELL, on Mark Warnow's "Blue Velvet Music," Aug. 3 (CBS, 8 p.m.)

PAT O'MALLEY, on Benny Goodman's "Swing School," Aug. 3 (CBS, 9:30 p.m.)

JAN PEERCE, on "Your Hit Parade," Aug. 7 (CBS, 10 p.m.)

LAMI McINTIRE and His Hawaiians, on Al Pearce program, Aug. 3 (CBS, 9 p.m.)

CLEM McCARTHY, XAVIER CUGAT and VINCENT LOPEZ, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). Set by Herman Bernie.

OLIVER WAKEFIELD, in place of Tim and Irene, on Vallee program, tonight (NBC-Red, 8 p.m.).

RAMON NOVARRO and BILL ROBINSON, on WHN Movie Club, tomorrow (WHN, 8 p.m.).



● ● ● Script writers are meeting in seclusion and are forming a strong organization to protest the "farming out" of audition scripts without benefit of payment....After the first draft (with the formula laid down by the original writer) others are called into the picture to complete the show, leaving them in a lurch....They will strike when they have decided on a leader....Daniel C. Studin, v.p. of Star Radio, saved a young lady who was seized with a stomach cramp while swimming in Pa. on Sunday....Al Jacobs becomes business manager for Robbins....Adele Girard will be given her fourth screen test by M-G-M....Ralph Hitz will take over the Roosevelt Hotel in New Orleans....Benny Goodman wants to stay on the coast permanently....Tim and Irene hold a New England clam bake for the Conn. press at their Norwalk seashore home Aug. 8....Roger Doulens was rushed to the coast to handle special promotion on the Camel show by Earle Ferris....Jack Robbins accosted us the other day, saying, "I had to buy a music firm to break into your column"....He did buy a firm to get a hit, "So Rare," from Sherman, Clay.

● ● ● KGHL, Billings, Montana, threatens this year to stage the longest football remotes ever handled by any station....The only hold-up now evolves the furnishing of lines from the telephone company....Paul Sutton, the Songmaster of WHAS, Louisville, dedicated yesterday's program to Paul and Pauline Hix, twins, one week old....The fond father writes: "They are both named for you, Paul, because my wife and I are so fond of your programs"....Good enough reason....A 6½-watt signal on short wave was picked up by the staff of a Milwaukee hospital when Charles Lanphier, manager of WEMP, Milwaukee Broadcasting Co., acquired a new outlet for local programs. Silent partner, so far, is Mrs. C. J. Lanphier, who is reported doing well. New X-mitter's call letters, in short, are M-I-K-E, probably of the dynamic type.

● ● ● Ruthrauff & Ryan have lost the Gillette account which goes to Maxon, who won't use radio....Attention Connie Boswell in Hollywood and Vet Boswell in Toronto: Your dad is seriously ailing in New Orleans and that's why Martha rushed away the other day without informing you....The police were called out to take care of the overflow Glenn Miller drew into the Roosevelt in New Orleans on Saturday nite....CBSlinger Frank Gallup will be teted by Pet Milk next week....Dick Merrill wasn't permitted to fly while making his aviation picture on the coast...."Junior G-Men" boast of having the only producer in radio who is in the social register. He is Donald Peterson, Annapolis graduate....Guy Robertson is booked for "Hammerstein Music Hall" sometime in Sept....Advertising agencies are fighting each other to grab Ed Wolf's signature on a contract for his dramatic show, "Hilltop House"....Henry Spitzer's return from the coast next week may mean a few changes....Val Irving has been held over a third week at the Stork Club in R. I....Allie Wrubel had three songs on "Hit Parade" last nite....Hotel Biltmore airs via WOR and CBS—but they have NBC speakers in the room—which until recently were operated by an NBC engineer!

● ● ● First flickers to be shown in Cobb Valley, Lake County, Cal., were presented by Earl Lee, Frisco NBC actor....He spent some time there on his vacation and took pictures. When the prints were made, he exhibited them at a public gathering, along with some of Frisco Bay, the new bridge and the Fiesta....One couple held up the proceedings because they had to milk 75 goats before coming....Another family arrived 16 in one car....They were amazed at seeing themselves on the screen and shocked at what those "furriners" were doing....Cobb Valley is located at the end of the electric power line back in the hills and is most populated by small ranchers and gatherers.

PROMOTION

Promotes Regatta Interest

With rowing regattas finding their greatest popularity in the east and with the northwest, despite its "10,000 lakes," evidencing little interest in the sport, KSTP, St. Paul, through its mobile short-wave transmitting unit, stepped out on two dates recently in an effort to help the sport find favor in this area.

Results of the casts were hordes of watchers on hand when the Minnesota Boat Club staged an international northwest regatta for the Thomas Lipton trophy here. Represented were Canadian oarsmen from Kenora, Winnipeg, Fort William, Port Arthur and Regina, competing with crews from the Twin Cities.

Races previously drew few spectators except for those immediately interested; but a 15-minute KSTP stanza from the boat club shell rooms and the docks fanned up widespread interest and drew several thousand spectators. Station also carried the finals, sandwiched for 45-minutes with nautical numbers.

America's Cup Stunt

Cameron King, the nautical expert who will be MBS's America Cup commentator, through his association with Lloyd's Registry of Shipping and officers of ships, has started a chain radiogram gag.

All vessels, freighters and passenger ships have received notices from King telling them about Mutual's America's Cup broadcasts which W2XGB of Press Wireless will relay via short wave to the entire world. King in his notice asks the commanders of the boats to inform all other ships at sea about the broadcasts. In that way King hopes to have "a ship-listening-post" on every vessel at sea.

LaTorre Handling "Ave Maria"

Charles Torre, stage, screen and radio actor and director, is now handling production of the "Ave Maria Hour" programs aired over WMCA-Intercity Network on Sundays under sponsorship of the Graymour Friars at Garrison, N. Y.

Next Sunday's program will deal with St. Ignatius Loyola. A special celebration event, broadcast outdoors before an audience of 5,000 or more, is being planned for the middle of August.

Prefer True Stories

Increased fan mail received by Donald Peterson, producer and director of "The St. Anthony Hour," since this WHN Sunday program switched from telling legendary stories of St. Anthony to the dramatizing of the history of the Society of the Atonement, sponsors of the show, indicate that listeners prefer the true stories remembered by living men to legendary facts found in books.

Programs That Have Made Station History

No. 17—WNEW's "Milkman's Matinee"

A RADIO precedent that started Aug. 2, 1935, has become a nationwide institution. WNEW's "Milkman's Matinee," broadcast Mondays through Saturdays during the wee hours of 2 to 7 a.m., is the only local program that caters to a coast-to-coast audience. Conducted by Stan Shaw, a psychology professor who turned radio announcer, the program is devoted to friendly, intimate chatter and the playing of telegram-requested recorded music. WNEW's "Milkman's Matinee," the first all-night show in Eastern radio, proved that there are sufficient listeners to warrant successful radio commercial operation during the early morning hours.

An audience of staggering proportions listens from 2 to 7 a.m. According to the Starch Survey, 108,000 radio sets in homes are tuned in during the "Milkman's Matinee." Approximately 8,000 restaurants, taverns, bars, grills and lunch wagons are open all night. If not a single customer enters a single place, 20,000 cooks and waiters listen in.

Police Department figures show that 15 per cent of peak hour traffic is on the street between 2 and 7 a.m. This means that of the 300,000 private automobiles equipped with radio—if there is only one person in each car, operated at night, 45,000 persons are listening. Then there are 35,000 radio equipped cabs; 1,000 gasoline stations and garages; 1,500 cigar stores; 2,000 drug stores; all are open throughout the night in New York City proper. The minimum of total listeners is 181,000 persons, not counting the guests, the customers, the factory workers, the professional people and out-of-towners. And since WNEW's "Milkman's Matinee" has no competition, if they listen they must listen to Stan Shaw. Two other local stations tried to cash in on this brand-new market, but Shaw and his "Milkman's Matinee" have so captured the audience they were forced to leave the field clear for WNEW.

Audience response to WNEW's "Milkman's Matinee" is especially unique. The flood of wires forced both Postal Telegraph and Western Union to install automatic ticker receivers. In one year, according to Postal Telegraph alone, Stan Shaw

and his program received 26,453 telegrams, a record even surpassing those received by the President of the United States through that company. This means that the "Matinee" listeners paid almost \$10,000 to request songs. Had they sent penny post cards the cost would have been less than \$300. And these messages came from almost every state in the Union plus Canada, Central America and South America. It is not unusual for the program to receive 500 wires in one single night. Even a casual study of the messages over a period of time reveals a continuous turnover of listeners. New listeners are always being added to the "steady customers."

This is why national and local sponsors have employed the "Milkman's Matinee" to merchandise their products. In the last six months the program has been sold right up to the hilt. The Fischer Baking Co., using ten announcements a night, opened two new branches and 19 new delivery routes, to care for increased business. The Krueger Brewing Co., using nightly announcements over a period of 30 days, reported intensive response and a definite increase in sales. More important than that, in a Ross Federal Research survey, in which 1,000 persons were personally interviewed, 94.12 per cent reported listening to WNEW's "Milkman's Matinee." And this was in answer to the most ticklish question asked in radio surveys—"Can you name any of the products advertised on this program?" The survey was made by an advertising agency on its own account. Resulted in a renewal.

Stan Shaw and his "Milkman's Matinee" have made more than just station history. The WNEW show has made radio history. Numerous stations throughout the country have copied the idea, the technique and even the title; but the WNEW show has remained the byword for everyone who is awake between the hours of 2 and 7 a.m.

The program has definitely proved that the city doesn't sleep. Cigarette firms, brewers, bakers, clothiers, loan establishments and health centers have found WNEW's "Milkman's Matinee" more than worth their while—hence the renewals and the "SRO" on sales.

Society, it will consist of short talks followed by an open question-and-answer forum in which members of the studio audience will be asked to participate.

The talks will begin in simplified form and will be made seasonal insofar as possible. They will start with discussions of small cameras and work up to the more complex in photography—the movie camera. Topics to be considered in the series include home developing, home movies, subject matter in photography, enlarging, and the numerous phases of photography as a hobby.

"Camera Forum" on WHK

Mendel Jones, program director of WHK-WJAY, Cleveland, has scheduled a new WHK educational series to start Monday and continue indefinitely on a weekly basis. Known as the "Camera Forum," the programs will be a half-hour in length and will bring to the microphone photography experts from cities throughout the U. S. Commercial photographic firms have evinced an interest in the series and will send the experts.

A non-commercial program sponsored by the Cleveland Photographic



There Are

6,000,000 Like Him

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

Buck Rogers 25th CENTURY
ACOUSTICON
DICTOGRAPH
PRODUCTS CO., INC.

580 Fifth Avenue

New York, N. Y.

Coast-to-Coast

KENNY BAKER, the Jack Benny program vocalist, is being hailed as the newest screen sensation. He scores in the Warner Bros. film, "Mr. Dodds Takes the Air."

The new 20th Century-Fox picture with Rubinoﬀ, Charles Winninger, Tony Martin, Don Ameche, Frances Faye and Louis Prima's orchestra, titled "You Can't Have Everything," also is reported to be one of the season's hits.

Estelle Levy will be the first juvenile to sing "Stardust on the Moon", new song number by Jimmy Rogan, CBS sound effects man, and Emery Deutsch. Little Miss Levy will do the number on the WJZ-NBC-Blue children's program Sunday at 9-10 a.m. under the direction of Milton Cross.

WBNS, Columbus: Brown & Williamson has renewed its contract for an additional 13 weeks, with Bill McKinnon, Dispatch sports writer, continuing his "Sports Review" with four quarter-hour stints a week... W. I. Orr, director of sales vacationing for two weeks in Canada... Jack Price, program director, vacationing in Washington.

Central States Broadcasting Co., Omaha, launched its new commentator, John McKay, a west coast newspaperman for more than 20 years, with a heavy advertising campaign in the local press. The display ads carried McKay's picture, some of his history and announcements of his programs. He is doing three programs daily over KOIL at present.

KLO, Ogden, Utah: Douglass Crosby Gourlay, formerly chief announcer at CJOR, Vancouver, B. C., has joined the staff of KLO, the NBC Blue outlet, as an announcer and producer... Merrill J. Bunnell, advertising manager, planned to the coast for a part business, part pleasure trip, visiting NBC headquarters in both Los Angeles and San Francisco... Paul R. Heitmeyer, general manager, recently returned from a trip to the northwest; in Portland and Seattle, he conducted auditions for announcers to supplement the KLO staff.

WSIX, Nashville: New programs include "Question and Answer Night" from Princess Theater, half hour... WSIX has fallen the ways of all radio flesh, having started a street interview program, "Voices of Nashville"; announcers Joe Calloway and Bill Brundige handling interviews... WSIX has just negotiated for NBC Thesaurus service. They already have McGregor's and Standard.

Robert C. Dyrenforth, who plays the lovable character, Seaman Diggles, in "The Adventures of Ace

RADIO PERSONALITIES

No. 54 in the Series of Who's Who in the Industry

DON E. GILMAN, vice-president in charge of the Western Division of NBC, belongs to Ben Franklin's race—men to whom a printing press, painstakingly worked by hand, unrolled the horizon of a new world. Before his name became important in radio, Gilman was nationally known in advertising and publication work.

Born in Indianapolis, the son of a newspaper man, he worked in a printing shop afternoons while still going to high school, and at night conducted a publishing and printing business with a small job press in his bedroom. At 23 he followed Greeley's advice and went west, working on Pacific Coast newspapers and at the same time studying electrical engineering and business administration. He was superintendent of a group of Scripps-McRae publications when he turned definitely to advertising.

After a distinguished career in the ad field, during which he was president of the Pacific Advertising Clubs Ass'n and vice-president of the Associated Advertising Clubs of the World, Gilman entered radio in 1927 as manager of the NBC western division. Two years later he was appointed vice-president of the corporation.

Gilman was one of the 12 "greatest Californians" selected by leading newspapers and universities for the 1930 Roll of Honor. He was an officer in the World War, and is a pianist of no mean talent, though only a few of his close friends have ever heard him play. His hobbies are chiefly serious—biography, political economy and business administration.



One of California's 12 "greatest"

Williams," claims some kind of a WXYZ, Detroit, and the Michigan Radio Network, is on a three-weeks' vacation. He is spending the first week at the "Lone Ranger" Camp, at Mullet Lake, Michigan, and he is accompanied by the entire cast of "The Children's Theater of the Air". Other vacationers from the WXYZ studios are Al Chance, chief announcer; Roma Davis, former blues singing star with Al Harger and now a member of the studio office staff, and Adolph B. Stoeffler, auditor for the King-Trendle Broadcasting Corp.

Rocky Mountaineers of WICC, Bridgeport, imitate their announcer-manager, Kenny Rapieff, and vacation for a week.

Jocho Maxwell will salute Lefty Gomez, Yankee southpaw, on his WLTH "Sports Parade" at 6 p.m. Saturday.

WCAE, Pittsburgh: James Murray leaves this week-end for a two-week vacation... Singstress Nancy Martin returns to her 11:15 a.m. Saturday spot after a week's layoff.

Lyle Flanagan, head of WHO's continuity department, will spend part of his vacation at the Iowa State American Legion convention at Fort Des Moines the week of Aug. 1.

Fred Reed, assistant to J. O. Maland, vice-president of the Central Broadcasting Co., which operates WHO, Des Moines, will motor to Pittsburgh and New Castle, Pa., to visit his mother and friends. He will begin his vacation on Saturday.

James Jewell, dramatic director of

Fusion Party on WNEW

The City Fusion Party will sponsor a series of non-political broadcasts over WNEW beginning Aug. 4 and weekly thereafter. Broadcasts, to be aired at 8-8:15 p.m., will feature a different speaker each week on subjects of civic importance.

PHILADELPHIA

WHAT'S Buddy Bonds, off the air for the past three weeks due to an auto accident, expects to return to his organ console this week.

Sunny Grazer, former cowgirl on the WDAS "S. S. Fun for All" participating show, joins the night life tour de force at Bishop's Chinese Restaurant in Wildwood, N. J.

ORCHESTRAS MUSIC

THE WOR "Music By" series, featuring a different conductor every two weeks, moves under the baton of Bill Parson on Tuesday, 8-8:30 p.m. Parson was formerly musical director of the St. Louis Municipal Opera and of the Capitol Theater in New York. He will be heard Aug. 10.

KOIL, Omaha, is piping Bobby Bowman's music nightly from Chez Paree, East Omaha night club. Arthur Faust is announcing.

Franklyn Vincent's band is broadcasting from Krug Park, Omaha, over WOW, with Announcer John K. Chapel at the mike, before taking off for Indianapolis to join the "Broadway on Parade" stage show booked out of Chicago. The band features Barbara Allen, blonde vocalist.

Harry Hoffman, violinist, will wield the baton for the CBS broadcast at 9 p.m. next Wednesday while Andre Kostelanetz is out west.

Macklin Marrow, young American conductor who recently inaugurated a series of Sunday afternoon "Continental Concerts" at the Hotel Plaza in New York, will conduct the NBC Concert orchestra in the second of a series of special programs over the NBC-Blue Network on Aug. 6 at 6-p.m.

Two complete concerts from the nation's finest summer festival of orchestral music, the Berkshire Symphony Festival, with Serge Koussevitzky conducting the Boston Symphony Orchestra, will be heard in exclusive programs over NBC. The first, all-Beethoven program, will be broadcast Aug. 5 at 8:30-10:30 p.m. over the NBC-Blue network. The program will be broadcast over the same network on Aug. 12 at 8:30-10:45 p.m.

Carl "Deacon" Moore plays two week return engagement for Doc Perkins at Lake Breeze Pier, Buckeye Lake, O. Opens July 30.

Johnny Hamp opens for CRA at Eastwood Gardens, Detroit, Aug. 2 for a ten-day engagement. Shares billing with Sophie Tucker.

Col. Brinkman of Fontaine Ferry Park, Louisville, signs up with CRA for remainder of season. Johnny Hamp, Mike Riley, Jackie Coogan and Ed McGraw set.

Duke Ellington's CRA tour fast taking shape. Plays week engagement at Palace Theater in Cleveland closing Aug. 12. Plays one nighter in Lexington, Ky., Aug. 13 at Joyland Park and repeats 17th at same spot for colored dance.

Chick Webb and his orchestra have been set by CRA to play a date at the Armory, Asbury Park, N. J. on Aug. 18.

