



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 23

NEW YORK, N. Y., TUESDAY, AUGUST 3, 1937

FIVE CENTS

## Summer Gains Continue

### 3½ HOURS OF NEWS DAILY AIRED BY KGY, OLYMPIA

Olympia, Wash.—KGY here claims something of a record for heaviest newscast schedule, having stepped up its daily quota of news to about three and a half hours.

Hourly from 7 a.m. to 11 p.m., except when longer newscasts are scheduled, KGY gives the headline item of the hour. There are 12 of these headlines in the station's broadcasting day, three half-hour news periods, five of 15 minutes duration.

(Continued on Page 2)

### Orchestras Returning To San Francisco Spots

San Francisco—End of the three-month hotel employees' strike last week caused a quick scramble for orchestras as hostilities reopened. Palace Hotel landed Paul Pendarvis to start tonight for a month in the Rose Bowl Room. Sterling Young follows. Sir Francis Drake has only Don Francisco's four-piece band in

(Continued on Page 3)

### Hearst is Taking Over Texas Station Licenses

San Antonio—Hearings will be held shortly by the FCC in Washington on the applications for voluntary assignment of licenses of KTSA here, WACO in Waco and KNOW in Austin to Hearst Radio Inc. Hearst al-

(Continued on Page 3)

### Cantor for Stage in '38

Lee Shubert announces that Eddie Cantor will return to the stage under his management in the fall of 1938. Shubert also lists Ed Wynn for a new musical, "Hooray for What," this fall.

### No Pal

Omaha—Announcers for rival stations faced each other in police court here when Duane Gaitner came up on traffic charges before Judge Lester Palmer. Gaitner is a miker and emcee for KOIL. Judge Palmer is a part-time announcer on WOW. Announcer Palmer fined Announcer Gaitner \$25 and suspended his driver's license.

### Sweet Thought

Cincinnati—When WCKY dedicated its new 10,000-watt transmitter the other day, the station staff presented President L. B. Wilson with 10,000 chocolates, each with WCKY stamped on it. Being a thoughtful soul, and since he couldn't eat all those sweets himself anyhow, at least not right away, "L. B." is distributing the confectionery in attractive one-pound boxes to friends and associates and the trade in general.

### AFM AND ET CONTINGENT CONCUR "IN PRINCIPLE"

Executive board of the AFM held a session yesterday morning with the electrical transcription manufacturers and adjourned the conference until this morning. Many details were worked out and an agreement reached in principle. In the after-

(Continued on Page 2)

### New Hearing is Won In WJBW Litigation

New Orleans—Alleging that the recent judgment by Civil District Court Judge Hugh Cage was contradictory to the "opinion and decree" of the state supreme court and to the "juris-

(Continued on Page 3)

### CBS on Big Board

CBS shares, formerly traded in over the counter, went on the New York Stock Exchange yesterday. Sales totaled 700 shares of the "A" and 400 shares of "B".

## RCA Second Quarter Net Tops 1936 by \$1,927,240

### KOIL Will Experiment For Television Debut

Omaha—Chief Engineer Mark Bullock of Central States Broadcasting Co. announces that KOIL will start experiments in high-frequency broadcasting in preparation for coming of television. Announcement followed granting of FCC permission to con-

(Continued on Page 2)

## CBS July Billing is 53.8 Per Cent Over Same Month Last Year—NBC Shows Increase of 11.4 Per Cent

### NEW DEAL DISK SERIES AIRED BY 223 STATIONS

A series of recordings, identified as the American Family Robinson and cut by National Association of Manufacturers, is now being heard over 223 radio stations. Series, dealing with a dramatic story in serial form, is interspersed with pro-new deal propaganda, but with no actual names being used. Coverage, according to the NAM, is from Maine to Honolulu and Alaska to Florida. Latest addition to the station list is WNEW, the only station in Metropolitan New York to carry the disks. Programs are usually heard on a three-a-week basis.

### Columbia's "Hamlet" Heard by 7,500,000

A survey conducted by CBS on the recent airing of "Hamlet" over that network showed that approximately 7,500,000 listeners heard the broadcasts, 8.6 per cent of the total listening power in the country.

### WSPR Renews Hookup

Springfield, Mass.—WSPR has renewed its contracts with the Mutual, Colonial and Yankee networks for the coming five years, according to Quincy A. Brackett, president of the station.

Major networks continue to close the gap between the seasonal low and high spots, with CBS showing a 53.8 per cent increase on gross revenue for July as compared to the same month in 1936. CBS billing for July was \$1,988,412, giving the web a cumulative total for the first seven months of \$16,791,686, which represents a leap over the same period a year ago of 34.6 per cent.

NBC gross billing for July was \$2,707,450 which compares to \$2,429,900 in 1936.

(Continued on Page 3)

## HORLICK AND MACFADDEN RENEW PROGRAMS ON NBC

Two NBC network shows were renewed for 52 weeks yesterday when Horlick's Malted Milk Corp., and Macfadden Publications came through. The former show featuring Lum and Abner, is effective Aug. 30 on the NBC-Blue at 7:30-7:45 p.m. Monday through Friday, plus four repeat shows. Program originates in Hollywood, under direction of Lord & Thomas agency.

Later program sponsored by Macfadden is "True Story Court of Law".

(Continued on Page 3)

## John Lewis to Address Mass Meeting of ARTA

American Radio Telegraphists Association, an affiliate of the CIO, will hold a mass meeting at the Hippodrome on Aug. 12 during which John L. Lewis will be heard. Meeting will be held at 8 p.m.

(Continued on Page 3)

### Sykes on Vacation

Washington Bureau, RADIO DAILY—Judge Eugene O. Sykes, head of the FCC broadcast division and temporary chairman of the Commission, has left Washington on his summer vacation.

During his absence, Paul A. Walker, head of the telephone division of the FCC, has been designated as acting chairman.

RCA had a net profit of \$2,404,329 in the second quarter of this year, an increase of \$1,927,240 over the corresponding quarter in 1936, it was announced by President David Sarnoff yesterday.