☆ Program Reviews ☆

Doris Fisher

Making her debut as a radio singer this week in the CBS "Metropolitan Parade" on Monday and Wednesday at 9 a.m., Doris Fisher exhibited an unusually pleasing voice and the ability to use it in selling a song. She did exceptionally well with "Where or When" and "Cuban Pete." With musical heritage derived from the fact that she is the daughter of Fred Fisher, the song publisher, the young lady should go places.

Cliff Nazarro

Former vaudeville headliners are still cropping up to score on the radio and be "discovered" again. Among the latest heard is Cliff Nazarro, who injected a batch of laughs on the Al Pearce "Watch the Fun Go By" program over CBS on Wednesday night. Troupers like Nazarro ought to occupy permanent spots on the radio.

Andy Andrews' rendition of a character song on the same program was a very acceptable bit.

Osterman, Price, Et Al

Speaking of the stars of the late vaudeville business, Jack Osterman and Georgie Price are another pair whose presence on the radio would be welcome. Price, heard Sunday night in a WOR "Let's Visit" interview with Dave Driscoll, sounded

as though his Wall Street business has not dulled his voice or showmanship. Incidentally, it's understood he will be doing a WOR series in the fall. Osterman, in a guest shot on "Hammerstein Music Hall" last Wednesday night, demonstrated that he, too, can be turned into a good mike entertainer.

"Your Unseen Friend"

One of the best staged, particularly from the angle of good taste, and most consistently engrossing of the human problem programs is this M. H. H. Joachim presentation over CBS. The show put on last Wednesday evening was made extra enjoyable by the ingenue work of Vivian Smolens, an actress who knows how to make a role live in front of a mike.

Drew Brothers

Heard over WHN via the WLW Line from Cincinnati at 9-9-15 p.m. Tuesday, the Drew Brothers, (Nino, Morton and Ed) presented a 15-minute program of vocals that was well above par. Boys work unusually well together, and their voices blend nicely. Using "Ain't Misbehavin'" as a theme, the boys presented "Good Morning", "Where or When" and "September in the Rain" in excellent fashion. Morton, tenor of the outfit, also doubled as soloist. Boys definitely have what it takes.

Van Cronkhite Buys Out Geo. Roesler Interest

(Continued from Page 1)

ners of Roesler & Howard Inc., original foreign language rep. firm, the operation of which was recently taken over by VCA. This latest deal puts Roesler out of the foreign language field for a reported period of two years. Both Roesler and VCA refused to disclose the purchase price or the terms of the agreement.

John Van Cronkhite said that VCA would immediately launch a foreign language station national campaign among advertisers. He said announcement would be made the first of August as to who would replace Roesler as head of the foreign language station rep. division.

Announcement was also made that the Roesler & Howard offices at 60 East 42nd Street, New York, which were temporarily taken over by VCA, would be closed immediately under terms of the agreement.

VCA had originally planned to open its own New York offices, probably in Radio City, about Sept. 1, and these plans may now be carried out. Firm is understood to be making excellent headway on foreign language accounts, as well as in adding other clients on its news features.

Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. dis-tinction under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

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

Nov. 26: 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.

April 4-14, 1938: World Radio Con-Engineers (Australia), Sydney, Australia.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

KFYR

Bismarck, N. D.

"... May we suggest that your newsy RADIO DAILY is a refreshing and invigorating bit of cocktail with which to start the day."

Roy Brant
News Director.

WSPA

Spartanburg, S. C.

"... RADIO DAILY keeps us thoroughly posted about what's going on in the radio field. We find it clever and concise."

S. A. Dixon
Director of Publicity.

ROSCOE W. SEGAR

Portland, Oregon

"... RADIO DAILY is an unusually interesting and easy to read digest of the radio field. May we wish it prolonged success?"

Roscoe W. Segar

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



DON THORNBURGH, CBS v.p. in charge of Pacific Coast, has inaugurated a series of inter-departmental lectures and meetings for discussion of problems which confront the various departments, in an effort to acquaint every employe with the functions of all and the complete operation of CBS.

Thornburgh and John M. Dolph, his assistant, will discuss the complete picture of the "Radio Industry"; Edward Buckalow and Robert Reichenbach will cover "Sales Promotion"; Harry Witt and George Moskovics, "How CBS Sells Radio"; Charles Vanda and Harry Spears, "Programs"; Edythe Todesco and Ben Paley, "Production"; Lud Gluskin and Wilbur Hatch, "Music"; Hal Rorke and Fox Case, "Publicity," and so on through every phase of the business and technical ends of CBS.

KMTR has a new 2:15-2:30 p.m., commercial, daily except Sunday, sponsored by the Oleson Co., nurserymen, and titled, appropriately enough, "Your Own Back Yard."

Freddie Lightner, who was originally signed for one guest appearance with Jane Froman will chalk up his fifth consecutive appearance with the songstress over the NBC-Red Network on Sunday. D'Artega's orchestra, the NBC Tune Twisters and baritone Don Ross as master-of-ceremonies, complete the cast. Lightner is aided by his female foil, Rosella McQueen.

Sammy Cohen, Hollywood movie comedian, who starred in "What Price Glory" and many other motion picture hits, has been placed under contract by the Hollywood office of CRA to head a comedy dance band unit. Sammy will be assisted by Charlie Kaley, romantic singing violinist, as co-director.

Rhine to Write for Bernie

Larry Rhine, script writer, has been signed to work on the Ben Bernie-American Can shows. Deal was made through Herman Bernie.

ONE MINUTE INTERVIEW

FRANK FINNEY

"Some radio programs make such a 'hit' that the public doesn't know what they are advertising. What pleases big executives nearly always fails to 'click' with the masses in radio programs. Big executives belong to the 3% of our population who go through college. Therefore, we unconsciously select advertisements to appeal to the 3%. Radio programs are also selected for their popularity rather than for their power to sell."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 55 of a Series

WRBL—Columbus, Ga.

1200 Kilocycles—250 Watts Daytime, 100 Watts Night

J. W. WOODRUFF SR., President

J. W. WOODRUFF JR., Vice-Pres. & Gen. Mgr.

T. DOUG. YOUNGBLOOD, Commercial Manager

WRBL, one of the three stations under the same ownership constituting The Georgia Network, affords a primary coverage of Columbus, the oldest and one of the leading industrial cities of the South.

Established in 1929, WRBL is operated by WRBL Radio Station Inc., from new and modern studios in the heart of the business district of Columbus. The station is now operating with complete High Fidelity 16 hours daily, 6 a.m. to 10 p.m. CST. Complete new equipment was recently installed, including the latest Western Electric transmitter, 210-foot Truscon Vertical Radiator, RCA Turntables and Western Electric Speech Input.

The complete library service of Associated Music Publishers, Inc., is available to clients of WRBL, which is also equipped to handle either vertical or lateral transcriptions, at 78 or 33-1/3 RPM.

In the extensive territory which it reaches, WRBL has the reputation for distinctive service as the station constantly offers its facilities to civic interests. Its Christmas Tree, each Christmas Eve, with free-filled stockings to all children who attend, like its annual community Easter Egg Hunt, are but two of many features for the benefit of Columbus and the immediate vicinity.

A great believer in featuring remote shows, WRBL maintains an active line to Fort Benning, the world's largest Infantry School, broadcasting a daily newscast program as well as special events originating there. Station is likewise very popular in Warm Springs, Ga., the seat of the world-famous resort renowned for its beneficial aid to paralytics.

KANSAS CITY

KMBC's director of national program sales, George E. "Doc" Halley, whose headquarters are in Chicago, is in town for two days in connection with sales meetings being held to outline sales campaigns on "Phenomenon", utilities disk series.

Joe Boan, who teams with Ruth Royal, KCKN musical director, to form the Kuluva Kut-ups, a quarter-hour music program for Kuluva Department Store, is carrying the show by himself during Miss Royal's vacation.

In connection with KXBY's noon Farmers' Hour, Frank Bailey is airing a calendar of coming attractions in local theaters, parks and places of amusement.

Leo Fitzpatrick, vice-president and general manager of WJR, and at one time manager of WDAF, spent a day and a night visiting in Kansas City before going on to Wichita for a vacation with his parents.

Lee Roberts, KCMO dramatic director and member of the announcing staff, has taken a three months' leave of absence, and will join a summer stock company.

Mary Hamam of WDAF office staff is vacationing in the Ozarks. Jim Barrick, assistant to the WDAF commercial representative, H. Gardner Reames, Jr., has left for a three-week vacation in California.

Jim Meyerson, manager of KLZ, Denver, and Gayle V. Grubb, manager of WKY, Oklahoma City, were here last week to confer with their commercial representatives.

SAN FRANCISCO

John Nesbitt's "Passing Parade" show has been set for 52 weeks at 9:15-9:30 p.m. Sundays for Pacific Coast listeners when he switches to Mutual Sept. 12. An earlier show for other ears will be aired at 9:45 p.m. (EST) via WOR, WGN, KKLW, WAAB, and other eastern and mid-western outlets.

KJBS Jottings: Hugh Barrett Dobbs, "Capt. Dobbsie" of the "Dunkers' Club" program, guested Baritone John Charles Thomas recently, when the singer walked in on Hugh one morning after arriving by plane from the East for engagements here... M. A. Sears, announcer-operator, gone to KYOS Merced. No successor named yet... P. G. Houser, formerly Brown-Bigelow ad agency, new account exec.

Armand Girard, NBC baritone booked by the Artists Service to appear on the "Midnight Revue" at Stockton's celebration Aug. 10.

Darrell Donnell, radio ed. of S. F. "Examiner," starts a 5-a-week newscast over NBC's blue Pacific Coast network Aug. 2, with INS flashes.

Effective Sunday, Bennie Walker's amateur show will be heard at 7:15-8:15 p.m. instead of Wednesday at 7:30 p.m. Leon Livingston agency handled the switch.

S. H. Patterson, KGGC's new boss bought a launch equipped with short-wave for remote waterfront pickups.

KSFO has set Sept. 1 for dedication of new transmitter at Islais Creek.

Lee Kolm, KGO technician, celebrating the birth of a boy at his abode.

Walter Baker, NBC H'wood office mgr., drove up here, picked up his school - teacher wife and their



FIBBER MCGEE and Molly (Marion and Jim Jordan) are driving a new Cadillac, purchased on their return from Hollywood. Carlton Kelsey, CBS western division music director, is sporting a new La Salle.

Barbara Luddy, First Nighter star, celebrates sixth year in radio this week. Miss Luddy departs for Minneapolis after Friday night's broadcast for four days visit with friends.

Edward Vito, harpist, Frankie Papile, accordionist, both NBC staff members, and Roy Shield, that network's central division music director are golfing in 70's.

Roy Shield, NBC central division music director, takes over direction of the Carnation Contented program beginning next Monday night, while Frank Black, the network's general music director, vacations on his farm near Philadelphia.

Great Voices of the Past

Generations of today who were not privileged to hear some of the world's greatest voices — including those of Enrico Caruso and the late Madame Schumann-Heink—will now be able to do so through a new series of high-fidelity recordings to be aired by WJAY, Cleveland.

Beginning Sunday, the shows will be a half-hour in length and will be made up of new records made in such a manner that they sound absolutely true and lifelike. Voices of the world's greatest vocal artists will be heard against new musical backgrounds, utilized in making the records through a special new process.

daughter, and was off to Rogue River, Ore., for that rest the doc ordered.

Meredith Willson relinquishes the baton of NBC's variety show, "Care-free Carnival" to Jack Meakin for the vacation he'll try and sandwich in between "Show Boat" rehearsals. Back on "Carnival" Aug. 6.

Dorothy Dumont, "scat" vocalist, is the latest addition to the KYA staff. Formerly of an exclusive S. F. supper club, Dorothy is heard thrice weekly with the "Swingtime Duo."



Phil Baker has a financial interest in a golf ball manufacturing plant.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 21

NEW YORK, N. Y., FRIDAY, JULY 30, 1937

FIVE CENTS

AFM Makes 14 Demands

COAST RECORDING FIRM MARKETING NEW SYSTEM

West Coast Bureau, **RADIO DAILY** Los Angeles—Brainerd-Walder Co., manufacturers of radio and recording equipment, is changing its corporate title to General Communication Products Inc., and bringing into the firm Harold H. Hanseth, and S. A. Sollie, as well as several other noted technical men and inventors who hold basic patents involved in a revolutionary method of recording
(Continued on Page 3)

Anti-Goodman Crusade Labels Swing "Libel"

Declaring that "swing music is the greatest libel upon modern civilization that has ever been perpetrated," Arthur Cremin, dean of the New York Schools of Music, which has several branches in New York, and president of the American Creative League of Music Students, has
(Continued on Page 5)

New WTAQ-WHBY Studios Being Dedicated Aug. 15

Green Bay, Wis.—Two days of outstanding programs will be on schedule over WTAQ and WHBY on Aug. 15-16, as visiting dignitaries and staff members celebrate the dedication of the new studios atop the Bellin
(Continued on Page 6)

Weiss Back in L. A.

West Coast Bureau, **RADIO DAILY** Los Angeles—Lewis Allen Weiss, g.m. of Don Lee web, is back from his Pacific northwest trip in connection with 11 stations to be added in that territory. Papers in the deals are expected to be signed next week.

Missionary by Air

Seattle — Rev. Dr. Mark A. Mathews, who operates KTW in the First Presbyterian Church here, said to be the oldest church-operated station in the country, plans to establish a new short wave station in the near future. His intention is to speak to China every morning and evening across the Pacific Ocean.

AFM's 14 DEMANDS

1. No records to be used at any station unless musicians are employed.
2. To have musicians employed at radio stations, such stations must be licensed by the American Federation of Musicians.
3. Radio stations are not to be licensed for the making of records of any kind.
4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records but does not employ musicians.
5. Only records of licensed manufacturers can be played by members.
6. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription corporations and the Federation.
7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.
8. Recordings made in accordance with the rules of the Federation can only be used at radio stations if the same number of musicians are employed at the radio stations which make the records.
9. All contracts with the radio stations made with members of the American Federation of Musicians or trade agreements with locals must contain the conditions under which the Federation permits members to make records.
10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same.
11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies.
12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.
13. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.
14. All contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations or networks in order to be valid must be approved by the International Executive Board of the American Federation of Musicians, the President of the Federation or any authority designated for that purpose by the Federation. Furthermore, contracts must contain all stipulations under which members of the American Federation of Musicians can make records or render services for radio corporations, stations or networks.

48 Carolina Ball Games On WSOC for Gen. Mills

Charlotte, N. C.—General Mills, on behalf of Wheaties, is sponsoring play-by-play accounts of all the 48 games of the Piedmont League over WSOC here. The Charlotte Hornets are members of the league. Schedule started this week and runs for the remainder of the season, through Sept. 8.

Paul Norris, well-known WSOC-ite, presides at the microphone for
(Continued on Page 8)

Young & Rubicam Adding Personnel on West Coast

With the fall radio season soon to begin, plans, not as yet completed, call for an additional staff of radio production men to be added to the west coast office of the Young & Rubicam agency. This year another
(Continued on Page 2)

Eddy Starts Aug. 8

West Coast Bureau, **RADIO DAILY** Los Angeles—Nelson Eddy, signed some time ago for the Chase & Sanborn Hour on NBC-Red joins the cast Aug. 8. Personnel and policy continues as at present.

Increased Radio Budget Is Planned by Sun Oil

Sun Oil Co., currently sponsoring Lowell Thomas on Monday through Friday over a hook-up of 21 stations over the NBC-Blue network at 6:45-7 p.m., plans to increase radio advertising along with other mediums. Spot announcements will be used in Sunoco territories. No station list has yet been released.

MCA Radio Department For Both East and West

With Harold Hackett now on the west coast and not expected back until September, Music Corp. of America is forming a radio department that will operate from both coasts of the country. Plans call for
(Continued on Page 2)

Saratoga Ups Budget

Saratoga Springs—Pleased at the response to its ad campaign last year, Saratoga Racing Ass'n has increased the 1937 budget about 50 per cent, with radio getting a considerable boost. Programs will be fed by WABY, Albany, to WOR, with W A A B, WFIL, WNBX, WSYR, WOKO and WGY also getting announcement series.

Union Reported Adamant on Rules for ET Regulation

American Federation of Labor, in yesterday's continued conference being held by its executive board with broadcasters and electrical transcription and recording manufacturers, submitted a list of 14 demands in connection with the regulation of recordings and other radio activity. Copies of the list of demands, which appears on this page, were handed to some 50 representatives from the major radio chains and manufacturers.

Yesterday's sessions, attended by the largest group to date, were the most important of the week. Acting
(Continued on Page 3)

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

Two days after the WABC technicians signed with the American Radio Telegraphists Association, CBS negotiated a new contract with the Associated Columbia Broadcast Technicians which represents the engineers in all CBS owned and operated stations except possibly WJSV and WABC. The new contract went into
(Continued on Page 3)

Weed & Co. Establishes Offices on West Coast

Weed & Co., station reps, has established new west coast offices at 111 Sutter St., San Francisco, with Roy Frothingham as manager. Frothingham was formerly with NBC and is a past president of the S. F. Advertising Club. The new offices will cover the entire coast from Seattle to San Diego.

Library Listing

New Haven—As a result of the persistent refusal of local newspapers to publish the local station time-tables, WICC has provided all public libraries with its program schedules for posting on bulletin boards.

Other means of publicizing news about radio programs and talent also are being worked out.



Uhalt Uses Phones, Posters After Tiff With Newspapers

Vol. 2, No. 21 Fri., July 30, 1937 Price 5 Cts.

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

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FINANCIAL

(Thursday, July 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 ³ / ₄	172	—
Crosley Radio	195 ¹ / ₂	195 ¹ / ₂	195 ¹ / ₂	+ 1/4
Gen. Electric	57 ¹ / ₂	57	57 ¹ / ₂	+ 1/4
North American	28 ¹ / ₂	27 ³ / ₄	28 ¹ / ₂	+ 1/4
RCA Common	9 ¹ / ₂	9	9	—
RCA First Pfd.	67 ¹ / ₂	67 ¹ / ₄	67 ¹ / ₂	—
RCA \$5 Pfd. B	18 ¹ / ₂	18 ¹ / ₂	18 ¹ / ₂	— 1/8
Stewart Warner	18 ¹ / ₂	18 ¹ / ₂	18 ¹ / ₂	— 1/8
Zenith Radio	—	—	—	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 ¹ / ₂	3 ¹ / ₂	3 ¹ / ₂	— 1/4
Majestic	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄	—
Nat. Union Radio	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄	—

OVER THE COUNTER

	Bid	Asked
CBS A	30 ¹ / ₂	31 ¹ / ₄
CBS B	30 ¹ / ₂	31 ¹ / ₄
Stromberg Carlson	13	15

New 15-Minute Serial Being Readied by Star

Star Radio Programs Inc. is preparing a new feature, "The Adventures of Dexter Randolph," to be released in 15-minute episodes. The program will be a mystery series for late spot airing, with spots for merchandising tie-ins. Only one man will be required for production and the narrator will tell the story as though to a group of friends. Star Radio will syndicate the feature and only one station in a market will be allowed to use it. In its entirety the feature will run approximately 65 scripts embracing five different stories.

Sablon Signed for Recordings

Jean Sablon, NBC's French troubador, has been signed by RCA Victor to make four recordings during the coming year.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

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

New Orleans—Unable to agree with local newspapers upon the conditions wanted to publish a special radio supplement, Joe Uhalt, veteran radio man and president of WDSU, turned to a battery of telephones, banners and a contest for the promotion of the NBC-Blue network on full time over his station here starting Aug. 1.

Prior to the WDSU assumption of the Blue wires, WSMB carried both Red and Blue.

Uhalt wanted to get a 16-page tabloid printed. Local newspapers, who are lukewarm to radio, insisted that as each page of the tabloid would be paid for as advertising,

the word advertising appear at the bottom of each column. Uhalt therefore plastered the fronts of street cars with cards announcing the opening of the Blue network here. He placed cloth banners in public places and had sections of Canal street, the main thoroughfare, decorated with American flags and Blue network banners. Probably the high spot was a battery of special telephones with operators who are to call each of the 76,661 telephones in the city and invite their subscribers to listen into the new network. A prize contest is also being conducted with D. H. Holmes, a local department store.

Young & Rubicam Adding Personnel on West Coast

(Continued from Page 1)

of the agency's accounts, Ipana, moves to the coast and will broadcast from that point indefinitely. The Gulf Oil program, also a Young & Rubicam show, will be aired from the coast indefinitely. Reason for both shifts is the movie commitments which must be fulfilled by Fred Allen and Phil Baker, stars of the respective programs. The Packard and Jello broadcasts are permanently situated in Hollywood. It is believed that staff will be hired in New York and either sent to California, or replace men already on the payroll who wish to make the switch.

Phil Harris on Pepper Uppers

Dallas — Two half-hour network programs in one hour will be the record of Phil Harris, orchestra leader, on Sunday when he will be guest star on the Pepper Uppers program over the Dr. Pepper-Dixie Network at 4:30 CST. For the half-hour previously, he must play over CBS from the Pan American Casino. A police escort will be provided for him to make connections with the Pepper Uppers show. Harris will sing a novelty number with Ludi Maisen, Pepper Uppers' own singing star. Jimmie Jefferies, Roy Cowen, Alexander Keese and the Pepper Uppers orchestra and cast will be on the show.

NBC Yacht Cup Contingent

NBC personnel who have been assigned to cover the America's Cup Races off Newport, R. I., beginning tomorrow are: A. A. Schechter, director of news and special events; Jack H. Hartley, assistant director of special events; Bill Stern, George Hicks, Dan Russell, Kenneth Davison, announcers; Arthur Feldman, WBZ special events head; Tom and Bill Haussler, press; and Max Jacobson, Harold Ashworth, Alfred Jackson, Dewey Sturgell, George Butler, Edward Wilbur, C. H. Campbell, Andrew Thomson and D. B. Whittemore, engineers.

MCA Radio Department For Both East and West

(Continued from Page 1)

a complete radio division which will not only book radio shows, but also write, cast and produce them for sponsors. A new Hollywood branch has already been started, and it is expected that by September a complete staff will be functioning from the coast as well as New York. Experienced radio men have been approached to go on payroll as steady MCA production men, and it is believed that with the fall, the radio division will be in full swing.

KFVD Recognizes CIO

West Coast Bureau, RADIO DAILY

Los Angeles—KFVD has recognized American Radio Telegraphists, Local 15, CIO affiliate, as sole bargaining agent for announcers and technicians employed by the station. Agreement signed by J. F. Burke Jr., manager, but wage scale and working conditions in abeyance until return of J. F. Burke Sr., owner of the station, from world cruise in three weeks.

Johnstone Taking in Cup Races

G. W. "Johnny" Johnstone, director of public relations and special features for WOR-Mutual, leaves tonight to "cover" the America's Cup Races in a different capacity. Although available at all times in case of an emergency call from his office, he will be parked aboard a Navy yacht sailing in and around the waters of Newport, R. I., witnessing the races. With radio telegraph apparatus aboard, he assured his chief, Alfred J. McCosker, that he could be reached without a moment's delay. And he calls it his vacation.

Chas. Glenn Hicks Promoted

Charlotte, N. C.—Charles Glenn Hicks Jr. has been promoted to program director of WSOC, succeeding Paul Norris, who is organizing a new department at the station. Purpose of the new division will be divulged later.

COMING and GOING

CLEM McCARTHY goes to Chicago to cover the Arlington Handicap from Arlington Park, for NBC tomorrow.

HAROLD STRETCH JR. of WHN sales department leaves on an eight-week business trip through the middlewest and east.

GLEN BURRS is visiting New York. RAYMOND PAIGE leaves Hollywood today for his first visit to New York.

JACK R. POPPELE JR. and his wife have left to spend the remainder of summer in Asbury Park.

JOHN McNAMARA, program manager for WBZ, arrives in Boston aboard the Caledonia on Sunday, after having visited Ireland, England, France and other countries on the continent.

JIM DONOVAN is back from his vacation.

TOM FIZDALE, Chicago publicity ace, visiting Boston and surrounding cities on his eastern tour.

FRANK RAND, CBS publicity chief in Chicago, also sojourning in Boston this week.

HAROLD FELLOWS, general manager of WEEL, Boston, is in New York on a business trip.

JAMES CARPENTER of WKBB, Dubuque, Ia., leaves New York today on his return to that city.

JOHN C. TREACY of Star Radio Programs leaves today on a vacation motor trip through northeastern Canada.

DANIEL C. STUDIN of Star Radio spent yesterday in Philadelphia on business.

LOUISE FLOREA left New York yesterday to spend two weeks with her parents in Kansas.

LEW WASSERMAN of the MCA Chicago office is in town for several days.

THE DE MARCOS, who arrived on the Ile de France, in town for few days.

JACK MARSHARD, Boston society orchestra leader, is in town for few days.

NYRA NASH is being held over for one week at the Great Lakes Exposition in Cleveland, following which she leaves to appear at the Oriental Theater in Chicago starting Aug. 6, booked by Rockwell-O'Keefe.

BILL BAILEY, commercial manager of WHP, Harrisburg, was in New York yesterday.

JAMES MEYERSON of KLZ, Denver, and KVOR, Colorado Springs, is in town.

Hudson-Essex Program Auditioning as Coaster

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson-Essex program now on CBS Pacific Coast net is to be piped East tonight for edification of company executives in Detroit, with possibility of future coast-to-coast release. Present show has Lud Gluskin and orchestra, Virginia Verrill, Clark Ross and Three Hits and a Miss.

Lucy Monroe Held Over

Lucy Monroe will sing two additional concerts with the Philadelphia Orchestra. Alexander Smallens conducting, Aug. 10-11.

KXRO in New Dress

Aberdeen, Wash. — After six months of extensive remodeling and rebuilding, KXRO has been transformed into one of the most modern radio stations on the Pacific Coast. Harry R. Spence is manager of KXRO, one of the oldest stations in point of service in the state of Washington. New equipment includes a 250-watt transmitter, vertical radiator tower and radio laboratory.

LIST OF 14 DEMANDS IS SUBMITTED BY AFM

(Continued from Page 1)

for the various chains were Mark Woods and E. Gardiner Prime, NBC; Lawrence Lowman and Sidney Kaye, CBS; Willet Brown, Don Lee; Julius Seebach, Alfred J. McCosker, Frank Schreiber and Fred Weber, WOR, Mutual; Allen Campbell, Michigan network.

Emanuel Rosenberg, Transamerican; Percy Deutsch, World Broadcasting System; Conquest Alliance; Associated Music Publishers; Standard Radio and others acted in behalf of manufacturers.

Though everyone was reluctant to talk about it, the afternoon session is understood to have been a stormy affair, with the union reported adamant and no progress made toward a solution of the issues. Meetings continue today.

Coast Recording Firm Marketing New System

(Continued from Page 1)

which G. C. P. soon will manufacture and market, according to W. E. Brainerd and Robert B. Walder, heads of the firm.

Present offices and shops on Venice Boulevard, together with the Western Avenue foundry and Bakelite moulding plant, will move within 30 days to new site on Lexington Avenue at Vine St., following which the firm will place their new products on the market and embark on a national selling campaign.

Indicative of the advances being made in this field, a RADIO DAILY representative was shown in construction three "automatic monitor" channels, by means of which the local station of one of the national nets will be enabled to record on an endless loop of film, automatically, everything coming in on a given wave length over a 24-hour period. Another eye-opener was a new dictating machine which records on cellophane. The cellophane is of about the thickness of a good grade of bond paper, but it's cellophane nevertheless, and provides an imperish-

NEW PROGRAMS—IDEAS

Novel Highway Safety Series

A novel and important innovation in highway safety education has been launched by KNX, Los Angeles, co-operating with the California State Highway Patrol and National Guard. Congestion on the highways during Sundays and holidays, increasing fatalities due to carelessness and ignorance of fundamental driving rules, have made an educational campaign of prime importance.

Engineers and executives of KNX, the National Guard and State Highway Patrol have inaugurated a series of ten weekly broadcasts to be made each Sunday at 4:15 p.m., PST. A National Guard plane in two-way radio contact with KNX, flies over some of the more congested highways, reporting all such safety-law infractions as come under its range of vision. These reports are re-broadcast by KNX via leased lines from the National Guard receiving station in Glendale.

At KNX, Chief Cato of the California State Police is in two-way radio contact with Lieutenant J. V. Wallen of the National Guard as he describes the traffic tieups from the plane. The Chief cuts in from time to time and gives corrective information to all motorists having car radios tuned to KNX, thus untangling many tieups as they occur. Stay-at-home listeners find the broadcasts amusing and instructive.

The engineering details of the broadcast series are under the supervision of Division Engineer Bowman and Construction Supervisor Packard of CBS.

Character Analysis Stunt

To the swing music of Tommy Dorsey and his Orchestra on Friday will be added something novel in the way of audience participation shows. Taking its cue from the ever-fascinating game of character analysis that is becoming more popular every day, the new feature will be called "Ask Yourself Another."

Every week a group of five persons, specially invited to lay themselves open to inward analysis, will amuse Dorsey's radio audiences by having their eccentricities and inward souls laid bare by a string of ten questions. These questions, by themselves, appear to mean nothing, but when each subject has marked his answers on a card and the score

able record at a cost of less than one cent, which obviates the necessity of "shaving" the record after each recording, as is customary with the old wax cylinder. Combined recording and playback instrument is small and compact, and can be manufactured to sell for one hundred dollars, with the "cellophane loop" capacity being a 10-minute transcription.

These and other marvels of technical advances in recording are the products to be marketed nationally by General Communication Products from its new plant in the very near future.

is taken, most unusual revelations are made. The questions have been prepared by a prominent psychologist, and are guaranteed to worm their way into a person's secret soul. Program is aired Fridays at 10 p.m. over NBC-Blue network.

ET Music Programs Dressed Up

KDAL, Duluth, has dressed up a number of its recorded quarter-hour periods with themes and sound effects to give them a program aspect. Change is meeting with considerable favor in KDAL's audience, as indicated by mail and telephone response. One of the quarter-hours uses popular dance music over subdued crowd sound-effect disc to produce impression of orchestra playing in crowded dance-hall. Program is called "Dream Dancers . . . from the Phantom Ballroom of the Air." Another, called "Tin Pan Alley Parade," is dolled up with theme. Idea is to use waxings which feature the artists who composed the numbers played. Program also includes gossipy references to the composers.

Lost and Found Program

Following a recent emergency in which a lost 17-year-old girl was speedily found through one announcement over WBT, Charlotte, Program Director Charles Crutchfield has instituted a regular daily 15-minute feature devoted to helping police departments throughout the Carolinas in locating missing persons, stolen autos, etc., and in disseminating other information of help to law enforcement agencies.

News With Sound Effects

News broadcasts and spot bulletins aired by WBZ, Boston, are now done directly from the news room in an effort to make the news as timely as possible and get the very last minute material on the air. The sound of the teletype printers in the background makes the news broadcasts more realistic, too.

C. of C. Retail Series

"Hints to Retail Buyer," consisting of talks by the head of the New Haven Chamber of Commerce retail division, is a new twice-weekly series starting Aug. 2 over WICC, New Haven. Guest musicians and other talent also will be used, in a 5:15 p.m. spot.

Signed by Rockwell-O'Keefe

Benay Venuta and Rose Marie (former Baby Rose Marie) have been signed by Ralph Wonders to Rockwell-O'Keefe contracts for representation.

Ralph Guldahl, open golf champ and Sam Snead runner-up, also have closed a contract for Rockwell-O'Keefe to act as their business representatives for the next year, including motion pictures, theaters and radio as well as exhibition tours. Cork O'Keefe set the deal.

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

(Continued from Page 1)

effect June 20, and granted wage increases and shorter hours.

At NBC the engineers have been granted a 15 per cent increase, effective Sunday, and the 40-hour week starting date has also been advanced to Aug. 1. About 300 men are affected. Increase amounts to about \$35 a man. The average NBC engineer monthly wage is \$250. NBC agreement was signed with the Association of NBC technicians last Friday.

On the CBS case it is understood that 30 members of the WABC staff and an unknown number of WJSV engineers were parties to the ACBT contract, regardless of the fact that the ARTA is said to represent the majority of the engineers in these stations. CBS contends that the ACBT represents the majority of the 200 CBS technicians employed in CBS owned stations.

Under the new ACBT contract CBS agreed to put the 40-hour week into effect before Aug. 1, instead of Sept. 1, as originally set and all technicians were put on a new salary scale which increased each man's salary approximately 15 per cent. Also understood that these provisions apply to all engineers whether they belong to the ACBT or not.

Early in the summer NBC and CBS signed 40-hour agreements with its technicians which was to go into effect before Sept. 1. The new contracts advances the starting date 30 days.

NBC increase means that the top engineering men, not affected by the present wage increase, will have to be granted salary hikes. Some increases were given out early this month, but another increase is due.

Added to CBS "Shrew"

West Coast Bureau, RADIO DAILY

Los Angeles—William Austin, Charles Brown, Andy Devine, Ernestine de Becker, Robert Fraser and Ethel Mantell, Walter Kingsford, and Conway Tearle as narrator, will appear with Edward G. Robinson and Frieda Inescourt in the CBS "Taming of the Shrew" next Monday night.

BILL JOHNSTONE Says:

"The efficiency of the Telephone-Secretary eliminates that "where-am-I-due-next" feeling. It's a pleasure knowing there's no slip-ups in shows and rehearsals with this organization in back of you."

NATIONAL RADIO REGISTRY

415 Lexington Ave. at 43rd Street
New York City VAn 3-8157
Telephone-Secretary Doris Sharp

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30	31		

Greetings from Radio Daily

July 30

Theo Karle

July 31

Howard White Chester Stratton

Captain Taylor Branson Ann Neil

Robert Griffin Jerry Mann

August 1

Ed Dukoff Alice Frost

Matty Rosen

NEW BUSINESS

Signed by Stations

WHN, New York

Confidential Personal Loan Co., beginning Aug. 2 for 26 weeks, 12 announcements a week, through Alsop Radio Recordings is the agency; I. J. Fox, beginning today for 5 weeks, 36 spot announcements a week, through Schillin Advertising Agency; Gordon & Dilworth, renewal of Marriage Clinic, through Topping & Lloyd.

WJJD, Chicago

Gardner Nursery, Osage, Ia., announcements six days a week, through Northwest Radio Advertising Co., Seattle; Cystex of Kansas City, renewed weekly 15-minute "True Confessions," through Dillon & Kirk agency, Kansas City.

WFBL, Syracuse

Fairbanks-Morse Co. (refrigerators), 13-week series of full-hour American Legion fall outdoor concerts.

WEEL Boston

I. J. Fox (furs), half-hour show Tuesday nights with Rakov orchestra direct from Fox showrooms, also five-minute disks Sunday nights.

KFVS, Cape Girardeau

Visit St. Louis Committee, seven five-minute periods, through Kelly, Stuhlman & Zahradt Inc., St. Louis.

KFEL, Denver

Crystal Springs Lodge, Allens Park, Colo.; Scottie's Lodge, Deckers, Colo.; Capital Rubber & Tire Co., through the Raymond Keane agency.

WPG, Atlantic City

Fels-Naphtha, Jack Berch and Warnow Orchestra, thrice weekly.

New WCAE Commercials

Pittsburgh—A batch of new commercials is on the books at WCAE. Among them are Jerome Wolk & Co., furriers, weekly song stories; Max Azen (furs), Sunday dance melody program, also another twice weekly series with a girl trio, and Natural Gas, half-hour weekly musical program.

AD AGENCIES

JAMES S. ADAMS was elected executive vice-president of Benton & Bowles Inc. at the annual stockholders' meeting this week. Adams was formerly vice-president and general manager. Chester Bowles continues as chairman of the board and Atherton W. Hobler as president.

NINA PAYNE BOSTWICK has been elected president of the C. A. Bostwick Inc. agency following the death of Charles A. Bostwick, head of the organization. Other officers elected were A. E. Garvey, v.p., and Elizabeth McComb, secretary. Firm will continue to operate from present headquarters at 400 Madison Ave.