Net profit of \$4,647,386 for the first six months of 1937 represents an increase of \$2,883,606 from the corresponding period of 1936. After

(Continued on Page 3)



Vol. 2, No. 23 Tues., Aug. 3, 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. Mersereau, Treasurer and General Manager; Chester U. Balin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	171 3/4	171 3/4	- 1/8
CBS A	32	31 1/8	31 1/8	
CBS B	31 1/2	31 1/8	31 1/8	
Crosley Radio	19 1/2	19 1/2	19 1/2	
Gen. Electric	58 1/2	57 5/8	58 1/4	+ 1/8
North American	28 3/4	28 1/2	28 3/4	- 1/8
RCA Common	9 1/2	9	9	
RCA First Pfd.	67 3/4	67 3/4	67 3/4	+ 1/4
RCA 5% Pfd. B				
Stewart Warner	18 3/4	18 1/2	18 3/4	+ 1/4
Zenith Radio	37 3/8	37	37 3/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 3/4	3 3/4	3 3/4	+ 1/8
Majestic	3 3/4	3 3/4	3 3/4	+ 1/8
Nat. Union Radio	37 3/8	37	37 3/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 1/2

GUEST-ING

RUTH HARPER, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.).

CONRAD THIBAUT, on Ben Bernie program, Aug. 10 (NBC-Blue, 9 p.m.).

TEX LEWIS and his cowboys, on "Town Hall Tonight," third repeat booking through Central Artists Bureau, Aug. 4 (NBC-Red, 9 p.m.).

RAMON NOVARRO, booked by Hesse-McCaffrey on Rudy Vallee program, Aug. 12 (NBC-Red, 8 p.m.).

WYN MURRAY, on Sealtest show next Sunday (NBC-Red, 10 p.m.).

CASPER REARDON, harpist, RAYMOND SCOTT'S QUINTET and RED EVANS, on Saturday Swing Show (CBS, 8 p.m.).

Daughter for Arthur Kass

A seven pound girl was born to Mrs. Arthur Kass over the week-end. Kass is associated with Kass-Tohrner agency.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St. Hollywood

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 31, 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
I Know Now (Remick Music Corp.)		30
It Looks Like Rain (Joe Morris Music Co.)		29
Where Or When (Chappell and Co.)		26
Merry-Go-Round Broke Down (Harms Inc.)		24
Sailboat In The Moonlight (Crawford Music Corp.)		24
Stop, You're Breaking My Heart (Famous Music Corp.)		23
Stardust On The Moon (E. B. Marks Music Co.)		22
The You And Me That Used To Be (Irving Berlin Inc.)		21
Whispers In The Dark (Famous Music Corp.)		21
Satan Takes A Holiday (Lincoln Music Corp.)		20
All God's Chillun Got Rhythm (Robbins Music Corp.)		19
First Time I Saw You (Santly Bros.-Joy Inc.)		19
Afraid To Dream (Miller Music Co.)		17
Gone With The Wind (Irving Berlin Inc.)		17
Sweet Leilani (Select Music Co.)		17
Tomorrow Is Another Day (Robbins Music Corp.)		17
Yours And Mine (Robbins Music Corp.)		17
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		16
Am I Dreaming (Joe Davis Inc.)		15
Caravan (Exclusive Publication)		15
My Cabin Of Dreams (Irving Berlin Inc.)		15
So Rare (Robbins Music Corp.)		15
They Can't Take That Away From Me (Chappell and Co.)		15

Commercial Programs Boost N. Z. Listeners

Wellington, N. Z. — Expansion of commercial broadcasting in New Zealand has given considerable stimulation to the issuance of radio receiving set licenses, which now stand at close to 250,000 compared with about 190,000 at the start of last year.

National Commercial Broadcasting Service introduced its first station, 1ZB, Auckland, on Nov. 30, 1936, and the second, 2BZ, Wellington, on April 28 of this year. Two more commercial stations are being built, one at Christchurch and the other at Dunedin.

Norman Craig Dead

Norman Craig, partner in the firm of Craig & Hollingbery, station representatives, died at his home Saturday following a stroke. Craig is survived by his widow, Jeanne Craig, also associated with the firm. Funeral services were held yesterday afternoon.

Harold Russey at WSIX

Nashville—Harold Russey, formerly at WNRB, Memphis, has been added to the WSIX announcer personnel. Joe Calloway Jr., who has been on the WSIX announcing staff for the past four years, has had to drop out of radio for a short time due to his health.

Don Martin Joins WTAR

Norfolk—Don Martin has come to WTAR for a stay as mikeman. He augments the staff due to a heavier than usual summer schedule. Martin hails from Philadelphia, where he has been active on WIP and WTEJ for five years.

AFM and ET Contingent Concur "In Principle"

(Continued from Page 1)

noon, the executive board met with the phonograph record manufacturers and discussed the agenda for recording companies. Talks with the record makers was then adjourned until Sept. 16.

Virtually every important phonograph record laboratory was represented in one of the best attended sessions to date. Asked how the conferences were working out, a member of the AFM executive board offered the cryptic remark in cheerful tones, "Everything is working out nicely—so far."

National Association of Broadcasters has been represented at about all of the meetings, Managing Director James W. Baldwin being in attendance. Today is expected to be the final session.

KOIL Will Experiment For Television Debut

(Continued from Page 1)

struct a new high-frequency station. Bullock said the new station will carry all regular KOIL programs at first, but that later a special series of programs for it may be arranged.

3 1/2 Hours of News Daily Aired by KGY, Olympia

(Continued from Page 1)

and four 5-minute periods, making 24 newscasts on each daily schedule. KGY draws on its 17 hours a day of Transradio teletype service augmented by local news coverage for this news.

COMING and GOING

CRAIG LAWRENCE, commercial manager of KRNT-KSO, Des Moines, is vacationing in northern Michigan.

MILTON CROSS will be in Boston next Sunday, so Jolly Bill will handle the WJZ kiddies' program for that day.

LESLIE HARRIS producer at WQAM, Miami, will take in New York on his current vacation.