• • • Bert Wheeler of the Wheeler and Woolsey flicker team will be Jack Haley's successor on "Show Boat" when the latter transfers his personality to the new Log Cabin series...Raymond (Harry Warnow) Scott and his Quintet have been signed for five years by 20th Century-Fox. ...Milton Berle will do two weeks of vaudeville before returning to the coast...Congress in Chi closed its dining room because of the heat...Irene Wicker, the Singing Lady, will have a Mutual spot on Sundays during the fall and winter in addition to her NBC shows...Lysbeth Hughes left Horace Heidt for 12 weeks to study opera in Europe...Edward H. Weiner has been named public relations counsel (press agent) for the Union News Co....Eddy Duchin rushed in from Chi because his wife presented him with a male songplugger weighing 8 1/4 lbs. at the Harbor Sanitarium...Jack Bregman will stand up for Belle Baker's songplugging brother, Murray, on Sunday at a private wedding where Matty Rosen booked Barry Wood to sing "Oh Promise Me", which has Jack Robbins burned to a frazzle because the tune isn't in his catalogue!

• • • The Colonel from Kentucky (Col. Jack Major from Paducah) is dancing a jig these days...He says: "There's a Paducah boy runnin' this country. Yessir! Alben W. Barkley. He's now telling the Senate what to do, and that's something FDR couldn't do for the past six months...I think they should let Mr. Barkley balance the budget. As a boy, I used to mow his lawn...I would ask a dollar for the job, but by the time Mr. Barkley got through with me—I'd do it for 50 cents...Yessir! He's the man to balance the budget", concludes the astute Col. Major...We have a better candidate for the job, Col...How about the AUDITOR who scrutinizes our "Petty Cash Vouchers" on Mondays?

• • • Capt. Frank Hawks, the famous aviator, has secretly filed application with the FCC for a permit to establish a station in Danbury, Conn...Estelle Taylor, lovely lady with a vivacious voice, recorded the Oscar Shaw show...Ramon Novarro will sing on the Vallee hour next month...Vincent Travers is in line for a Biow commercial...Al Roth auditions for Benton & Bowles on Monday...Audree Collins has a bum leg...Nat Faggan is at the Uptown Roseland for a while...Lanny ("—and Lucille") Grey is handling the Alan Courtney show via WNEW...Carlton Ka Dell will wordsling on the W. C. Fields and Hal Kemp shows...Harry von Zell goes off the Gulf show Aug. 8—for two weeks' vacash...Si Steinhauer, radio scribe for the Pitts. Press was in town last week to talk "turkey" with the agencies around...Frank (CRA) Burke is ailing seriously...Thru Al Donahue's letters to Washington, NBC issued an order for the "Star Spangled Banner" to be played by each sign-off band...William Farmer, who has two sign-off shots, wants to know what publisher will pay for an arrangement!

• • • Charles Swink, merchandising manager for WHIO, Dayton, O., is an eagle-eyed observer...He noticed that the calendar background used in RADIO DAILY'S birthday greetings each day is that of next October...When this was brought to the attention of the artists who drew it, he said, "All calendars look alike to me"...Boy, that feller should get Irv Brecker to write his material!...Soren Munkhof, former Omaha reporter, now a news gatherer for WOW, says that he makes 80 contacts daily, either via phone or personally, to get news for Foster May's News Tower. He says that's more than he made while reporting. Izzat so?

PROMOTION

Pushomobile Derby Hookup

WSOC, in cooperation with several well-known Charlotte business firms, is promoting a "Pushomobile Penny Derby" for local boys between the ages of 11 and 15. Three prizes will be awarded to the winners of the derby. The first prize will consist of 5,000 pennies; second, 2,000 pennies; third 1,000 pennies. Rules of the contest provide that all boys participating must build their own outfits and must not spend more than \$5 on material for their "cars." Application blanks for entrants are available at the station and a daily 15-minute program at 5:15 p.m. features interviews with interested boys, band music, and informal talk about the "Pushomobile Penny Derby" and sponsors of the contest.

Boys are going in for the idea in a big way and it looks like the promotion will be a bang-up success! Elimination races will be held in various sections of the city during the latter part of August, after which the final race will be run between sectional winners. Some of the sectional races and the final races will be broadcast by WSOC through the medium of the station's mobile unit WAAK, and the pack transmitters W4XBT and W4XER.

Program is the Thing

In the mails is an attractive four-page folder—"How Important Is the Program"—issued by Transamerican Broadcasting & Television Corp. in the interest of agencies, advertisers and stations, the source to which it has been forwarded.

Reproduced on the back cover is a reprint of a succinct, yet highly important and interesting article by John L. Clark, president of Transamerican, titled "Programs—Not Time—Is the Thing," which clearly points out and emphasizes the danger of radio mortality.

GUEST-ING

JESSE BLOCK and EVE SULLY, on Benny Goodman show, Aug. 10 (CBS, 9:30 p.m.)

MOLLY PICON, BERT LYNN and JOE WONG, on "Fox Professional Hour," tonight (WMCA, 9:30 p.m.)
EMERY DEUTSCH, on Walter King's "Song Contest," Aug. 4 (WINS, 2 p.m.)

MITZI GREEN, on Benny Davis "Stardust Revue," Aug. 1 (WOR-Mutual, 10:30 p.m.)

CONNIE BOSWELL, on the Ken Murray show Aug. 4 (CBS, 8:30 p.m.)

JAY C. FLIPPEN, RAFAEL, BEATRICE KAY, and ED SMALLE'S 7 G's on Gulf show, Aug. 8 (CBS, 7:30 p.m.)

CLYDE BARRIE on "Hammerstein's Music Hall," Aug. 13 (CBS, 8 p.m.)

DENNIS KING, on "Hit Parade," Aug. 18 (NBC, Red, 10 p.m.)

HOWARD PHILLIPS, on "Hammerstein's Music Hall" Sept. 24 (CBS, 8 p.m.)



FRANK PURKETT, Associated Cinema Studio g.m., wants the world to know that the forthcoming "Lady of Millions" transcription series, with May Robson in the title role, is strictly an Associated Cinema production in its entirety. Was written and produced by his organization and sold to Bauer & Black through Blackett-Sample-Hummert. Miss Robson is en route from New York to California on the Santa Paula, due Aug. 2, and recordings will start within a few days thereafter.

Lloyd Mack, following audition for an announcing berth at KNX, carried off the tryout script. Arriving home he found a call to report at NBC for a similar workout, with a warning "bring your own script." He did... and NBC officials were treated to a series of swell build-ups for CBS sustainers.

John Boylan set on continuities at KFI. Formerly assistant production manager at WGN, Chicago.

Mel Noe, late of KHJ, added to engineering staff at KNX.

Chase Varney, author of the popular "Sunday Players" series released by Mertens & Price, Inc., and who lives in Colorado Springs, is vacationing in Southern California.

Television Bob Collier has exclusive radio rights to the Edgar Rice Burroughs' classic, "Tarzan," and two important commercial deals for network release of a new series of "Adventures of Tarzan" are on the fire and sizzling.

"Hee" Chevigny has signed a long-term contract to do scripts for Associated Cinema exclusively.

KFAC has the radio variant of a ship news reporter in coverage of departure of American Airlines from Grand Central at 4:15 daily. Bob Swan is the reporter.

Georgia Neff added to Hal Rorke's publicity staff at CBS.

Tom Revere of Benton & Bowles is here to iron out details on additional B. & B. shows which shift to Hollywood origination this fall. Understood that "Gang Busters" will migrate West, since M-G-M bought picture rights and services of Phillips Lord as collaborator on script and Lord must necessarily come here for that chore. Another Benton & Bowles show on the Hollywood list for fall is Jack Haley's new Log Cabin Syrup frolic.

Don Ameche and Dorothy Lamour will do scenes from "You Can't Have Everything," 20th Century-Fox, on Chase & Sanborn hour next Sunday.

Radio Features Service Inc., is moving from present quarters on the fifth floor of the Taft Building to a larger suite on the fourth with double the floor space. Also adding several much-needed phone trunks to care for added business stirred up by Irving Parker since he became v-p and g.m. of the Earle Ferris organization. Present staff includes Frank Healey,

RADIO PERSONALITIES

No. 55 in the Series of Who's Who in the Industry

DONALD W. THORNBURGH, vice-president CBS, is a born executive. Even during the World War, the United States Army recognized his qualities of leadership and knowledge of human nature by making him a Captain of the Field Artillery.



Sales promotion ability attracted attention ...

broker of building specialty kitchen equipment.

In the early part of 1930, Thornburgh gave up his business to join Cosmos Broadcasting Co. in Chicago, but ten months later, his reputation as an outstanding sales promotion manager attracted the attention of CBS and in April, 1931, he went to work for the network.

Several years later, he was made assistant manager to Leslie Atlas, western manager of Columbia, and in July of 1936 was sent to California as vice-president in charge of the Pacific Coast.

His extensive duties leave him little time to enjoy his hobbies of golf and badminton. He enjoys the theater and opera but does not profess to be a great devotee of the arts. He is married and has a 12-year-old daughter.

until recently with NBC in New York, "Bobby" Woodburn, Connie Vance and Wolfine Zuckerman, all grinding out reams of good copy for KHJ, KFVB and the Ferris clients.

Rush Hughes back from his Honolulu vacation to resume his NBC chores.

Chet Mason, well known feature sports writer, added to the KNX-CBS announcing staff as special sports announcer.

Andy Devine proves his versatility by jumping from his Deputy Sheriff's role with Jack Benny to the part of Grumio in "Taming of the Shrew" on CBS.

KMPC has set a new 30-minute sustainer, "Romance of Song," for Monday, Wednesday and Friday, 6:15-6:30 p.m., utilizing the services of new staff artists, Betty Campbell, 18-year-old soprano, and John Lambert, baritone, together with assorted talent from audition files.

"Cap" Risley is now conducting his one man safety campaign, decrying the careless driving of nitwit motorists, over KHJ Don Lee, Thursday, 7:15 a.m.

Dion Romandy is pinch-hitting for Raymond Paige while the maestro takes a first gander at New York.

Mutual will release Carthay Circle theater premiere of Paramount's operetta, "High, Wide and Handsome," coast-to-coast from KHJ on Aug. 12 at 8:30-9 PST.

Morris Ankrum, stage veteran but unknown to radio, clicked so definitely in the CBS presentation of Julius Caesar that Brewster Morgan, producer, has signed him for remaining schedule of Shakespearian cycle, and already cast him as Edgar in "King Lear."

Anti-Goodman Crusade Labels Swing "Libel"

(Continued from Page 1)

launched a crusade against Benny Goodman, swing king.

"Swing is atavistic and finds its beginnings in the dark jungle of the early savage," says Cremin. "Music has three outstanding qualities, melody, harmony and rhythm. Swing uses only one of these—rhythm and oftentimes distorts this beyond the point of recognition.

"Perhaps the foremost progenitor of swing music is Benny Goodman. An organization has been started on the coast, I am told, called the Society for the Suppression of Swing.

"All true music lovers should belong to such an enterprise. For swing threatens to poison the minds of the growing generation, and adulterate any appreciation they might have of the great music of the classics.

"This is not an indictment of jazz which is music written to suit the popular fancy. Swing is not jazz. It is a horrible caricature of Tin Pan Alley's product.

"We are taking immediate steps to organize a unit of the Society for the Suppression of Swing at the New York Schools of Music. We appeal to all who are anxious to preserve really worth-while music to join us in this fight against Benny Goodman and others of his kind."

Vass Family on "Barn Dance"

"National Barn Dance," which broadcasts regularly from Chicago, will pick up the music of the Vass Family from New York as part of its program tomorrow night at 9 over NBC-Blue.



AUTHOR Arch Oboler back in town from Mamaroneck, N. Y., where he and the missus have been living for the past few months while Oboler toiled on a play, in addition to his regular stint on the NBC "Lights Out" dramas and the Irene Rich grape juice episodes.

Actor Henry Saxe of "Mary Martin" cast is off for vacation at Rhineland, Wis.

Father of Frances Clark of NBC press department died Tuesday night.

Al Willamson, NBC Chicago press chief, bought himself a shiny new rod and reel and other fishing equipment at beginning of summer. All this so far has netted him exactly no fish in several attempts.

Actress Alice Hill off for three-week cruise from New York to Los Angeles via Panama Canal next Monday.

CBS Mikeman Paul Dowty is driving to Quebec, New York and Boston next week.

The Revenge, sloop owned jointly by Blair Walliser, WGN production chief, and Actor Ken Griffin, was the only boat to complete the Chicago-Mackinac race, held this year in a 60-mile gale. Both Walliser and Griffin were in the crew during the race, as was Don Pontius of Mutual.

Harry Kopf, NBC Chicago salesman on the Procter & Gamble account, has joined Charlie Phelps, former Chicago night manager for that web and now member of its New York sales staff, in another European vacation.

Judge Sykes to Speak

Judge Eugene O. Sykes, acting FCC chairman, will speak from Washington over NBC on Sunday in the dedication ceremonies honoring the 10 southern additions to the NBC-Blue network. Newly added stations are WAGA, WSGN, WMPS, WROL, WJBO, WDSU, KFDM, KXYZ, KRIS and KRVG.

Entertainers from New York, Chicago and San Francisco will participate in the program, to be aired at 11:15-12:15 Sunday night.

Dedicate Rogers Shrine Sept. 6

Colorado Springs, Colo.—Dedication services for the Will Rogers Shrine of the Sun on Cheyenne mountain are to be held on Labor Day, following a three-day rodeo here.

Patti Chapin Re-Signed

Patti Chapin, CBS singer, has been re-signed to a new contract by Columbia Artists Inc.

Lucy Grant in Symphonettes

Lucy Grant has replaced Marion Jernigan in the Symphonettes, girl trio under management of the Columbia Artists.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Candid Microphone Used At the Hollywood Bowl

West Coast Bureau, RADIO DAILY

Los Angeles—KMPC is exploiting a "Candid Microphone" in connection with the broadcasting of Hollywood Bowl symphony rehearsals. Conductor and orchestra personnel is supposedly unaware of the planted mike and everything but the music guaranteed strictly ad lib. Adaptation of the candid camera craze is credited to Van Newkirk, program director, and Leo Tyson, general manager, and will be used at Bowl rehearsals each Tuesday morning throughout the season, 10:30-11.

441-Line Tele in Germany

Berlin—The German Radio and Television Show, to be opened in August, will witness the installation of new 441-line television transmitters, which will supersede the 180-line transmission still in use here. It is expected that by the end of this year, all German television operations will employ the 441-line system. The outlines of pictures televised are said to be much more clearly defined and flickering is almost completely eliminated by the new system.

New Oscillographer

A new cathode ray oscillographer, employing a type 54-XH Du Mont cathode ray tube, has been developed by the Allen B. Du Mont laboratories of Montclair, N. J. The equipment is fully described and illustrated in a new booklet just issued by Du Mont.

180-Page Radio Set Catalog

Wholesale Radio Service Co. Inc. has issued a new 1938 Winter Catalog No. 69 of 180 pages. Receiving sets, amplifiers and sound systems are included.

Bill Rule Editing Mag

Boston—Bill Rule of WEET's engineering staff is the editor, pro tem, of CBS' technical magazine, "Under Control."

WTAR 1,000 Watts

Norfolk—WTAR is now operating on 1,000 watts full time. Station has just put into operation its new antenna system, which is directional during the night hours and non-directional in daytime.

Station Improvements

Albany—WOKO has applied for a construction permit to install new transmitting equipment.

Springfield, Mass.—WMAS has applied for a construction permit to install new transmitter, erect a vertical antenna and move transmitter to West Street and studio to 1757 Main Street.

Greenville, Texas—Fred Horton, president of KGVV, has applied for modification of construction permit for a new station, requesting changes in automatic frequency control equipment and move of transmitter to Wesley College Campus.

Clay Center, Neb.—KMMJ has applied for authority to install automatic frequency control.

Abilene, Kan.—KFBI has applied for construction permit to install a new transmitter and vertical antenna, moving transmitter and studio to new site in Wichita.

Jackson, Miss.—WHFF has applied for CP to change antenna, move studio and transmitter.

Little Rock, Ark.—KLRA has applied for CP to install directional antenna.

Jefferson City, Mo.—KWOS has

been granted FCC authority to install automatic frequency control.

Lansing—License to cover construction permit for a new transmitter has been asked by WJIM from the FCC.

Norfolk—WTAR has applied for CP license for changes in auxiliary equipment, increase in power, use of directional antenna and move of auxiliary transmitter.

El Paso—KTSM has made application for CP covering change of frequency to 1350, new transmitter, changes in antenna, boost in power to 500 watts day, move of transmitter and change of hours of operation to unlimited.

Virginia, Minn.—WHLB has applied for CP license covering changes in equipment and power boost.

St. Paul—License has been asked from the FCC covering construction permit for equipment changes at KSTP.

Walla Walla, Wash.—KUJ has applied for CP to make changes in equipment and increase power to 250 watts day.

Aberdeen, Wash.—KXRO is seeking FCC license to cover CP for changes in equipment, increase in day power and move of transmitter.

CBS West Coast Notes

West Coast Bureau, RADIO DAILY

Los Angeles—Les Bowman, west coast engineering head, and Alden C. Packard, chief of maintenance and construction, have just gotten a new and interesting airplane-to-studio two-way broadcast series started. The plane's observer reports highway traffic violations to chief of highway patrol in studio, who then cuts in and gives the violators the low-down on the laws, etc.

Harry Spears, audio supervisor, is vacationing in New York.

Paul O'Harra is making out work-schedules in Harry Spears' absence. Looks more worried every day.

Bruce Piersall and Associate Campbell are still having weekly (not weakly) headaches on the "Your Witness" broadcast Wednesday

nights. Been using ten mikes for past two weeks, all concealed from the audience. Usually concealed from Piersall and Campbell. Use a Romler 3-channel amplifier-mixer set up in front row of house, feeding into a single mixing pot, in the main 8-channel E.R.P.I. outfit in the booth on the stage. Campbell handles Remler, using head-fones. Piersall gets along more or less "blind" in the booth.

Several new faces at KNX now. Harold Peery, former chief of Don Lee System; Ted Denton, also ex-KHJ. Al Cormack, ex-KFRC chief, has been at KNX as traffic manager for some time. Russel Stanton, ex-KEHE, is at the KNX transmitter. Became proud father of baby girl recently.

Joe Cohen is doing portable mixing

New WTAQ-WHBY Studios Being Dedicated Aug. 15

(Continued from Page 1)

Building. The penthouse studios have been completely redecorated, new furniture and fixtures have been installed, and a new control room with new equipment has been built. New offices for the commercial, program and press relations department, as well as offices for The Radio Beacon, weekly radio publication, have been outfitted on the top floor of the same building so that the entire set-up is modern in every respect.

Festivities start at 1 o'clock in the afternoon on Aug. 15 and throughout the day dedicatory programs running through the cycle of dance bands, military bands, vocalists and instrumentalists, will be on the air over either one or the other station. On Aug. 16, each member of the staff of the two stations will be interviewed in their various offices and will describe the workings of their departments.

New Studios for WMAS Ready About Sept. 1

Springfield, Mass.—WMAS will occupy new studios in the Hotel Charles as soon as they can be prepared, probably about Sept. 1, Albert W. Marlin, manager, announces. The station's lease at the Hotel Stonehaven expires on that date. Rooms on the fourth floor of the Charles are now being adapted to the station's use. There will be three studios, one of them large enough for ensembles.

New Mobile Unit at KFVS

Cape Girardeau, Mo.—The new Mobile Unit of KFVS is creating a great deal of favorable comment in southeast Missouri and southern Illinois. Unit is housed in a 1937 V-8 closed truck of pure white color with gold leaf call letters of KFVS, Cape Girardeau, and KAGM, mobile unit of this station.

work on the General Mills show, called "Hollywood In Person." Gets to contact the studio boys and see how the movies are made.

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

ORCHESTRAS - MUSIC

BILL STOKER, who has been featured with Kay Kyser, now is heard on WELI, New Haven, as a missionary for the Eastern States Mission (Mormon Church).

CRA is setting dates on Don Redman and his orchestra. They play an engagement at New Brunswick, N. J., Aug. 14 and at Krueger's Auditorium, Newark, N. J., Sept. 4.

Jack Sherr and his orchestra, currently at the Hotel St. Moritz, New York, will double into the Merry-Go-Round, Atlantic Beach, Long Island.

Eddie Duchin is doing nicely following the birth of a boy to Mrs. Duchin in the Harbor Hospital, New York. Eddie has been doing duty with his ork out in Chicago.

The New York office of CRA has booked Jackie Coogan and the Movie-land Hit Parade unit to play four days in Charlotte and vicinity Aug. 23-26.

Charles Costello and his Town Troubadours have been booked by Milton Roemer of CRA for a six-week engagement at the French Casino in New York, starting about Aug. 19.

The WELI (New Haven) Rhythm Club will expand to a half hour on Monday evenings at 7:30, with Jimmy Youd, pianist, and Carl Graf, violinist, in charge.

Jess Hawkins set to open at Lou Passerello's New Penn Club in Library, Pa., for CRA, following Don Bestor. Contract calls for six weeks, opening Aug. 13.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Jansky & Bailey, Washington. CP for new high frequency station. 403000, 87000. 112-000. 174000. 224000 kc., 5 KW.

WDRC, Inc., Hartford, Conn. CP for new high frequency station. 403000, 885000, 1090000, 177000, 218000 kc., 1 KW.

King-Trendle Broadcasting Corp., Detroit. Extension of authority to transmit programs from WXYZ to Canadian Broadcasting Corp.

KVOX, Moorhead, Minn. Mod. of CP to change power to 100 watts. 250 watts LS., unlimited.

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

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

APPLICATIONS RETURNED

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Woodmen of the World Life Insurance Co., Omaha. CP for new low frequency station, frequencies not specified, 100 watts.

EXAMINER'S RECOMMENDATION

Young People's Ass'n for the Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 KW., daytime, be dismissed.

Jimmie Brierly, singer with Paul Whiteman's orchestra, currently playing for Casa Manana Revue at Fort Worth Frontier Fiesta, began his three sustaining weekly programs over WBAP on Wednesday.

Howard Baum's orchestra, with Freda Lazier doing the vocals, starts a new half-hour commercial on WCAE, Pittsburgh, Monday night at 7:30-8. Baum succeeded Will Roland as conductor of the orchestra which played for dancers at the Hotel Schenley, after Roland gave up the baton to go into the band booking business.

Glen Gray and his Casa Loma orchestra cut six records for Decca last week on the West Coast. Boys due to play one-nighters up the Coast before heading East.

Marvin E. Mueller, KMOX announcer, Robert L. Scharff and Winfield Homer have written a song which is included in this week's St. Louis Municipal Opera presentation, "The Prince of Pilsen." The title of the song is "Lucky" and it will be interpolated in the score where "boy meets girl." The music for the number was composed by Homer, and the lyrics written by Mueller and Scharff.

Bobby Grayson goes into the Willows in Pittsburgh for two weeks, starting Aug. 6.

Woody Herman and his orchestra open for one week in Brighton Beach on Aug. 8. During their engagement there they will record, for Decca, four songs from Bing Crosby's picture, "Double Or Nothing". Songs are "Stardust On The Moon", "Lady From Fifth Avenue", "Do You Or Don't You Care" and "Double Or Nothing". Handled by Rockwell-O'Keefe.

Glenn Miller and his orchestra have been held over for the second time in the Blue Room of the Roosevelt Hotel, New Orleans. Originally booked for four weeks and staying ten. Handled by Rockwell-O'Keefe Inc.

Little Jack Little and combine booked for the Atlantic City Steel Pier, Aug. 2-5, followed by Emerson Gill and Shep Fields for periods of one week each. Set by MCA.

Tommy Dorsey and his ork set by MCA for a special CBS-BBC broadcast on Aug. 26, 6:30-7 p.m.

Dick Gasparre and his orchestra dated for Palmer House Aug. 5 for indefinite period. Set by MCA Chi office.

Horace Heidt closes at the Biltmore tonight and returns in October. Bernie Cummins takes over the spot on Aug. 7. Set by MCA.

Count Bassie and his orchestra set by MCA for three CBS coast to coast periods in August.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WESTERN ELECTRIC CO.

Los Angeles, Calif.

"... RADIO DAILY has struck my fancy, and I want you to know that I think it is the really completely informative daily newspaper."

Billy Leyser

Director of Public Relations.

WSPD

Toledo, Ohio

"... We look forward to each release of RADIO DAILY and hope your publication will receive the recognition it so honestly deserves."

Russell Gobring

Program Director

PACIFIC AUDIT & RESEARCH CO.

Berkeley, Calif.

"... Let me personally express my good wishes on your publication and commend you on your handling of radio news."

James Wellman

Night Supervisor

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

BOSTON

Serge Koussevitzky, conductor of Boston Symphony Orchestra, has returned with his wife from a two-month vacation abroad.

Frank Gow, now with Columbia's sound effects department, back in town paying a visit to the old gang at the WEEI studios.

WCOP will cover the Hearst Outboard Racing Regatta to be held in the Charles River Basin on Aug. 7-8.

Bill Williams, WBZ's sportscaster, will interview on one night a week a Boston sports writer or columnist.

Gordon Swan at WBZ being congratulated for the splendid job he did as program manager while John McNamara was vacationing in Europe.

"Fashion Review of the Air" by Caroline Cabot sponsored by Chandler & Co., department store, returns to WEEI first week in September.

John Buttrick of the WEEI control force has taken a cottage out in Melrose Highlands.

Keyes Perrin, recently married WBZ announcer, is bringing his wife on from Albany.

Dorothy Drake of the WEEI sales force and Alice Russell, studio hostess, off to Montreal for a week.

Fred Cole of WBZ-WBZA sales promotional staff is recuperating from a recent illness at his summer home on Cape Cod. Fred is away on a leave of absence.

Bill Elliot, WEEI's "Singing Cop," has gone to New York for several commercial auditions.

Van Kirk of the old Boston radio team of "Ronnie and Van" is back here after many months in Europe with the "Music Hall Boys." They go from here to New York, then Philadelphia, winding up at the Mount Royal in Montreal and then back to Europe.

Rockwell-O'Keefe Outing

Cork O'Keefe is setting up a weekend for the personnel of the Rockwell-O'Keefe office, whereby they will have a golf tournament at the exclusive Buckwood Inn at Shawnee on the Delaware, popularly known as Shawnee Country Club, which is fast becoming the rendezvous for prominent figures in the radio field.

Norvo, Mildred Bailey on WHN

Red Norvo's orchestra and Mildred Bailey, blues singer, will be heard over WHN on Sundays and Tuesdays starting this Sunday at 12:30-1 a.m. Program originates at WLW.

ONE MINUTE INTERVIEW

MORT LEWIS

"There should be one boss on the program. There is one well known program that has six or seven bosses. The rehearsal is a mad house and the script writers don't know whom they have to please. They get four or five different suggestions for the week's script, each one contradicting the other."

★ Coast-to-Coast ★

MORE than 25,000 persons attended the tenth anniversary celebration of WTMJ at the station's transmitter. The homecoming of Louis Roen and Don McNeill of NBC, Merle Blackburn of WCFL, Chicago, and Johnny Olson, now with a Chicago advertising agency, all former WTMJ staff members, were features of the broadcast. The regular staff, including Russ Winnie, Bob Heiss, George Comte, Claude Kirchner and Doc Williams, announcers; Myrtle Spangenberg, Carla Pestalozzi, Allen Timm, Paul Skinner, Edwyn Pfister, singers, and the WTMJ mixed choir and male choir and male octet, also were on hand.

Kenneth F. Schmitt, program director of WIBA, Madison, Wis., has lost his father.

WSYR, Syracuse, and WHAM, Rochester, will be linked for a broadcast Aug. 18 of the ceremonies attending the installation of the Rev. Walter A. Foery, former Rochester parish priest, as fifth Bishop of Syracuse. WSYR also will carry the consecration services Sept. 1, when Cardinal Hayes of New York will be present.

Coleman Willson, WSYR announcer, has accepted a similar position with WGR, Buffalo. He leaves Aug. 1.

Victor Miller, composer-pianist, has two new weekly programs over WSYR, Syracuse, titled "Meet the Composer" and "Moods and Modulations."

Jack Bennett is now offering autographed recordings to listeners of the WINS "Noon Day Frolic."

The "Old Hay Wagon" with all the Hayriders, a regular weekly feature over KFVS, Cape Girardeau, Mo., will appear at Bardwell, Ky. tomorrow.

First attempt to present the play "Outward Bound" on the air will be made in the Sealtest show this Sunday at 10 p.m. over the NBC-Red network when Frances Farmer does a scene from the Sutton Vane drama. Alan Hewitt will appear in the role played by Leslie Howard on stage and screen.

Transradio has two American fashion experts now in Paris to cover the new fall styles. One is Nancy Turner of WFBR, Baltimore, and the other is Elizabeth Ambrose of Saks Fifth Ave. Their daily cables will be part of Transradio service.

WBRY, Waterbury: Mabel Hinton, continuity chief, vacationing at Holyoke . . . Walter Osborne Howard, announcer, Cape Cod-ing.

Programs That Have Made Station History

No. 18—WOR's Uncle Don

IN November, 1928, almost nine years ago, Uncle Don took the air—the WOR channel—and greeted his listeners with "Hello nephews, nieces mine!" It was the beginning of one of the most successful children's hour on the radio.

Since Uncle Don made his first broadcast, many of his little listeners have grown up—almost a whole generation has become young men and women. These are the same tots who heard, annually, Uncle Don's birthday congratulations over their radios (a feature of his program) and looked anxiously behind the radio for presents their parents had notified Uncle Don would be there.

His psychology has probably done more to maintain good behavior between baby brother and kid sister than any amount of study of the social sciences.

Six evenings a week the Uncle Don Club holds sway over the juvenile populace, and on Sunday he reads the comics. His total time on the air to date adds up to more than 119,000 minutes or 1,990 hours. He has presided over some 3,160 broadcasts and

hasn't missed one yet because he dislikes to disappoint his waiting listeners. The Club reaches 1,500,000 children plus mothers and fathers who are the purchasers of the sponsors' products.

Uncle Don averages six sponsors at a time and to date more than 70 sponsors have enlisted his aid as an ideal medium to plug their wares. The tremendous mail response from the WOR audience is evident by the perpetual barrage of mail which averages more than 1,000 letters daily. WOR has broadcast 82 per cent of his programs, with other stations capturing the remaining percentage.

The perennial master of ceremonies is versatile in his radio thespian accomplishments and is noted for his ability to assume roles of the newspaper comic characters. As actor, writer or director at one time or another he has been connected with "Friendship Town," "Let's Dance," "Eveready Hour," "Crockett Family," "La Palina Hour," "Show Boat," "True Story," "Main Street Sketches," "Death Valley Days" and the "Mobile Hour."

ST. LOUIS

John Conrad of KWK is taking a mailman's vacation, writing his "Radio Gossip" column and mailing it into the station for distribution while he's away.

Graham Tevis, KMOX chief engineer, enjoyed the fishing in the Ozarks but brought back only stories.

Ruth Raye, blonde singer, is a recent addition to the WEW staff. KWK now signs on at 6:30 a.m. instead of 5:30.

Helen Grogan of KWK's program department is in Michigan for two weeks, while Tom Dally of the announcing staff is visiting the folks in Alabama.

48 Carolina Ball Games On WSOC for Gen. Mills

(Continued from Page 1)

the games and he is assisted by Joe McCluskey, a newcomer to the air-planes, having just recently made a successful sports audition with the station. Home games will be broadcast from the field through the remote control facilities of WSOC while the out-of-town games will be recreated play-by-play in the studio from direct wire reports.

WSOC will have baseball on the air every evening, from after the last scheduled NBC commercial until the games are finished, even though the playing continues past the normal sign off time, midnight.

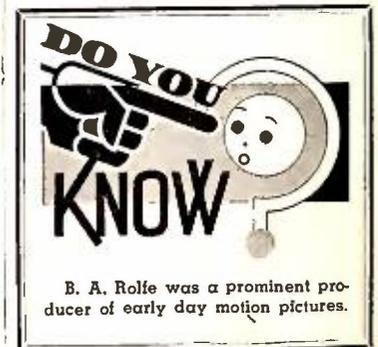
Brad Robinson and Jim Kelly of the Knox-Reeves Advertising Agency came to Charlotte for the auditions of Norris and McCluskey and liberally acclaimed the boys for their ability and style in presenting the games to the radio audience. Brad Robinson was all-American end from the University of Minnesota in 1933.

Vocalists with Broekman

West Coast Bureau, RADIO DAILY
Los Angeles—Jo Stafford, torch singer, and Michael Loring, baritone, will appear with David Broekman in his new "Satin-Smooth Swing" series which starts tomorrow at 8:30-9 p.m. EDST over Mutual network. Program originates at KHJ here.

Dates for Barrymore Plays

The two modern plays in which John Barrymore and Elaine Barrie will appear for NBC this fall, "Animal Kingdom" and "Accent on Youth," will be aired Sept. 6 and Sept. 13, respectively.





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 22

NEW YORK, N. Y., MONDAY, AUGUST 2, 1937

FIVE CENTS

NEA Service Enters Radio Field

AFM GIVES STATIONS UNTIL SEPTEMBER 16

Unable to reach a definite agreement, the AFM executive board and station and chain representatives last Friday ended their series of conferences in a state of compromise. A slightly modified list of the 14 demands has been presented to the radio industry, with the stations given until Sept. 16 to attempt to work them out. If, at that time, the AFM is not entirely satisfied with the results, a general strike will be

(Continued on Page 3)

More Live Talent, Strips In KOBH Fall Programs

Rapid City, S. D.—Production plans for fall shows on KOBH call for greater use of live talent and a greater number of transcribed strip

(Continued on Page 6)

Penrad Oil Sponsors Charles River Races

Penrad Motor Oil Co. will sponsor the Outboard Motor Races on the Charles River, Boston, Aug. 7-8, over WCOP. Although this station now has the event exclusively, Jay Lewis Associates, agency handling the business, is dickering to have four or five additional New England stations carry the broadcasts.

New WATL Rate Card

Atlanta—WATL has issued a new rate card, prepared in conformity with the "standard rate card" of American Ass'n of Advertising Agencies. Manager Maurice Coleman has mailed the card to 300 principal agencies throughout the country.

Proven Programs

Milwaukee—WTMJ has inaugurated a new policy of offering advertisers a group of morning programs which have been tested and found popular in listener appeal. Shows are 15 minute periods between 8 and 9 a.m. Because of demand for this time, station is insisting upon the use of programs which are accepted by listeners.

Sponsor Guesting

J. L. Kraft, president of Kraft-Phenix Corp., will do a "personal appearance" on next Thursday's "Kraft Music Hall," emceed by Bob Burns, over NBC-Red network.

WWJ WILL RESTRICT CHAIN BREAKS, SPOTS

Detroit—As the second step in a several-fold plan mapped out by W. J. Scripps, managing director of WWJ-Detroit News station, to give radio a new lease on life, WWJ starting this fall will take the profitable 12 noon-3 p.m. period and clear it of

(Continued on Page 7)

Don Lee Web to Assume Lease on Coast Studios

West Coast Bureau, RADIO DAILY
Los Angeles — Deal whereby Don Lee takes over the present NBC Hollywood studios, if and when papers are signed, calls for Don Lee to take over the remaining three and a half years yet to run on present

(Continued on Page 3)

CBS Gets "Follow Moon"

Lehn & Fink (Pebecco) will resume airing the "Follow The Moon" Oct. 3, but will switch from NBC to CBS, Mondays through Fridays at 5-5:15 p.m. Lennen & Mitchell is the agency.

Press Association Affiliated With the Scripps-Howard Group Will Supply Program Material to Stations

CBS MORNING SALES GAIN 136 PER CENT

CBS time sales for the first six months of the year show major increases in morning, afternoon and evening expenditures, increases in number of clients at all times of the day, and increases in average expenditure per client. Further analysis by industries shows that automotive accounts gained 57 per cent; tobacco, 61 per cent; foods and food drinks, 59 per cent; soaps and housekeeper's supplies, 98 per cent.

Of the \$1,828,466 spent by CBS

(Continued on Page 6)

Stations Being Added By Kolynos CBS Program

Kolynos toothpaste will use 30 CBS stations when it shifts the "Hammerstein Music Hall" program to the Friday 8-8:30 p.m. spot this week. On Oct. 1 sponsor adds 14 more stations to network making a total of 44. Blackett-Sample-Humert Inc. is the agency.

Celler Expects Hearings

Washington Bureau, RADIO DAILY
Washington—Congressman Emanuel Celler said Saturday that he expects to get hearings on his Government radio station bill either this week or before Congress adjourns.

NEA Service, Inc., world's largest newspaper feature service, enters the radio field early this fall with a service to radio stations patterned along the lines followed by NEA in serving 800 daily newspaper clients.

In making this announcement, Fred S. Ferguson, NEA president, said that Stephen Slesinger, Inc., 250 Park Ave.