ELINOR DILLON, traffic manager for KFEL, Denver, vacationing in Los Angeles, where she will take time out to visit studios of World Broadcasting System and Don Lee network.

BARBARA WINTHROP, KMBC continuity editor, and FRAN HEYSER, production head, are in New York from Kansas City.

W. ARTHUR RUSH, head of the West Coast office of Columbia Concerts Corp., arrives today for a business conference with the New York office and returns in a few days.

HERBERT ROSENTHAL is back at his desk after a brief vacation in the Adirondacks.

CHARLES "MOUSIE" WARREN has returned from a business jaunt to Chicago.

GEORGE JOY left the other day for the Coast.

JACK BERTAL left for the West Coast last week.

MRS. BARRY WOOD returned from a visit to Hollywood on Sunday.

GUMMO MARX has returned to New York after a brief stay in New Hampshire.

VINCENT "STEVE" CALLAHAN, manager of WWL, New Orleans, is in New York.

JOHN DODGE of WRC-WMAL, Washington, is another New York visitor.

CASPER REARDON leaves for Hollywood on Aug. 9.

ELEANOR HURLEY of WOR returned to the station yesterday after a two-week absence.

JERRY MASON of the Robert Taplinger office is back in New York after two weeks in Pennsylvania and upper New York.

H. V. KALTENBORN leaves London on Aug. 10 for Spain.

TED HUXING goes to Akron to cover Sunday's "Soap-Box Derby".

E. P. H. JAMES, sales promotion manager of NBC, is back from one-week vacation trip to Washington and other points of interest between here and Chesapeake Bay. He was accompanied by the folks from England.

JACK ROSELEIGH of "Pepper Young Family" cast is back from two-week vacation trip to Maine.

MARYLA GOLBERT, French radio artist, arrived yesterday to look over the local entertainment field.

Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK

## SUMMER GROSS GAINS CONTINUE ON NETWORKS

(Continued from Page 1)

893 for the same month in 1936 and is an increase of 11.4 per cent. The seasonal drop from June is less than 10 per cent. Cumulative total for the first seven months for NBC is \$22,655,557, representing an increase of 22.5 per cent.

Breakdown of the NBC figures give the Red Network \$2,081,820, which is up 35.5 per cent on the month, and the Blue network contributed \$688,630, off 17.3 per cent against July, 1936. In July, 1936, CBS grossed \$1,292,775, which was an increase over the year before of 42 per cent. Web missed the two million dollar mark the past month by one seasonal account dropping off for the summer.

## New Hearing is Won In WJBW Litigation

(Continued from Page 1)

prudence of the state of Louisiana and the United States. Southern Broadcasting Co. has again won the right of an eventual review on the part of the Louisiana supreme court in its injunction and damage suit against Charles Carlson, owner of WJBW. As the supreme court has recessed for the summer, there appears to be little chance of a ruling before October.

## Hearst is Taking Over Texas Station Licenses

(Continued from Page 1)

ready has ownership control of these stations, but licenses at present are in the name of KTSA Broadcasting Co. for KTSA and WACO, and KUT Broadcasting Co. for KNOW.

## Horlick and Macfadden Renew Programs on NBC

(Continued from Page 1)

Human Relations", on the air since 1928 and on NBC since 1931, now heard 9:30-10 p.m. Fridays on the Red network. Renewal is effective Sept. 3.

## Kaltenborn on Short Wave

H. V. Kaltenborn, CBS commentator now abroad, will broadcast via short-wave over CBS on Aug. 15 at 1:30-1:45 p.m. Kaltenborn will discuss the Spanish war which he has been witnessing since his departure from this country early last month. Broadcast will originate from Paris.

## NEW PROGRAMS—IDEAS

### New Man-on-Street Angles

Introducing a novelty angle into the "Man on the Street" broadcasts, WHBF is making radio announcers out of policemen and appealing to the male element with an attractive girl on the inquiring mike.

WHBF secured the cooperation of the police departments in Rock Island, Davenport and Moline to broadcast a "Cop on the Street" three times a week at 5:45 p.m. The officer, accompanied by production manager Ivan Streed, takes the mike to the street and with a blast of his whistle motions an approaching driver to the curb. The driver is somewhat worried at first but is soon put at ease when the friendly cop proceeds to interview him on driving and safety measures. And when interview is ended, the driver is given a ticket good for a free wash job from the sponsor, the Tri-city Firestone dealers.

Another novelty interview program, also broadcast three times per week, at 8:15 p.m., is "Harvey's Honey Gal." WHBF's attractive blonde singer, Bette Leins, takes the mike outside Harvey's ice cream retail store and interviews customers who are parked for curb service. Miss Leins encounters no difficulty in getting persons to talk—especially the men. Each person interviewed gets a free Harvey Honey malted milk. WHBF cut a transcription of Miss Leins singing "Honey" to play at the studio for the theme.

### Girls' Soft-Ball Broadcasts

Girls soft-ball has entered the world of sport broadcasts via WCBD, Chicago. This game, faster than the regular hard-ball, is one of the toughest announcing jobs in the business. There are 10 players on the diamond, all contributing plenty of humor in the heat of the game, which lasts about ¾ of an hour, and ending with personal interviews for 15 minutes, making it a full hour broadcast. The games are broadcast play-by-play from St. Phillips' Stadium. Ed Allen and Ed Roberts handle the play-by-play, with the color and interview by Dick Kross.

### Freedom and Abandon

For sheer abandon, nonchalance and freedom, the program known as "Star Dust" on KFOR, Lincoln, Neb., ranks in a class by itself. During impromptu interviews with broadcast stars, a telephone right within the studio is permitted to ring when there are calls for the participants and the ensuing conversation is allowed to go on the air. The entire show is ad libbed and the telephone interludes have proven to be among the oddest, yet most interesting, stunts in Nebraskan radio.

### News Display at Fair

Demonstration of Transradio News and its preparation for broadcasting will feature the displays of WLBC at the 85th Annual Eastern Indiana

Muncie Fair from their studio building. All newscasts will originate from the fairground studios. Entire personnel of station has been assigned to duties for the week and station has prepared a news scheduled to give every visitor at studios.

### Femme Legal Talker

WICC, Bridgeport, is readying a series of legal talks by Mrs. Frances Roth, former assistant city attorney in charge of domestic relations, and now a practicing attorney, for the fall. Mrs. Roth will discuss interesting aspects of the law in an informal manner, eschewing legal terminology in so far as possible. Representatives of various legal departments will guest.

### Temperature and Humidity

WIL, St. Louis, recently started giving hour reports on temperature and humidity, with the cooperation of Roscoe Nunn, local government meteorologist and his staff. Results indicate a large number of listeners are interested in this information.

### Safety Slogans

Safety slogans are now used on the end of all news periods, at WLBC, Muncie, Ind. Campaign on safe driving is being furthered by the station as Fair Week approaches. Station airs news hourly.

## RCA NET IN QUARTER \$1,927,240 OVER 1936

(Continued from Page 1)

allowing for preferred dividends, paid or accrued, there remain \$3,030,292 earned on the common stock for the first six months of this year, the equivalent of 22 cents per share.

## John Lewis to Address Mass Meeting of ARTA

(Continued from Page 1)

close the association's convention which is expected to change the constitution of the association. A drive will be started following the meeting and it is expected that nearly 900,000 communications workers throughout the country will be unionized.

## Orchestras Returning To San Francisco Spots

(Continued from Page 1)

the cocktail lounge, with three bands being considered for the Persian Room opening Aug. 15. Fairmount Hotel angling for Joe Reichman's return, while Mark Hopkins brought in Joaquin Grill yesterday for six weeks, with Griff Williams to follow.

## WHO WANTS LYNN MARTIN DO YOU?

PAST PERFORMANCES

MEREDITH WILLSON  
STANDARD OIL  
FRIGIDAIRE  
JOHNSON WAX

LUCKY STRIKE  
SHOW BOAT  
PALMOLIVE  
RAY NOBLE

MAGIC KEY

Transcriptions for Norge

Recordings: Victor and Master

Personal Appearances: Casa Loma and Ray Noble

## IF YOU WANT LYNN MARTIN

Radio's charming stylist of song

Communicate with

Personal Management

HARRY NORWOOD-MARWICK IRMA

Rockefeller Center

COLumbus 5-0245

**IN A CLASS BY ITSELF**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## ORCHESTRAS MUSIC

**ERNEST GILL** will present a full-hour of international music over NBC-Blue network at 9-10 p.m. EDST tomorrow from San Francisco. Zarova and Robert Turner will be soloists.

*Vincent Lopez's orchestra will change its style of playing this fall. He has taken swing music to his bosom. One of the favorite presentations of the Lopez crew now is the swingy "Ham on Rye," written by two members of the ork, Johnny Morris and Nick Pisano.*

Johnny Hauser, heard six times weekly via the WOR-Mutual coast-to-coast network, has added a vocal quartet, "The Sing-Songers," to his orchestra. Due to previous commitments, however, the "Sing-Songers" will only be heard twice weekly with Hauser, whose airings emanate from the stage of the Grossinger Playhouse, Grossinger Country Club, Ferndale, N. Y.

The Hudson-DeLange orchestra has been set by CRA to play the Atlantic Beach Casino, Westerly, R. I., on Aug. 14.

Fletcher Henderson and his orchestra, currently at the Grand Terrace, Chicago, with nightly NBC broadcasts, will begin a one night stand tour for CRA about Sept. 1. Among dates already set are Waltz Dream Ballroom, Atlantic City, Sept. 9, and Strand Ballroom, Philadelphia, Sept. 10.

A string of name bands has been signed for a series of one-night stands at the Wagon Wheel, Nashville nite club. Carl "Deacon" Moore was there recently. Art Kassel plays the spot today, with Louis Armstrong booked for Aug. 10 and "Fats" Waller on the 11th.

Joe Castro, whose snappy orchestra has been heard on WWRL, Woodside, L. I., will be back on the air in the fall.

### New NBC Serial

"Gun-Smoke Law," new serial by Wilbur Hall, makes its debut Thursday at 8-8:30 p.m. as a weekly show over NBC-Blue network.

### AGENCIES

**DAVID ROSEN**, chairman of the board of Zinn & Meyer Inc., leaves Aug. 10 for the west coast on business. The firm has some expansion plans under way.

**OREGON-WASHINGTON PEAR BUREAU**, Medford, Ore., is including northern California winter pear growers in its forthcoming advertising campaign, and is changing its name to Oregon-Washington-California Pear Bureau to launch increased national advertising for winter pears.



● ● ● Helen Gahaqan will be starred in a daily 15-minute script show called "Love For A Day" to be sponsored by General Foods... Nat Brandwyne is set for the Troc on the coast in October... Raymond Scott's Quintette will be part and parcel of the Fall Eddie Cantor show... Vincent Lopez has coast men in his Saratoga aggregation... Wini Shaw has been held over at Reilley's... Jack Fulton will be backed by eight voices in the future... Billy Walters, formerly with Sherman-Clay, will assist Harold Lee... Harry Rosenthal, ork leader, is the latest candid camera crank... Douglas Arthur has a 7 a.m. daily WNEW show called, "The Yarn Patrol"... Carl Hoff has depreciated 18 pounds while touring... Gertrude Niesen will appear in a Columbia feature next... Murray Baker's nuptials were delayed 75 minutes because Jack Robbins pulled "a Jimmy Walker" and arrived that late. Incidentally, Barry Wood sang "Oh Promise Me" so well that Matty Rosen, his agent, booked three more weddings for the crooner!