(Continued on Page 3)

TELEVISION JURISDICTION IS RESERVED BY EQUITY

In giving up its jurisdiction in the radio field to the new organization, which has been named the American Federation of Radio Artists, Actors Equity is retaining rights to television activities, it was brought out at Friday's meeting.

Frank Gillmore, president of Equity, and also president of Associated Actors and Artists of America, A. F.

(Continued on Page 6)

Coast-to-Coast Buildup For "The Johnson Family"

In an extensive drive to sell a popular mid-west show to a nationwide audience, MBS is taking the "Johnson Family" from WSAI, Cincinnati, and putting it on coast-to-

(Continued on Page 6)

WNAC's 15th Year

Boston—WNAC is celebrating its 15th anniversary. John Shepard 3rd broadcast his first program over the station on July 31, 1922.

★ THE WEEK IN RADIO ★

... Unions in the Headlines

By NORMAN WEISER

AMERICAN FEDERATION OF MUSICIANS' executive board parleys with the radio contingent on the subject of regulating electrical transcriptions and recordings, and the new setup for organizing of radio talent as fostered by Actors Equity but with complete autonomy for the radio guild, monopolized the past week's headlines.

The AFM-ET confab ran all week with the stations given a list of demands and until Sept. 16 to put them into effect ... the transcription mak-

ers will be dealt with this week. . . .

In the unionization of performers, which includes all talent appearing before the mike except the already banded musicians, not so many difficulties are foreseen . . . especially since singers and actors will have their own respective councils and the guild will get its own charter the same as Equity has. . . .

Judge Eugene O. Sykes was appointed temporary FCC chairman until the President names a successor

(Continued on Page 8)

Special Events Library

Raleigh, N. C.—A Special Events Library is being built up by WPTF with recordings of outstanding broadcasts. Station has obtained a complete set of recordings of the Hindenburg disaster and is getting a disk of King Edward's abdication speech. WPTF used its own recording unit to transcribe King George's coronation address.



Vol. 2, No. 22 Mon., Aug. 2, 1937 Price 5 Cts.

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

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Coming and Going

FELIX JAGER, script writer for the "True Detective Mysteries" shows over WOR and WLW, left Saturday for a two-week vacation at Bethlehem, N. H. The broadcasts continue, however, and thrillers for the Aug. 10-17 episode will be concocted by Jager amidst New Hampshire's scenery.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn.-Va., returns to his desk today after spending a week in New York where he discussed promotional plans with his representative.

LEO REISMAN, who went abroad to fill engagements in Paris and Monte Carlo, returns Aug. 27 on the Normandie.

A. A. SCHECHTER, NBC director of news and special events, sails Wednesday on the Normandie for a European vacation.

JACK MILES, and EMIL CORWIN, WALTER MOORE, ALFRED SCOTT and JULIAN STREET JR., all of NBC press, off on vacations.

KELVIN KEECH, who has been under the weather, left Saturday for the vacation sands of Long Island.

CHARLES KULLMAN, who leaves for some Hollywood film work after his Aug. 11 broadcast with Jessica Dragonette, returns to the air Sept. 1.

JERRY DANZIG of WOR returns to New York from Hollywood the middle of August.

SHERRY KAY, vocalist with Woody Herman, is visiting her folks in Memphis, and returns to rejoin Herman band next week.

GENE KRISCHER of the publicity department of KSFO, San Francisco is due in New York tomorrow from the coast to confer with CBS officials and on other business.

LLOYD YODER, head of the NBC press staff in San Francisco, is making a vacation-business tour of the network's northwest stations, then will visit his home in Ohio.

LEO FREUDBERGER, WOR conductor, vacationing in Hunter, N. Y.; ED CONTENT, assistant chief engineer, in Montana; CHARLES SINGER, transmitter supervisor, in Belmar, N. J.

DON DUNPHY, sports announcer at WINS, is on vacation this week.

DON QUINN, who writes the Fibber McGee and Molly scripts, flies to Washington from Chicago this week to gather some script material for the Fibber series.

ANN MADLER, WINS vocalist, who has been vacationing at Lake George, returns the early part of this month.

FRANK MOSS, author of the Beatrice Lillie scripts, has been in Chicago conferring with the "First Nighter" sponsor, Campana; the rumors being that he may write the new variety show which Campana will put on the air next month.

OZZIE NELSON arrived in New York last week to begin an engagement today at the Hotel Astor Roof, succeeding Ted Lewis.

SHEP FIELDS and his "Rippling Rhythm" orchestra are in from a road tour for a week's engagement at Manhattan Beach, Brooklyn.

ABE LYMAN has arrived in Hollywood for a short vacation, his first since leaving California six years ago.

CARL DOZER, announcer at WCAE, Pittsburgh, heads for Cape Cod, Mass., today on his annual vacation.

JOSEPH J. WEED is back from a six-week Canada tour.

BILL MORROW, scripter for Jack Benny, off to Europe, returning in September.

FRANK SCHREIBER, WGN publicity director, in New York for Mutual and AFM conferences. JACK HASTY has left coast for New York, where he'll produce two McCann-Erickson shows.

TOM REVERE left the coast for New York last week, supposedly with plans for a Palmolive show by Benton & Bowles.

HAZEL WESTERLUND, CBS stations relations department, to Lake Sunapee, N. H., on vacation.

AGENCIES

STUART CAMPBELL has resigned as vice-president of Kenyon & Eckhardt, Inc., and will leave New York about Aug. 15 for Hollywood, where he expects to stay for a few months.

ED M. STERLING, formerly associated with Benton & Bowles, has become an account executive with the Gardner Advertising Co.

PHILLIP J. KELLY has joined Colgate Palmolive Peet Co. as sales promotion manager of Palmolive Soap. Kelly was formerly director of advertising and assistant sales manager of B. F. Goodrich Co., Akron. Later he was account executive of Meldrum & Fewsmith Advertising Agency, Cleveland, and most recently executive vice-president of Harry Latz Service, N. Y.

WFBR Covers Ship Disaster

Baltimore—WFBR staged a spectacular remote broadcast last week from the scene of the disaster where the steamship "City of Baltimore" burned at Bayside, Md. Accompanied by a crew from the telephone company, Henry Hickman, Bob Hurlidge and Stewart Kennard, WFBR, remote men, plus three engineers from the station rushed to the scene. In order to put on a broadcast it was necessary to run 3,000 feet of wire through marshland and over fire engines and parked cars leading to the beach. The station was on the air with the first description within an hour after leaving Baltimore. WFBR was the only station in Baltimore that went to the scene and stayed on the air until 3 a.m.

Butterworth With Ross

Charles Butterworth has been signed as comedy star on the Lanny Ross full-hour Packard Motors program starting Sept. 7 over NBC-Red network from the coast. Raymond Paige orchestra will supply the music.

Panama Station Opens

Panama City—The "Star of Panama," otherwise described as HP5A, 300 watts, 11,700 kilocycles, 25.64 meters, opened Friday night with all the dignitaries of the Panama Republic present.

WNEW Staff Changes

Lonny Worth, formerly assistant to Stan Shaw on the "Milkmen's Matinee" broadcasts, has been named Studio manager of WNEW. Worth replaces Frank Kiernan, recently resigned. John Flora has been selected to succeed Worth on the Shaw broadcasts.

Cozzi for Hipp Opera

Mario Cozzi, NBC baritone, has been selected as the star of the Fall opera season at the New York Hippodrome. Cozzi will open the season Aug. 27 when he sings the role of Amonasro in "Aida." Gustaf Mahler will conduct the orchestra.

Emerson Smith Joins WKBB

Dubuque, Ia.—Emerson Smith, former special events and newscaster at KOIL-KFAB in Omaha, and recently commercial manager of WOMT, Manitowoc, Wis., has joined the staff of WKBB here. Smith is at present handling news and sports for the station.

"New Ideas" to Recess

"New Ideas," WINS program conducted by Martin Weldon, is taking a recess for August. The show returns early next month with new cast, scripts and ideas.

FINANCIAL (Saturday, July 31, 1937)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, etc.

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Michelson-Crosley Post Causes Washington Stir

Washington Bureau, RADIO DAILY Washington—Appointment of Charles Michelson, Democratic National Committee publicity director, as public relations consultant for Crosley Corp. is causing quite a stir here. No sooner had Michelson accepted the post than the FCC revealed that through "the regular routine procedure" it had granted Crosley's application for renewal of WLW's 500,000-watt license.

Even Democrats are disturbed by the situation, which has elicited editorial disapproval in the newspapers besides the reaction here. Senator Borah declared that if he had his way about it he would abolish the FCC altogether.

KMMJ Clay Center, Neb. The favorite family station

COMEDY MATERIAL WANTED We are preparing comedy material for a number of new fall shows and have an opening for two experienced writers to produce material on assignment as members of our non-resident staff. Give complete details in first letter. ASSOCIATED RADIO WRITERS, INC. 137 Newbury St., Boston, Mass.

CORRECTION! Last Week We Stated WITHIN 3 WEEKS "THE COLONEL FROM KENTUCKY" (Col. Jack Major) WAS 5th FOR FAN MAIL In reality he was 4th For a daytime sustaining show— THAT'S SOMETHING! WABC — Columbia Network Mondays 3-3:30 E.D.S.T.

AFM GIVES STATIONS UNTIL SEPTEMBER 16

(Continued from Page 1)
 called. The previous strike, scheduled for Aug. 14, has been postponed pending the conference of Sept. 16.
 ET and recording manufacturers will meet with the executive board today and tomorrow in the two final sessions of the series of meetings. Eighteen demands have been readied by the board as the basis of negotiations with the manufacturers. On Wednesday the executive board will recess until Sept. 16. The 18 demands are centered upon the point of employment of union musicians in radio stations utilizing recorded shows Joseph N. Weber, president of the AFM, stated that at present there are only 800 musicians employed by the radio stations in the country, and that only 12½ per cent of the stations have staff musicians. Demands also attempt to stop pirating of records from actual broadcasts and auditions.

WNEW Remodeling

WNEW underwent some remodeling over the week-end. Studio C was increased to double its regular size as was one control room. A cooling system, in operation 24 hours a day at the station, was forced off during alterations, but resumed operating today.

Legislation and Pocketbook

The effects of new and proposed legislation on the pocketbooks of U. S. citizens will be explained in a series of four broadcasts over CBS beginning Aug. 4 under the auspices of the New York Chapter of the National Association of Cost Accountants. The programs will be heard Wednesdays at 4:15-4:30 p.m.

Titles of the talks are: "Your Pocketbook and the Robinson-Patman Act," by Willard L. Thorp of Dun & Bradstreet, Aug. 4; "Your Pocketbook—How the Securities Exchange Commission Affects It" on Aug. 11; "The Cost to Your Pocketbook of Social Security," Aug. 18; and "Your Pocketbook—and How the Wages and Hours Bill Affects It," on Aug. 25.

WWJ Home Coverage

A folder emphasizing its home coverage has just been issued by WWJ, Detroit. Station recently adopted policy of not moving an audience-building sustaining program to sell time.



Greetings from Radio Daily

August 2

Bob Burns
 Fenton W. Earnshaw

NEW PROGRAMS—IDEAS

Negro Community Sing

WPTF in Raleigh succeeded in obtaining the rights to a series of broadcasts emanating from Raleigh's Negro Recreational Center and consisting of a mammoth Community Sing in which hundreds participate. Only favorite spirituals are rendered on each program and these in the best fashion of the native southern Negro. The broadcasts for the present will originate in the Mary Talbot House, and station officials, following the enthusiastic audience response of the first program, plan to record subsequent broadcasts and mail disks to New York representatives for the consideration of sponsors. Already Carolina Sales Corp., Kelvinator distributor, is engaged in sponsoring an all-Negro cast each Sunday on its feature program which is broadcast to a network of stations in North and South Carolina.

WQXR "Musical Oddities"

"Musical Oddities," showing how Beethoven mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals, etc., starts this week as a new Wednesday 5-5:15 p.m. program on WQXR. Alma Lubin will be commentator, illustrating her material at the piano and by recordings of the larger works.

Another new WQXR program, "Lyric Cameos," combining singing and "verse speaking" of old and modern lyrics, will be started at 6:45-7 p.m. Wednesday by John Salters, actor, and Betty Baxendale, soprano.

WHBF's Moline Special

WHBF, Rock Island and Moline, Ill., and Davenport, Ia., is inaugurating a one-hour daily matinee at 2-3 p.m. devoted to the city of Moline and originating in the Moline studios

Canadian Radio Humor Rates High, Says Weed

Radio comedians on Canadian stations have a better mike technique and have developed their humor to a higher point than U. S. comics, says Joseph J. Weed, president of Weed & Co., station reps, following his return from a six-week tour of Canada. The comedians in Canada play more to the listeners instead of to studio audiences, Weed points out. He said Woodhouse and Hawkins, on CKY, Winnipeg, have a proportionately greater following in the Dominion than Amos 'n' Andy have in the U. S.

Standard of daytime programs is higher in Canada than in the U. S., Weed also stated. He noticed extensive equipment and rebuilding programs in progress.

NBC Institutional Film

A four-reel motion picture depicting the setup and activities of NBC is being produced by Pathe News.

of WHBF in the Fifth Avenue building. This is in addition to the nine programs already scheduled from the Moline studios.

With Forest Cooke announcing and directing, and Bette Leins as accompanist, this new program is divided into 15 and 30 minute features, some daily and others one time per week. These features include a foreign language news broadcast, spelling bee, juvenile acts, civic forum, conservation talks and a fisherman's forum.

The foreign news broadcast, divided into three five-minute periods of Swedish, Belgian and Greek (these nationalities constitute a large percentage of Moline's population) will be on the air daily at 2 p.m. The Belgian broadcast is presented by the editor of a local Belgian newspaper. Pastors of local Swedish and Greek churches will give the news in these languages. Program includes both local and national news.

Singers and instrumentalists round out the daily hour matinee, featuring Moline artists and programs of special interest to Moline audiences.

WBIL Health Assistance Series

A program devoted to informing persons of low income how they may obtain private medical and dental care will be inaugurated over WBIL at 6:45 p.m. today under the auspices of The People's Medical League, a cooperative, non-profit member-owned organization. Talks by prominent persons will be given on each program. First will be John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society.

Another new WBIL series, "Great Americans," produced by the WPA radio division, started yesterday at 8:30-9 p.m., with Nathan Hale as the first figure to be dramatized.

Don Lee Web to Assume Lease on Coast Studios

(Continued from Page 1)
 lease with option to renew the lease for another five years or buy the property at the end of three and a half year term.

NBC has not definitely settled on a new location, but it is understood studios and administration building will not be combined as at present. Idea is to build the administration building as one unit with each studio located in its own building. Under this plan NBC can add new studios, from time to time, as its needs require. Present set-up with administration offices and studios in one building makes it impossible for network to enlarge its space.

All negotiations between Don Lee and NBC are being handled by Don Gilman, NBC vice-president in charge of west coast activities.

Adele Jenney to Aid Gaffney

Adele Jenney joins CBS today as assistant to Maurice Gaffney, director of trade news.

NEA SERVICE ENTERS RADIO PROGRAM FIELD

(Continued from Page 1)
 nue, will be exclusive NEA representative in the radio field.

Slesinger stated that NEA newspaper features and materials will be converted into radio form by a staff of expert radio writers, and will be grouped into various daily budget services.

"We feel," said Slesinger, "that NEA has a definite field for service in the broadcasting industry. Primarily, the features included in the radio budget services are intended as individual sponsorable programs, but in addition to the feature entertainment and sales vehicles there will be included programs that are service and educational features, providing authentic source and background for programs already established by a station."

The NEA radio budget feature service will be made available on an exclusive basis to one client station in each city, the plan operative with NEA Service in servicing newspapers. However, special news features and materials will be made available also to regional and national advertisers in accordance with their individual program needs.

NEA is part of the Scripps-Howard newspaper chain, as is Scripps-Howard Radio, Inc., which owns WCPO, WMPS, WMC and WNOX.

Inaugurates Industrial Series

Maurice Holland will be the first of three speakers to be heard over CBS on successive Thursdays, starting Aug. 5, in a series arranged by the National Research Council under the general title of "New European Industrial Frontiers, and How They May Affect American Industry." The talks will be given by members of the Council recently returned from European investigations, and each will be heard at 5:30-5:45 p.m.

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

NEW PATENTS

Radio and Television
Compiled by

John B. Brady, Attorney

Washington, D. C.

2,087,902—Electrical Condenser and Process of Assembly. Russell E. Cramer, Haddon Heights, N. J., assignor to Radio Condenser Co.

2,088,043—Superheterodyne Receiver. Maximiliaan J. C. Sfruit, Eindhoven, Netherlands, assignor to RCA.

2,088,059—Arrangement for Modulating the Amplitude of Electric Waves. Erich Schulze-Herringer, Berlin-Tempelhof, Germany, assignor to Lorenz Aktiengesellschaft.

2,088,061—Amplifying Circuit Arrangement. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,070—Photoelectric Tube. Percy L. Spencer, Newton, Mass., assignor to Raytheon Production Corp.

2,088,168—Detector Amplifier Circuit. Christopher J. Franks, Boonton, N. J., assignor to RCA.

2,088,178—Receiver Gain Control Circuit. Bernardus D. H. Tellegen, Johannes A. J. Bouman, and Herre Rinia, Eindhoven, Netherlands, assignors to RCA.

2,088,179—Automatic Volume Control Circuits. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,088,194—Radio Receiving System. Paul O. Farnham, Mountain Lakes, N. J., assignor, by mesne assignments to RCA.

2,088,198—Electrical System. Heinrich Geffcken and Hans Richter, Leipzig, Germany, assignor, by mesne assignments, to RCA.

2,088,203—Radio Receiving System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,088,206—Automatic Gain Control. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,210—Interstation Noise Suppressor Circuits. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,088,229—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,088,230—Automatic Volume Control Circuit. Don G. Burnside, East Orange, N. J., assignor to RCA.

2,088,231—Amplifier Gain Control. Henry Cohn, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,235—Electron Tube. Harold F. Elliott, Palo Alto, Cal.

2,088,249—Gaseous Rectifier. Percy L. Spencer, West Newton, Mass., assignor by mesne assignments to Raytheon Manufacturing Co.

2,088,317—Electric Discharge Tube Testing and Measuring Circuit. Albert E. Bachelet, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories.

2,088,355—Testing Device. Henry Wehming, Chicago, Ill.

2,088,416—Photoelectric Relay. Garret A. Hobart, Tuxedo Park, N. Y., assignor to General Electric Co.