● ● ● Governor Henry Horner of Illinois made a station break for WTMV during an airing from Salem on Democratic Day in the city... The governor's speech preceded that of Postmaster-General James A. Farley's and he was joshing the crowd... Seeing the station's call letters on the mike stand before him, he said, "We see, too, that radio broadcasters are interested in us Democrats. You see that microphone there? That's WTMV in East St. Louis." This is the outlet's normal phrasing for a break... "Unique" is the word for the deal arranged between Coolidge Agency and the Iowa network, whereby the web's artists are permitted to appear twice weekly over a rival station... Dick Teela, tenor, and his accompanist, Bill Baldwin, do nine shows weekly for one sponsor via KSO, but under the new arrangement another show under the same sponsorship will be aired via WHO... Francis "Jake" Higgins, special eventslinger, and Ottis Roush, chief announcer for WLBC, Muncie, had a heck of a time recently during a "Man on the Street" show when a MONKEY suddenly appeared on top of the mike and kept chattering away to Higgins' questions. Roush attempted to "interpret" the monkey-shines.

● ● ● Central Artists Bureau has lined up several top-notch comics for commercials and is now looking for gag writers... Tom McKnight will also script the "Follies"... Jay Freeman, the maestro, is gripe-conscious... Lynn Martin has broken away from the choir and will solo-it... Ozzie Nelson's engagement at the Astor will be his last for the next two years... Don Cummings had all his clothes stolen from a car in Cleveland the other day... Henry Busse will do ten weeks of vaudeville... Art Tatum, piano-pounder blind for the past 15 years, has regained the sight of one eye!... "You Can't Stop Me From Dreaming," Dave Franklin's latest, is another hit for the scorer... Frank Burke returns from the bed tomorrow... Joe Rines is the only maestro having a membership in the American Society of MAGICIANS...

● ● ● Bob Longwell, who gives "Tiger Tales" over WJBK, Detroit, says if you want to check your listening audience just make an error of fact, especially on a sport show where the fans know more about the players and games than you do... The other day Bob had General Crowder, ex-Tiger pitcher, in the wrong trade... After the 47th phone call, it was evident a mistake had really been made... A 70-mile audition, by phone, is the record claimed by KFRU, Columbia, Mo... Phil Erwin's Ambassadors play at a theater in Hermann, with no air equipment ready on short notice for an audition, so C. L. Thomas phoned the theater, where a telephone was placed in center-stage and the band played, with KFRU's general manager, listening on the other end of the receiver 70 miles away... P.S. The band got the job.

## PROMOTION

### Opens "Give-Away" Department

To supply the growing demand of local and regional stations for program "give-away" material which will make their programs more directly productive of sales, The Script Library has opened a department devoted entirely to the creation and preparation of sales promotion material.

Designed for Script Library script serials, this service of "Station Sales Helps" will be developed in connection with old programs as well as new ones. This material may or may not be purchased for use by the stations buying scripts, as it is a separate service distinct from the Script Library itself.

### WSPR's "Log"

"The Log," official publication of WSPR, Springfield, Mass., made its bow July 28. The paper carries squibs about programs and members of the staff and is mailed to advertisers and prospects as well as to radio editors. Each member of the staff also receives a copy. The paper is being edited by Howard S. Keefe, senior announcer and head of the news department.

### Miniature Newspaper

A miniature one-page newspaper has been put out by KSTA, San Antonio, to acquaint sponsors and agencies with the market status and purchasing power of its area. Paper is made up in front-page style.

### Two New Series on WCAE

Pittsburgh — "Community Serenade," half-hour local commercial, started last night at 7:30 on WCAE, talent including Howard Baum's orchestra, vocalist Fred Lazier, trumpeter Louis Kaid, plus an outstanding amateur each week.

"Sophisticated Ladies" (Jeanne Galbraith, Henrietta and Dorothy Rosenberg) begin a new commercial series at 12:45 Wednesday noon, with Frank Siedel doing the script.

### NEW BUSINESS

#### KSFO, San Francisco

Cal. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F.; Wrigley's, through Neisser-Meyerhoff Inc., Chicago.

#### WADC, Akron

Atlantic Refining Co., five Ohio State football games this fall.

#### WICC, Bridgeport

Welch's Grape Juice, Irene Rich program, starting Aug. 15.

#### KJBS, San Francisco

Goodrich Silvertown Stores (auto tires).

#### WHN New York

Hoffman Beverage Co., 12 announcements a week for eight weeks, through BBD&O.

# ☆ Program Reviews ☆

## David Broekman

Emanating from the Don Lee studios in Los Angeles and fed to Mutual via KHJ, this program of "Music of the Stars" conducted by David Broekman made a very pleasant beginning Saturday night at 8:30-9 EDST. Guest stars for the occasion were Michael Loring, an excellent baritone, and Jo Stafford, who was just as good in her torch line.

After an introduction by the orchestra playing "Thank Your Father," Loring sang "Sailboat In the Moonlight." In an orchestra medley of numbers from "Singing Marine," Miss Stafford warbled "I Know Now." Then Broekman took Paderewski's "Minuet in F" and did it in "satin-smooth swing." Being a good composer himself, however, Broekman did not beat the daylight out of the original melody, but gave it a respectful modern interpretation.

"Where or When" was pleasantly sung by Miss Stafford, then Broekman conducted another fine orchestration of "Garden in the Rain," followed by Loring's singing of "Gwine to Heaven," then the playing of a "Finculi Fincula" arrangement.

Nothing particularly spectacular about the program as a whole, but it was intelligently handled and altogether enjoyable.

## "WOR Presents Sylvia Froos"

Sylvia Froos, a topnotch seller of popular songs, returned to the air Sunday in a new WOR series in which she is the star vocalist. Other talent includes Jay Dennis and The Blue Bells, mixed quartet, and Bob Stanley's orchestra.

Miss Froos started the initial show with a vibrant rendition of "Gone With the Wind." Following an orchestra number, Dennis and the Blue Bells presented a novelty number of their own, "Fifth Avenue Bus," which was fairly good. Then the orchestra again in "The Way You Look Tonight" followed by Miss Froos and the quartet in "All God's Chillun Got Rhythm," and more of the former routine.

If anything stood out in the program, it was the singing of Miss Froos. Otherwise it was just another thirty minutes of orchestra and vocals, albeit enjoyable.

## "Club Matinee"

When it comes to variety shows, Chicago's NBC studios can turn 'em out in style. For instance, there's that daily morning "Breakfast Club" presided over by Don McNeill. And at 4-5 in the afternoons comes "Club Matinee," as palatable a menu of music and humor as a variety-minded sponsor should want.

With the music of Walter Blaufuss, the vocals of Johnny Johnstone, The Escorts and Betty and Fran Allison the humor of Spike McBullet, and the emceeing and comedy of

nsom Sherman, it is a tuneful, amusing and altogether lively show. P.S.—The "Saturday Jamboree," also piloted by McNeill, with Harry Kogen's orchestra, Sylvia Clark, et al, ikewise is entitled to mention.

## "Hollywood Show Case"

Though it differs little from dozens of similar routine shows, this Saturday night half-hour over CBS from Hollywood is a pleasing affair. Lud Gluskin's orchestra supplies the musical framework and can always be depended upon to do a good job in that respect. Last Saturday's program had Joe Hernandez describing the handicap race at the Del Mar Track, also an excerpt from a new film, "Fiesta," which probably will be much funnier on the screen than it registered on the air. A harmony group, Three Hits and a Miss, did nicely with "Stop, You're Breaking My Heart."

## Briefly

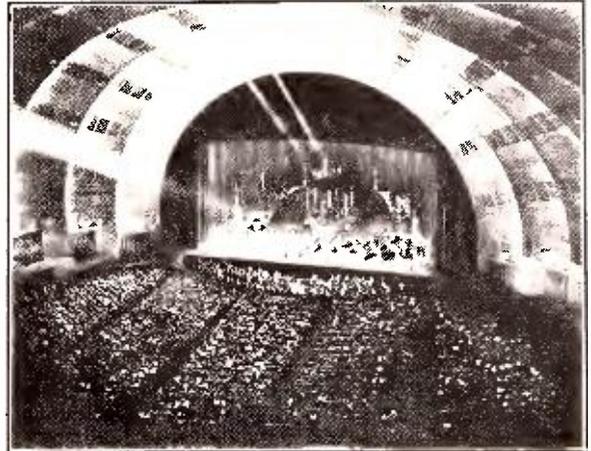
King Kolomoku and His Royal Hawaiians, with David Kaonohi, tenor, again brightened up the Tim and Irene program with Bunny Berigan's orchestra on WOR-Mutual last Sunday. The only disappointing part of it was that the island instrumentalists and singers were allotted only a few brief seconds. They deserve much more on any program. The comedy of Tim and Irene was somewhat better than usual, and the Yiddish comedienne was great.

Tex O'Rourke is building himself up into quite a humorist on "Magic Key of RCA" over the NBC-Blue network on Sundays. He has a good mike voice and an ingratiating style.

Hal Kemp, Carl Hoff and Louis Prima joined hands at 6:30-7 p.m. Sunday in a swing concert over CBS from the coast as a salute to Columbia's "Saturday Night Swing Session" presided over by Paul Douglas. It was a hot and lively half-hour, with three topnotch band leaders trying to outdo each other but just about managing to break even. Jackson Wheeler handled the commentating nicely.

The "Great Americans" series presented by the WPA over WBLL, starting with "The Life of Nathan Hale," at 8:30-9 p.m. Sunday is very worth while listening to.

Second presentation starring Ina Claire with Osgood Perkins, "What Every Woman Knows," presented Sunday night over NBC-Blue network, was a bit better than Miss Claire's show of the previous Sunday. Something wrong here. A good play and a good cast should make good entertainment.



Radio City Music Hall brings hearing to its deafened patrons with

# ACOUSTICON THEATREPHONES!

**T**HOUSANDS 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



**F**IREDBETT due here Aug. 5 to take over his Hollywood Hotel production assignment for F. Wallis Armstrong, thereby writing finis to the rumors and counter-rumors.

Jack Haley disembarks from Show Boat after the voyage of Aug. 5, in preparation for his debut for Log Cabin Syrup on Oct. 8.

Dorothy Lamour gets the romantic feminine lead in Paramount's "Big Broadcast of 1938."

Johnny Green will celebrate his tenth anniversary as a composer by featuring several of his own compositions on the Packard show today.

Leonard Levinson signed by William Esty Co., for scripting berth on the Camel program. Paycheck involved probably will come in handy as Len is building himself a pretentious home in Riverside Ranchos, near Griffith Park.

Adell Davis, nationally-known dietician and author of "Maximum Health", starts on KFVB, Tuesdays 10-10:15, with advice to health-seekers under the title of "Your Diet."

Lewis Allen Weiss, Don Lee g.m., made one of his infrequent mike appearances when the chain fired a salute to KQW at 8:00 to 8:45 p.m., Monday, Aug. 2.

Lane Williams added to announcing staff of KFAC.

David Broekman will wave the stick for 40 men when Mutual broadcasts the premiere of Paramount's "High, Wide and Handsome" at the Carthay Circle, Aug. 12.

"Peaceful Valley," featuring Earl Liederman in musical program of popular melodies interspersed with popular poetry, is a new KMPC offering at 4:00 p.m.

Famous Department Store is participating in sponsorship of the KNX "Sunrise Salute," 6:30-7 a.m. for 52 weeks, commencing Sept. 6.

KMTR boasts a new portable recording truck. Being utilized presently by Frank Robinson Brown for his "Man in the Street" interviews on current gambling investigations. Transcriptions are "played back" over the air, then iced for possible use in same manner as newspaper "Ten Years Ago" columns.

Young & Rubicam reported interested in Matty Kemp's "Amateur

## RADIO PERSONALITIES

No. 56 in the Series of Who's Who in the Industry

**H.** K. CARPENTER, vice-president of the United Broadcasting Co. and general manager of the company's two Cleveland stations—WHK and WJAY—is an immaculate chap who stands exactly six feet tall.

Born in the village of Beallsville, he later moved to the little town of Clarington, and then to Ravenna—all in Ohio. His training included a period at Case School of Applied Science in Cleveland, and one at Kent State University, from which he was graduated. He is a real example of the small town boy who made good.



A typical "small town boy" who made good.