2,088,419—Cathode Ray Tube. Max Knoll and Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,432—Frequency Converter Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,088,461—Frequency Stabilizing Circuit. Staynard R. Briggs, Chicopee Falls, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,088,493—Cathode Ray Tube. Lee Sutherland, Wilkinsburg, and Albert J. Harcher, Homestead, Pa., assignors to Westinghouse Electric & Mfg. Co.

2,088,494—Grid Glow Tube Circuit. Lloyd E. Swedland, Montclair, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,088,544—Electric Radiation Device. Chester H. Braselton, New York, N. Y., assignor to Sirian Lamp Co.

Fishing Fair on WFBR

Baltimore—First actual broadcast picked up from the middle of Chesapeake Bay will occur Sept. 18-19 when WFBR airs an exclusive broadcast of the Chesapeake Bay Fishing Fair Assn' Grand Contest at Solomon's Island. A short wave unit will be used for the event, which is attended by the Governor and many other distinguished personages.



"PRESS AGENTS' PARADISE"

● ● ● Once every six months we like to clean out our desks and the predominating refuse in the drawers are press agents' notes which we never use... So, today, we've decided to help this swell "clan" and publish abstracts from their releases, thus pleasing and aiding them immensely with their respective clients.

● ● ● First tests of Phil Baker for the comic lead in his picture were so sensational that Baker will monopolize the whole flicker... Morton Bowe is selling leeches to drug stores... Fibber McGee and Molly don't like Hollywood, preferring Chicago and their kids... Lucille Manners eats a quart of ice cream every day and drinks a glass of milk between each solo on her NBC show... B. A. Rolfe has lost 8 lbs. since working four shows weekly. He now weighs only 258 pounds!... M. H. H. Joachim, director of "Your Unseen Friend" claims the badminton championship of Radio Row... In last Monday's episode of "Young Hickory," Harold Peary, playing a part, had to have his appendix removed... Donna Reade, another player on the show, actually had an attack immediately after the airing and blames Peary and author Bill Murphy for the "finger." She was operated on Thursday in Chicago.

● ● ● May Singhi Breen will be one of the standard bearers for National Ukelele Week... John B. Gambling, who emceeds the Griffin All-Wite show, is the sponsor's truest friend—coming to the broadcast wearing white from head to toe... Dick Ballou should go far, judging by his name. He calls his music, "Rhapsodies in Ballou"... Oscar Bradley says that when it comes to relating jokes, air comics believe that what was good enough for their fathers is good enough for them... Though there are only 14 singers in his "New Yorkers" chorus, Lyn Murray pays 49 other choral singers weekly.

● ● ● Sigmund Broun, who sings with Louis Katzman's band, is radio's only titled tenor. A descendant of Polish nobility, Broun was born "Count Sigmund Brunislav Swierznski. His mother is said to be a relation of King John the First... Hank Silvers, staff organist at WINS, has been playing the organ with the same pair of shoes for the past 13 years... Richard Brooks, WNEW ace commentator, is the second top-notch newscaster to be sponsored by more than one product. The other is Gabriel Heatter... Visitors from 28 different states and people from England, France and Mexico have been interviewed on the WPG, Atlantic City, Vox Pop show... Joe Rines will tell stories about everything, but no one has ever seen him play a musical instrument... Ralph Wonders is busy smoking a cigar the same color as his sun tan... Mickey Aldrich invites you to dinner, then suggests you order the food he likes so he can help himself to a portion... Warren Pearl scanning over Bill Burton's expense account to make sure the latter hasn't listed an overcoat!

● ● ● Carl Erbe brings Ben Marden a newspaper in which there is a picture planted by the "Little Dynamo" showing a society girl sitting with Mickey Alpert and another chap... The caption gives the names of the three—including the Riviera... "Ah," says Marden, "at last I know the guy's name. He skipped his check the nite the picture was taken!"... Harry Squires still thinks the Dodgers will win the pennant... Rosella McQueen, who is Freddie Lightner's partner, is the center of a dispute between two cities, who claim he as their own. The cities or towns are Steubenville and Mingo Junction, Ohio... The facts are, she is Freddie's own—and he hails from Greenpernt!

"Is Everybody Happy?"

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

United Broadcasting Co., Tulsa, Okla. CP for new station. 1550 kc., 1 KW., unlimited. WTAD Quincy, Ill. Mod. of lic. to increase hours of operation to unlimited. 900 kc., 1 KW.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Ellwood Warwick-Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, CP for new station. 880 kc., 1 KW., unlimited.

WGRC, New Albany, Ind. Mod. of license to 880 kc., 250 watts, unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

Gerald A. Travis, LaPorte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WDZ, Tuscola, Ill. CP to move transmitter and studio to Decatur, Ill. 1020 kc., 250 watts, daytime.

Sept. 17: WCBA, Allentown. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share.

Harold F. Gross, Lansing, CP for new station. 580 kc., 500 watts, 1 KW. L.S., unlimited.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln, CP for new station. 1450 kc., 1 KW., 5 KW. L.S., unlimited.

Cornbelt Broadcasting Corp., Lincoln. CP to change freq. and power to 1450 kc., 1 KW., 5 KW. L.S., unlimited.

Walker & Chapin, Oshkosh, CP for new station. 1010 kc., 250 watts, unlimited.

Great Western Broadcasting Co., Omaha. CP for new station. 1420 kc., 100 watts, unlimited.

Sept. 29: Earl Weir, St. Petersburg, CP for new station. 1370 kc., 100 watts, unlimited.

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

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Oct. 4: WRBL, Columbus, Ga. Mod. of CP to 1330 kc., 1 KW., unlimited.

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

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

Oct. 15: C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts L.S., specified.

EXAMINER'S RECOMMENDATIONS
John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, daytime, be denied.

WSPA, Spartanburg, S. C. CP for change in frequency and power to 880 kc., 5 KW., daytime, be denied.

EXAMINER'S REPORT

WRBC Inc., Cleveland. CP for new 1 kw. station on 880 kc., be denied.

APPLICATIONS RECEIVED

Pawtucket Broadcasting Co., Pawtucket. CP for new station, 1 kw., 1390 kc.

WNBR, Memphis. Authority to transfer control from Memphis Commercial Appeal to Memphis Press-Scimitar.

NLRB Certifies ARTA

National Labor Relations Board announced Saturday that it has certified the American Radio Telegraphists Ass'n as the exclusive bargaining agent for the live traffic employees of RCA Communications in the New York metropolitan area. ARTA is an affiliate of the CIO.

ORCHESTRAS - MUSIC

HAROLD LEE, for many years Chicago Representative of M. Witmark & Sons, and who recently arrived in New York to take over the post of professional manager of the firm, starts his new duties by working on the smash songs from "Mr. Dodd Takes The Air." Kenny Baker's first starring picture, being released by Warner Bros. The songs, written by Warren and Dubin, are "Remember Me?" "Am I In Love?" "Here Comes The Sandman" and "The Girl You Used To Be." Other songs with which Lee will be occupied are the current "My Little Buckaroo," "Little Heaven Of The Seven Seas," "Old Man Moon" and Rudy Vallee's sensational continental importation "Vieni Vieni" which is slated for early release.

Ozzie Nelson and his orchestra will have four network sustaining programs when he succeeds Ted Lewis next Monday night at the Hotel Astor Roof. Nelson will hold these spots until late in September, when he leaves for the coast and screen activity. His fall commercial will resume from Hollywood. Nelson's broadcast schedule from the Astor Roof includes CBS on Monday nights at 11 and Saturdays at 11:30 and Mutual on Sunday nights at 12 and Thursdays at 11:30 p.m. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Ray Block is wielding the baton for Ray Heatherton's Tuesday and Friday spots via WABC.

Phil Spitalny and his all-girl singing orchestra, which will appear in person at the New York Paramount Theater starting Aug. 4, will have some radio company in the accompanying screen attraction, "Artists and Models," which has Jack Benny, Martha Raye, Connie Boswell, Andre Kostalanetz and his orchestra and the Yacht Club Boys.

"Cotton Club Parade," opening Sept. 12, will have Cab Calloway and Bill Robinson as stars. Book, lyrics and music are by J. Fred Coots and Benny Davis.

"Paradise Isle," title tune of Monogram's South Seas flicker soon to be released, will be featured on the full hour program of Hawaiian music which Lani McIntyre and his Hawaiians will offer tomorrow night on the Al Pearce show over the CBS network at 9 p.m. McIntyre's band of native Polynesian musicians, the regular musical feature at Ray Haller's "7 Seas," popular Hollywood night club, furnished background music for the Bing Crosby feature, "Waikiki Wedding," as well as for "Paradise Isle."

Angelo Ferdinando and his orchestra will play Palm Gardens, Newport Beach, R. I., on Aug. 9 for CRA.

E. C. MILLS, Chairman of the Administrative Committee of ASCAP recently requested all its publisher-members to devote the back cover of their publications to articles which shall inform the lay public of the ideals and purposes of the society. Galaxy Music Corp., of which A. Walter Kramer is managing director, was the first standard publisher to respond. Last week Galaxy issued Stewart Wille's "Lord, I Want to Be," a Negro spiritual sung by Lawrence Tibbett, on the back cover of which appears E. C. Mill's article "What Is A.S.C.A.P.?"

Max Dolin, violinist and maestro, in addition to holding down the initial post as m.c. at the Rivoli Theater, Portland, Ore., has started his new daily "Keeping Time with Max Dolin" on KGW at 7:30 a.m. On initial offering he was assisted by Kay English, singer.

The Crawfords—Jess and Helen—and their orchestra recorded for Victor in New York last week and left to open a week's engagement in Washington. On Aug. 11, Jesse Crawford and his orchestra with Bob Murray as vocalist, go into the Hotel Peabody, Memphis, for CRA.

Jess Hawkins and his orchestra have been set by CRA to open at the New Penn Club, Pittsburgh, on Aug. 13.

Henri Lishon and his orchestra, recently featured at the Royale Frolics in Chicago, have been booked by Consolidated to play the Gunter Hotel, San Antonio, beginning Aug. 7.

The King's Jesters and their Queen, Marjorie Whitney, open at Blossom Heath Inn, Detroit, Aug. 13 for CRA. On September 4, the Jesters return to Hotel La Salle, Chicago, for the fall and winter season.

Rita Rio and her all girl orchestra have been booked by Milton Roemer of CRA for an engagement at the Million Dollar Pier, Atlantic City, opening Aug. 28. In the meantime the orchestra is playing a one-night stand tour in the middle west and east.

Jack Tracy and his orchestra have opened for the Dallas office of CRA at the Chez Maurice in Dallas.

"Four Gentlemen of Rhythm," instrumental unit, have been booked by the Chicago office of CRA into the Brown Hotel, Louisville.

Al Donahue and his orchestra set by Rockwell-O'Keefe for the Roosevelt Hotel, New Orleans, week of Aug. 26, followed by Glen Miller and his band.

Rita Rio and her all girl orchestra, now being routed east by CRA, plays the Crystal Lake Ballroom, Cumberland, Md., on Aug. 12.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

MAX GRAF PRODUCTIONS

San Francisco, Calif.

"... Congratulations to RADIO DAILY. It is a much needed want in the radio and transcription field."

Max Graf

THE ATLANTA CONSTITUTION

Atlanta, Georgia

"... Congratulations to RADIO DAILY. If the standard set forth is maintained, then RADIO DAILY should go far as an informative and interesting trade paper."

Samuel E. Clark
Radio Editor.

DAVE A. EPSTEIN

Hollywood, Calif.

"... RADIO DAILY is a pip! It has served to recreate a new interest in radio doings insofar as this office is concerned."

Dave A. Epstein

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



★ Program Reviews ★



"Les Miserables"

THOMAS MITCHELL, whose portrayal of Brutus in "Julius Caesar" in the CBS Shakespearean cycle attracted much attention, will have the title role in "King Lear" over CBS at 9-10 p.m. next Monday.

Officers of recently organized Radio Equity huddled behind locked doors at the Hollywood Plaza with Aubrey Elair, business manager of Screen Actors Guild, I. M. Kornblum, Murray Kinnell and Norman Field for the purpose of reporting coast situation to Kenneth Thomson, executive secretary of SAG, relative to membership attitude on Associated Actors and Artists of America. Radio Equity, claiming 80 per cent of local artists and announcers, reported wholeheartedly behind the "four A's."

Loretta Lee, vocalist on the Werner Janssen-Fleischmann show, is being tested by 20th Century-Fox.

The inevitable has happened. Charlie McCarthy has been signed for a picture at Universal. Will work with his stooge, Edgar Bergen, as usual, in a story now being tailored to fit his unique talents.

Tom Harrington, head of Young & Rubicam, back from his Hawaiian vacation. Charles Vanda, CBS program chief, also back at the desk.

Ivan Epinoff named as musical director at KEHE, succeeding Leon Rosebrook, who resigned last week.

Frank Bull will call the shots on the Thursday night polo games at Victor McLaglen's Sport Center over KHJ.

Ben Sweetland, KHJ's "Friendly Counselor," is moving the lares and penates to a recently-purchased, palatial home high in the hills of Hollywoodland.

The second episode of the "Les Miserables" serialization accelerated the Orson Welles "projections" by introducing the characters of Javert and Fantine. Javert becomes the relentless pursuer of Valjean and detrimental to his rehabilitation. An undertone of love interest entered with the appearance of Fantine, the indigent waif whom Valjean befriends. Fantine is played by Alice Frost, one of radio's foremost actresses, for a creditable performance. The task of portraying Javert was handled well by Martin Gabel, who is capable of provoking both admiration and abhorrence for the duty bound officer.

Not a dramatization, Welles' new technique is calculated to present the actual quality of the book itself and unlike a dramatization, which is of necessity an adaption, the projection has the narrator reading the background and descriptive passages while the actors speak the dialogue as Victor Hugo wrote it. Welles enacts the leading role and that of narrator.

Program is slow to approach a climax, it seems to this listener.

"Fox Fur Trappers"

Returning to WEAFL last Thursday at 7:45-8 p.m., the "Fox Fur Trappers" sponsored by I. J. Fox provided a merry little quarter hour of entertainment. With Bertram Hirsch's orchestra supplying the musical background in very efficient style, Howard Price vocalizing in a highly pleasing tenor vein, and the Little Sisters Trio adding their delectable harmonies, the program was typical of the enjoyable shows aired by this sponsor in the past.

"Bughouse Rhythm"

Dr. John Brunner Meakin continues to provide some sheer enjoyment with his satirical research into classical music from San Francisco via his

"Bughouse Rhythm" over the NBC-Red network. Program is entirely the derisive type with excellent comic delivery by announcer-narrator G. Archibald Presby, who treats each swiny piece with the dignity accorded a symphonic group. The burlesque syncopation is pleasant and offered with considerable instrumental flourish. The tune doctor's prescription for any languid listeners these hot summer nights is his modern styled swing sect—an effective antidote for that inanimate demeanor.

Donated to the tenor of the program, caught again last Friday evening, is Martha Murgatroyd, who as chairman of the radio committee, Ladies Auxiliary, Bughouse Rhythm Clubs of America, was introduced as a terse, crisp voiced commentator, but emerged as a droll, sleepy voiced and nonchalant observer of topics very divers.

"Bughouse Rhythm" is good enough to be elongated to half hour duration.

Briefly

Last week's "Town Hall Tonight" on NBC-Red was a very listless and mostly unfunny affair. Walter O'Keefe worked in a languid vein, Joey Nash sang a routine number and even Peter Van Steeden's orchestra lacked zip. The Kidoodlers, however, were full of pep.

Willie Howard, bringing back some of his "French lesson" stuff, highlighted the last Rudy Vallee program on NBC-Red. Willie is a sure-fire comedian, on stage or screen, with a marvelous sense of timing.

The "Kraft Music Hall" show last Thursday night again seemed to drag quite a bit. Maybe the summer heat has something to do with it, but the drawing style that Bob Burns employs, however good it may be for comedy bits, is not very conducive to good emceeing.

Television Jurisdiction Is Reserved by Equity

(Continued from Page 1)

of L. unit, which will issue the radio charter, withdraws from Equity Nov. 1 to devote his entire time to the AAAA, which becomes active on a broad scale under the new setup. Paul Dullzell, Equity executive secretary, is expected to succeed Gillmore as president of that association.

The AAAA presidency, heretofore an honorary post, will carry the same salary Gillmore is now receiving at Equity.

Another meeting, to take up the constitution of the radio unit, is scheduled for tonight.

CBS Morning Sales Gain 136 Per Cent

(Continued from page 1)

morning advertisers, \$1,560,260 is classified under food and household supply (cleansers and laundry soap) accounts. This more than triples the amount spent for morning advertising by these two industries in the first six months of 1936.

Morning time sales in the first half of 1937 totaled \$1,828,466, up 136 per cent; afternoon time sales, \$2,262,540, up 56 per cent; total daytime sales, \$4,091,006, up 84 per cent; evening time sales, \$10,712,259, up 20 per cent; grand total, \$14,803,265, up 32 per cent.

More Live Talent, Strips In KOBH Fall Programs

(Continued from Page 1)

shows. The "Court of Cars," a successful feature last year, will return, along with the "Kiddies Klub Revue." Programs are being developed by R. J. Dean, manager, with Archie Hall, program director, and Bill Welch, chief announcer.

New programs on KOBH include the Moody Institute's Bible series; a "Sponsor's Auction," seven shows daily; "Adventures of Nettie Needle," and others.

WIL Signs Transradio Press

St. Louis—WIL has added to its news broadcasting by signing for Transradio Press starting Sept. 1. C. W. Benson of the station and Sims Guckenheimer of Transradio negotiated the contract. WIL is a pioneer in the radio news field in this territory.

TRUMAN BRADLEY, WBBM announcer and commentator, has purchased a Chicago cosmetics corporation in partnership with his sister, Elene. Bradley will take over the presidency of the company and actively head the business. This will be in addition to his radio work.

Gene Rouse, NBC announcer, on vacation.

Betty Ito, American-born Japanese radiactress, has been signed as an NBC contract artist and given a role in that network's "Young Hickory" serial.

Hugh (Silly Watson) Studebaker of the Fibber McGee and Molly cast and Cecil Underwood, new producer of that show, week-ended at Lake Geneva, Wis.

Bernice Yanacek, pianist on "Today's Children," and organist on "Guiding Light" program, both NBC airings, was feted on her birthday last Wednesday by the casts of both shows.