In a surprisingly short time after his academic career had ended he became general manager of the Goodyear Tire & Rubber Co. Industrial University at Akron, then head of WTAM Inc., Cleveland. His next connection in radio was with WPTF, Raleigh, N. C., where he was employed in various capacities, principally as general manager.

When he came into the managership of WHK, Cleveland, three years ago he was an expert in station management and formation

of the United Broadcasting Co. with "H. K." in the vice-presidency was a natural result.

H. K. Carpenter is chairman of the commercial section of the National Association of Broadcasters, a Mason, a Rotarian, a life-long honorary member of the Goodyear Friars, belongs to the Cleveland Advertising Club, is listed in "Young Men of America" and is a regular churchgoer.

He's married, has three grown daughters, is a thorough student of the English language and strangely enough, his hobby is painting posters. Yes, and not to be forgotten: he's an author—wrote "Behind the Microphone"—and rest assured, H. K. Carpenter knows!

### NEW ORLEANS

John Blair & Co. has been appointed national advertising representatives for WDSU.

Beverly Brown, one of the ace actors and scripters of WWL, is proud of the fact that he has two renewals on his commercial schedule "way ahead of time. The first, Buster Brown shoes, has renewed for its weekly half hour, but Brown is especially proud of the fact that his Santa Claus half hours, which do not go on before November, have already been re-signed by D. H. Holmes, local department store, sponsoring the series for its third year, while Davison Paxon of Atlanta enters its seventh year of sponsorship.

Vince Callahan is bound for New York and Washington on business.

Authors," now on KFVB, for national sponsorship.

Adele Vasa set on KFI for a Monday spot weekly for Packard. Singer will have The Two Keys for accompaniment.

Speaking of singers...this boy Fortunio Bonanova projects his personality over the air in grand fashion. Possessor of a rich, warm, colorful baritone voice, he certainly knows how to sell it.

Willard E. Edwards, otherwise known as Bill Edwards, technician at KFI-KECA, hit the headlines last week with his stunt of paddling an Eskimo kayak from the mainland to Catalina in seven hours. It would still be good if he had taken 24, but the payoff is that Pat Bishop, KFI news peeler, gave the hardy mariner a buildup next day under the birth-certificate-moniker, little wotting that he was publicizing fellow-worker "Bill" using an alias.

### KANSAS CITY

Ellis Atterbury, general manager of KCKN, has returned from a two-weeks vacation, as has Ruth Royal, KCKN musical director.

Dorothy Chaquette, KXBY program director, left Saturday for two weeks in Chicago.

WHB is airing an additional daily quarter hour musical transcription show during August for Gorman Furniture Co., bringing their total air time to three daily 15-minute shows and four daily 50-word spots, about double their usual summer time schedule.

Don Davis, president of WHB, and family have returned from a northern vacation.

James Gardner, KMBC technician, and his wife who is heard over KMBC in a daily quarter hour show sponsored by John Taylor Drygoods Co., are vacationing in the Ozarks.

Arthur B. Church, president of KMBC, and J. Leslie Fox, director of sales, have returned from Peoria where they attended the funeral of Teddy Bill, young son of Edgar L. Bill, general manager of WMBD.

Barbara Winthrop, KMBC continuity editor, and Fran Heyser, KMBC production head, have left for New York where they will remain most of August working on "Phenomenon," disk series.

KCKN's "Musical Memories" is again featuring the piano and vocal music of Carl Willis and Ruth Royal. During Miss Royal's vacation musical transcriptions were used on the show.



**N**ED REGLEIN, WIND program director, sailed for Europe last week.

It's a girl at the Evanston home of the Whyth Walkers (WIND salesman).

Leonard Salvo, WGN organist, nearly chased from studios by studio guards this week when he showed up minus his mustache.

Gilbert McClelland of NBC press back on the job after a three-week illness.

Gale Page, NBC contralto, her husband, Frederick Tritschler, Chicago broker, and their son, Fritz, are on a one-week automobile vacation up north.

Sophie Germanich, mezzo-soprano, who has been replacing Lee Donovan with the Verne, Lee and Mary trio on "National Barn Dance," was married Saturday to Bob McIlwaine of WLS promotion staff.

Ed Paul, WLS announcer, and Lynn Brandt of the Chicago NBC announcers' staff, are playing tennis for high stakes these days. Paul "won" Grant Park from Brandt, then they put up the Stevens Hotel and Lynn took that.

Rita Clifford, WIND receptionist, sailed yesterday with her parents on another European jaunt.

### Lew White Booked

Lew White has been signed to appear with the newly developed Electronic Piano at the National Electric and Radio Exposition in Grand Central Palace next month. White attracted considerable attention in a demonstration of the new piano at the Music Merchants' Convention last week.

### Harry Rose in NBC Spot

Harry Rose, comedian, will head a new NBC-Blue sustaining program beginning Aug. 11, at 9-9:30 p.m. William Wirges will conduct the orchestra and Rose will also present guest artists.

### WJBO on New Frequency

WJBO, Baton Rouge, one of the 10 Southern stations added to the NBC-Blue network, is now operating on a new frequency and power of 1120 kilocycles and 500 watts power. Station also has completed a new 485-foot half-wave radiator antenna.

### Vass Family to Record

The Vass Family, now heard on the Ben Bernie broadcasts, yesterday signed for a series of eight records with Decca. Group is composed of seven brothers and sisters.

### Soap Box Derby on Networks

CBS will broadcast the finals of the Soap Box Derby Aug. 15 at 6:30-7 p.m. Ted Husing will handle the airing direct from the track in Akron, NBC will also air the finals, with Graham McNamee doing the airing.

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

**BIRTHDAYS**

Greetings from Radio Daily

August 3

Ray Block      John S. Young  
Irma Glenn

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATIONS GRANTED**  
 WJSJ, Winston-Salem. Voluntary assignment of license to Piedmont Publishing Co.  
 Central States Broadcasting Co., Omaha. CP for new high frequency station. 31600, 35600, 38600. 41000 kc., 100 watts.  
 Columbia Broadcasting System, Inc., Boston. CP for new high frequency station. 88000, 123000, 164000, 205000 kc., 100 watts.