Joseph Englehardt, Chicago CBS concert master, has moved to a house in suburban Wilmette.

It was a case of actually "singing in the rain" when Vivian della Chiesa, NBC soprano star, stepped to the microphone in Grant Park's band shell Wednesday night as soloist with Roy Shield's NBC orchestra. The two microphones at the edge of the shell were exposed to the elements. An umbrella was held over one, and Announcer Norman Barry borrowed a pith helmet from an usher and placed it over the other.

Coast-to-Coast Buildings For "The Johnson Family"

(Continued from Page 1)

coast, Mondays through Fridays, 6:45-7 p.m., effective Aug. 23.

Top New York agency has already obtained a 10-week option for the show. Signing of actual contract depends on the response of the national audience.

Jimmy Scribner is the one-man show. Program was sponsored by Pebecco on WLW last season for 26 weeks. This is the first time MBS has allotted an across the board spot, coast to coast, for any sustaining show.

CBS Experimental Tele Studio

An experimental television studio is being built by CBS in the Liederkranz Hall, part of the Park Ave. and 59th St. site where CBS plans its new building. Work on the large new building is expected to be delayed somewhat until the course and prospects of television as well as radio are more clearly charted.

PROMOTION

Pillsbury Cake Contest

Pillsbury Flour Mills, sponsor of "Today's Children," dramatic serial, is conducting a contest in which \$1,000 cash is offered as a first prize. A second prize of \$250 and 108 other cash awards also are offered.

To enter the contest, listeners are asked to send in a name for a cake printed on a sheet of paper bearing the contestant's name and address, also printed, and the picture of a Pillsbury bag cut out of the recipe folder packed in a sack of Pillsbury's flour. Entries are addressed to Pillsbury Flour Mills, Contest Department, Minneapolis.

WJ Anniversery Sections

In addition to an attractive anniversary edition of the Screen and Radio Magazine section of the Sunday Milwaukee Journal, WTMJ had another special display in the Monday issue of the Journal describing the highly successful tenth birthday celebration which was attended by more than 35,000 radio fans, despite rain.

The anniversary magazine section was largely devoted to pictures and stories about WTMJ personalities and about the station itself.

WWJ is Restricting Chain Breaks, Spots

(Continued from Page 1)

Commercial chain breaks and intervening announcements. This will provide a three-hour stretch of programs free from any kind of sales talk except that in sponsored shows.

Because the revenue from announcements constitutes about 50 per cent of station revenue, some readjustment is regarded as necessary, but it is not WWJ's plan to make the sponsors of programs in this period bear all the cost during the period of experimentation.

At present the basic hour rate of the 12-3 p.m. period is \$237.50. Effective with the time change, this rate will be increased to \$325, an increase of only 36.8 per cent, leaving approximately two-thirds of the revenue loss, resulting from the elimination of announcements, to be borne by WWJ.

Much has been said by those in the industry against the announcement evil, and WWJ believes these tests offer a way to abolish it, provided sponsors cooperate.

Several weeks ago, WWJ announced a new policy of program balancing, effective with the time change in the fall, when it is planned to take six prime half hours (7:30-8 p.m. and place in them stationary programs varying greatly from the programs preceding and following them. The time so occupied will not be sold under any circumstances unless the sponsor agrees also to take the program.

★ **Coast-to-Coast** ★

AL CLAUSER and his Oklahoma Outlaws, stars of WHO's "Iowa Barn Dance Frolic," who have been making personal appearances as a special added attraction with the showing of their film, "Rootin' Tootin' Rhythm," began a wide swing through Minnesota and the Dakotas yesterday. Their schedule for the first 16 days of August embraces Rochester, Spring Valley, Austin, Albert Lea, Arlington, Mankato, St. Cloud, Little Falls, Virginia and Hibbing, Minn.; Grand Forks and Fargo, N. D.; and Aberdeen and Huron, S. D.

"Mary Had a Little Lamb" will undergo extensive alterations on Norman Corwin's "Poetic License" program over WQXR at 9 to 9:15 p.m. tonight when the nursery rhyme is performed in the manner of a lecturing psychiatrist, a sports announcer, Ethel Barrymore, Dr. Jekyll and Mr. Hyde, a commentator for the British Broadcasting Corp., a soap-box orator, Roy Atwell, a tabloid editor, Maurice Maeterlinck and others. Corwin will be assisted in the program by Peggy Burt, who appeared in Maurice Evans' production of "King Richard" last season.

Jane Lee, songbird appearing at Leon & Eddie's, was presented by Clifford Adams on Saturday's "Theater Guide" over WINS.

Tim and Irene, WOR-Mutual comics, along with Bunny Berigan, have been signed by Educational Pictures to make eight short comedies in the next six months. Their newest release, "Hamlet and Eggs," is now being shown all over the country.

WKY, Oklahoma City, gave a radio opportunity to James E. Denton, capturer of Pete Traxler, escaped convict. WKY went 150 miles to pick up an interview with Denton on the night of the capture, and the following morning took a bedside interview from Traxler, making a transcription and doing a rebroadcast for night audiences. Denton was brought to New York last week for an appearance on the "Gangbusters" program. The town gave him a big party.

WPTF, Raleigh: Manager Richard Mason back from Kentucky... Production Manager Graham Poyner and Commercial Rep Ollie Carpenter left Sunday for some Florida fishing... Announcer Jimmy Little is back with a suntan... Announcer Wesley Wallace sojourning at the shore with the Mrs. J. B. Clark leaves soon for Atlantic Beach and Roanoke Island... Les Biehl plans two weeks back home in N. J... Gordon Meriwether expects to visit the folks in Georgia... Gracie Allen of the Durham Alens anticipates a trip up Boston way.

WTMV, East St. Louis, Ill.: Fred Hirsch, actor and scripter, left yes-

terday for a fling at the Broadway stage; Charles Barnhart formerly of KFRU, succeeds him... Paul Godt, musical director-organist, vacationing in Wisconsin... Billy Knight, salesman, back from a month on the Florida sands... Fred Moegle, chief announcer, being auditioned commercially on his "Old Family Almanac"... Alfred Lee Bergtold, engineer, spending his vacation at government expense—he's a lieutenant in Naval Reserve.

WKBB, Dubuque, Ia., aired for three hours, last Wednesday the 100th Anniversary Celebration of the Establishment of the Catholic Archdiocese of Dubuque. His Excellency Amleto Giovanni Cicognani, Apostolic delegate, was the honored guest and official representative of Pope Pius XI.

"The Last of Mrs. Cheyney" will be presented by Ina Claire and Osgood Perkins over NBC-Blue network at 8-9 p.m. next Sunday as the last in her series.

Johnny Sneeberger, sports commentator at KFRU, Columbia, Mo., is back at the mike after a six-week vacation.

WIL, St. Louis: L. A. Benson, president, and Claude Rock, sales department, back from Minn. fishing... Neil Norman, program director, returned from Black Hills vacation.

Dorothy Thompson, who starts her sponsored series for Pall Mall over the NBC-Red network on Friday at 10:45 p.m., now numbers 100 newspapers using her syndicated column. The title of her radio program is "People in the News." Compton is the agency.

WSPR, Springfield, Mass.: Ed Tacy, chief announcer of WSPR, Springfield, Mass., and conductor of a successful series of sidewalk interviews sponsored by the Whalen Jewelry Company, on Springfield's Main Street, has begun a second series of the same programs, under the same sponsorship... Wayne Henry Latham, program director of WSPR, Springfield, Mass., has returned from a vacation on the Cape... Milton W. Stoughton, the station's commercial manager has started his annual sojourn on the shores of Pleasant View, R. I... H. Clifford Hanson, an operator with WSPR, since its opening and acting chief engineer during the absence of Chief Engineer Hillis W. Holt, on leave to build the plant of Station WAGA, at Atlanta, has left Springfield for Atlanta, where he is the first chief engineer of WAGA. Following Hanson's resignation, and pending Holt's return, Lawrence A. Reilly has become acting chief engineer. With Reilly—known generally as "Larry"—are Allen R. Bradley, Russell F. Pinney, and Arthur Holden, former WHTH operator at Hartford.

GUEST-ING

GLADYS SWARTHOUT, soprano, and JESUS MARIO SANROMA, pianist, on "Magic Key of RCA," Aug. 8 (NBC-Blue, 2 p.m.).

DELMAR EDMONDSON, in a tribute to Will Rogers, on "Heinz Magazine of the Air," Aug. 13 (CBS, 3 p.m.).

JACK GLENN of "March of Time" directorial staff, interviewed by Powell Clark on "Grand Stand and Band Stand," today (2:30 p.m.).

GERTRUDE NIESEN and PEDRO GONZALES, on Al Pearce program, Aug. 10 (CBS, 9 p.m.). SHAW and LEE, same program, Aug. 17.

JAY C. FLIPPIN and BEATRICE KAY, on Gulf Summer show, Aug. 8 (CBS, 7:30 p.m.).

BERT LYTELL, ROBERT WEDE, CLAIRE WILLIS and ALLIE ROED, on "Hammerstein Music Hall," Aug. 6 (CBS, 8 p.m.).

PAT O'BRIEN, JAMES STEWART and CONSTANCE BENNETT, on Kraft Music Hall, Aug. 5 (NBC-Red, 10 p.m.).

EDDIE GREEN, GRANT GARDNER, TIM and IRENE and MOLLY PICON, on Rudy Vallee program, Aug. 5 (NBC-Red, 8 p.m.).

CAB CALLOWAY, on "Amateur Night In Harlem," Aug. 4 (WMCA, 11 p.m.).

JEAN ELLINGTON and HENRY FINK, on Nick Kenny's "Road to Fame," tomorrow (WMCA, 11:30 p.m.).

GUS ARNHEIM and JUNE ROBINS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

MERVYN LeROY, on "Let's Visit," tonight (Mutual, 8:30 p.m.).

SMITH and DALE, LOIS DE FEE, CHARLES LACEY and PAUL SULIVAN, on "For Men Only," tonight (WHN, 8:30 p.m.).

Jeanne Ellis with Whiteman

Ft. Worth—Little Jeanne Ellis, the ten year old Paul Whiteman discoverer, has become a "regular" on the bandman's broadcasting program following her recent guest star appearance on the Rudy Valle hour. She will be heard every Wednesday and Saturday on Whiteman's NBC broadcast from here.

FRANK DEGEZ
CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.

BRyant 9-9746

NEW BUSINESS

Signed by Stations

WOR, Newark

Sherwin-Williams Paint Co., announcements, through T. J. Maloney Inc., N. Y.; Philco, "Master Detective Stories," disks, through Sternfield Godley Inc., N. Y.; Saratoga Ass'n for Improvement of Breed of Horses, New York, through Leighton & Nelson, Schenectady; Lamont Corliss & Co. (Nestle's cocoa), through Cecil, Warwick & Legler, N. Y.

WNAC, Boston

American Cereal Co., Clinton, Mass. (Wheetabix), renewal, through H. B. Humphreys Co., Boston (also on 11 other Yankee network stations); I. J. Fox Furriers, through Huber & Creedon, Boston, ET's; Mayflower Airlines, Boston, 6 participations in news service.

KFRC, San Francisco

Richardson & Robbins Co., through Charles Hoyt Co., N. Y.; Rainier Brewing Co., through Lord & Thomas, Chicago; Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Chemo-Ray Mfg. Co., through Rufus Rhoades, S. F.

WEEL, Boston

Morris Plan Co., 156 news broadcasts, through BBDO, Boston; Scott Furriers, 156 quarter-hour programs, through Continental Advertising Agency, Boston.

WNEW, New York

Hoffman Beverage Co., through BBDO, 35 live announcements weekly for eight weeks. Hugh Boice, Jr., is account executive.

WTMV, East St. Louis

Mendenhall Motor Co. (Ford dealer), St. Louis, spot announcements and Sunday programs.

3 New WHO Commercials

Des Moines—Brown-Camp Hardware Co. tomorrow begins a series of thrice weekly quarter-hour musical clock broadcasts over WHO. Same firm on Aug. 16 will assume sponsorship of the regular Farm News program, conducted by Herb Plambeck. Agency is R. J. Potts & Co., Kansas City.

Cownie Fur Co. also is sponsoring a new musical series over WHO, through Coolidge Advertising Co., Des Moines.

ONE MINUTE INTERVIEW

RUSSELL PRATT

"There has been a decided improvement in children's radio programs during the past year. Instead of blood and thunder and gruesome details, there is a trend toward clean adventure which still carries plenty of thrills."

☆ THE WEEK IN RADIO ☆

... Unions in the Headlines

(Continued from Page 1)

to the late Anning S. Prall. . . . WEOA, Evansville, Ind., is joining CBS. . . . "Good Will Hour," successor to "Good Will Court," goes under MacFadden sponsorship on Mutual and Intercity webs. . . . N. W. Ayer shifts time-buying to Philly office. . . .

T. A. M. Craven and Carl I. Wheat are reported favored by Roosevelt for the FCC chairmanship and the other vacant post, respectively. . . . A.A.A.A. will hold its 21st annual meet at The Homestead, Hot Springs, Va., April 28-30. . . . NBC signs INS for news to be used in short wave service. . . . KXL, WRSC and KFPY form an interstate network for exchange of programs. . . .

John Barrymore returns to the NBC airwaves in September in some modern plays. . . . Michigan governor vetoes anti-Ascaph bill. . . . Chesterfield signs for football on 92 CBS

stations. . . . CBS signs the first speech consultant for radio. . . .

General Mills may invade football sponsorship. . . . Van Cronkhite Associates, Inc., buys out George Roesler's interest in VCA's Foreign Language Station Rep. Division. . . . Quaker Oats buys time for Aunt Jemima show on NBC. . . . CBS adds polo to its sports on a five-year deal. . . . A state-operated station is proposed in Massachusetts. . . .

CBS and NBC put 40-hour week and pay increases into effect for engineers. . . . Weed & Co. establishes San Francisco offices. . . . Papers expected to be signed this week in acquisition of 11 Pacific northwest stations by Don Lee network. . . . Music Corp. of America plans radio departments in New York and on Coast. . . . General Mills sponsoring 48 Carolina ball games on WSOC. . . . Sun Oil plans increased radio budget.

SAN FRANCISCO

John Wagner, KGO acct'g dep't, brought back a bride from his vacation, the former Jean McCracken of New Jersey.

Jimmy James, once with Tom Gerun's ork, writing arrangements for NBC's violinist, "Ricardo" (Harvey Peterson).

Dwight Newton, KYA, has a new kiddies show which debuts today, called "Uncle Harry's Kut Up Skule."

Herb Allen, KFRC announcer, married Jane Kasper at Lake Tahoe. Couple spent a few days there, then to L. A.

Edith Drydon of Berkeley takes Theresa Aezer's place as KFRC music librarian now that Theresa plans to live in L. A.

Enes Canata, KFRC sales service mgr., still in Dante Hospital recovering from an auto accident.

Gene Krischer, KSFO publicity, flies East today for a month's vacation to see CBS execs and handle some photographic assignments for the "Wasp-News Letter," S. F. weekly mag.

A "flu" bug seems to be going around with Milt Samuel, of NBC Press, and Bob Roberts, KYA mgr., among those bitten.

Lloyd Yoder, NBC press chief, entrained Saturday for a three-week business vacation trip which takes him on an inspection tour of NBC stations in the northwest, winding him up at his hometown in Ohio.

Tommy Harris and wife visiting old friends here at NBC. He's "at liberty" after his Moonglow Nail Polish contract ended.

LINCOLN

Joe di Natale, KFOR promotion man, left for Los Angeles on that vacation.

Plans for a big splurge in State Fair coverage are being made by Lyle DeMoss for KFAB, and WOW in Omaha may run a wire down for several programs per day.

BOSTON

Two broadcasts by Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky will be heard Aug. 5 and 12 through WBZ and the NBC-Blue network from the Berkshire Symphonic Festival at Tanglewood, near Stockbridge.

WMEX has inaugurated a series titled "Curtain Time," fed to the Inter-City web. "Curtain Time" is produced and conducted by John Reilly, program director of WMEX, and brings to the microphone new voices to Boston in 17-year-old Patricia Lyons, coloratura soprano, and Danny Healy, tenor. Healy has been heard as soloist with the Philadelphia Orchestra and over CBS.

A new series of news broadcasts was started over WBZ on Sunday by Edward Hall of the regular news staff.

N. W. Ayer & Co. is holding auditions at WEEL for announcers to cover this Fall's football games.

Edward J. Lord of WEEL's production staff is on vacation at his summer home called "Showboat."

COLUMBUS

Harry Lytle, Ohio State University student, having gained his announcing experience over the university station WOSU, is doing vacation-relief work with WCOL—nice job according to reports.

Bob Seal, WCOL continuity chief and announcer, underestimated the July sun and is now convalescing from serious burns, making it necessary for Ed Bronson, program director, to abruptly return from his vacation.

OKLAHOMA CITY

Neal Barrett, Number One man at KOMA, has returned from a vacation trip which took him and Mrs. Barrett to Canada and Florida.

W. S. Lukenbill, of the production

Coming Events

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 4-5: Stewart-Warner Corp. dis-tinction under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

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

Nov. 26: 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.

April 4-14, 1938: World Radio Con-Engineers (Australia), Sydney, Australia.

Benford in New Series

Charles Benford, who made his debut as a WOR commentator last week, has been signed for a series of five weekly broadcasts, Monday through Thursday at 9-9:15 and Sundays at 7:15-7:30, for the next four weeks.

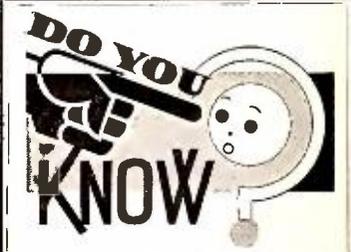
Ad Guild Membership Meeting

American Advertising Guild, new unit affiliated with CIO, holds its regular monthly membership meeting tomorrow at 8:30 p.m. in the Guild headquarters, 155 East 34th St.

Loretta Hopton Joining Agency

Loretta Hopton, assistant to Leon Goldstein, publicity director of WMCA, has resigned, effective Wednesday, to join J. Walter Thompson Co.

department; Orville Mills, engineer and Tom Johnson, sales, have left for vacation. Lukenbill and Mills to Chicago and Johnson to Mexico.



DO YOU KNOW

The Colonel from Kentucky (Col. Jack Major, on CBS) once studied to be a preacher, but slipped.