**SET FOR HEARING**  
 WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited.

Roberts-McNab Co., Newburg, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Larty Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

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

Carl Latenser, Atchison, Kas. CP for new station. 1420 kc., 100 watts, daytime.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

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

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

Y. W. Scarborough & J. W. Orvin, Charleston. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

John P. Harris, Hutchinson, Kas. CP for new station. 710 kc., 1 KW., daytime.

Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

San Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Port Angeles Broadcasters, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Brenau College, Gainesville, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

WNOX, Knoxville. Mod. of license to increase night power to 5 KW. 1010 kc., unlimited.

WMT, Cedar Rapids, Ia. Mod. of license to increase night power to 5 KW.

KFJZ, Fort Worth. Auth. to transfer control of Corp. to Ruth G. Roosevelt. 1370 kc., 100 watts, 250 watts LS., unlimited.

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

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

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

**APPLICATIONS DENIED**  
 Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

**APPLICATIONS RETURNED**  
 KFRO, Longview, Tex. Authority to transfer control from Rogers Lacy to James R. Curtis. Not in proper form.

**Political Sellout**

Norfolk—As a result of the unusual demand for time caused by the Democratic Primary election, all bookings of spots and programs on WTAR after 5:45 p.m. Monday were closed out two weeks ahead of time. Station did an hour overtime last night, with politicians speling until 1 o'clock this morning.

**Equity Council Will Hear Radio Unit Report Today**

Results of Actors Equity board meeting held yesterday in connection with its move to reorganize the entertainment field as well as cope with the new developments in radio artist organization will be reported to the Equity Council this afternoon. Council will have to pass on any of the decisions reached at yesterday's meeting before they become official.

**24 Nationality Choral Contest**

Cleveland—Plans have been completed for a giant 24-nationality choral contest to be sponsored by United Broadcasting Co. in conjunction with the Cleveland and Buffalo Transit Co., operators of the steamer Goodtime.

Stanley Altschuler, foreign program director of stations WHK-WJAY, will supervise the project for UBC and the transit company, as well as all broadcasts originating from the scene of the contests. WHK schedules the first of these for airing at 9:45-10:15 p.m. Today, the choruses representing the 24 foreign nationality groups will participate in contests scheduled over a period of one month—until Sept. 3. There will be 12 separate contests, with two different choruses singing in each contest. All choruses will be admitted free for the regular Lake Erie nighttime cruise on the Steamer Goodtime, and winning choruses will be awarded a total of \$600 in cash prizes.

**New Music Series on WQXR**

Hazel Griggs, concert pianist, and Virginia Mauret, coloratura soprano, have been added to the WQXR musical schedule for August. Miss Griggs will be heard in recital at 5:30-6 p.m. Sundays, and Miss Mauret, accompanied by Jascha Zayde at the piano, will give her recital on Thursday evenings 9:45-10.

**Leo Fitzpatrick Donates Cup**

Detroit—Leo Fitzpatrick, head man at WJR, has donated a silver cup to be awarded by the Detroit Police Department to the Boy Scout troop exhibiting greatest progress during the past year. Cup will be known as the Commissioner's Trophy, and its award will be based on monthly reports covering scout work and activities including civic duties.

**WORC In New Quarters**

Worcester—WORC has moved its studios to 65 Elm St. The building was completely remodelled for studios and offices and will be open for public inspection the latter part of August.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**NELLIE REVELL**

New York City

"... As one of the deans of radio writers, having edited five radio magazines, may I be permitted to congratulate the RADIO DAILY. May it flourish and be ever popular."

*Nellie Revell*

**LEO REISMAN**

New York City

"... RADIO DAILY has filled a much needed gap in radio circles. Best wishes for its success."

*Leo Reisman*

**AMERICAN RADIO FEATURES**

Los Angeles, Calif.

"... Congratulations to RADIO DAILY for its general newness and the interesting material it contains. I am sure RADIO DAILY will enjoy the fine success it merits."

*F. C. Dablquist*  
President.

... 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

Rush Hughes, back from Hawaii, resumed his Lagendorf Pictorial broadcasts yesterday, over NBC Pacific Red. Buddy Twiss had been subbing.

Mel Venter and his "Feminine Fancies" gang journeyed to San Jose yesterday to broadcast San Francisco's part of the 45-minute dedication in the Mutual-Don Lee airshow celebrating affiliation with KQW, San Jose. Chester Smith and ork went along, also John B. Hughes, commentator.

Their "Two-Weeks": Page (One Man's Family) Gilman spending his second skiing on Mt. Lassen . . . Bob Bence, KFRC chief announcer, left Sunday—"goin' fishin'" . . . Ray Lewis, KFRC sales staff, heads for the hills and streams in Quincy and Feather River country this week.

Wallace Ford, KYA producer, spoke on the development of the radio industry to Oakland Optimist club recently.

Olive West rose from a sick-bed to broadcast a featured role in "Tales of California," NBC'd Sunday eve.

Natalie Park, "Hawthorne House" actress plays the part of weary-voiced "Mrs. Martha Murgatroyd," a new character conceived for Jack Meakin's "Bughouse Rhythm" show on NBC.

Bill Davidson of KFRC's "Rise and Shine" has a sponsor who pays for announcements which tell about listeners receiving a free gift if they guess who it (sponsor) is. There will be no clues till 700 gifts are given away. Right guessers get a miniature Russian wolf hound . . . Well, it's different.

Zarova, soprano, and Robert Turner, pianist, slated for feature spots in Ernest Gill's one-hour coast-to-tother show Wednesday.

NBC remotes from the El Patio ballroom for the first time Thursday, Aug. 5. Spot previously KFRC'd. National will air Leon Mojica's music five-times weekly alternating on the Red and Blue webs.

NBC loses the Palace Hotel remote pickup to CBS now that Columbia is building new studios for KSFO in the hotel.

## ONE MINUTE INTERVIEW

EDGAR A. GUEST

"Every person in the U. S. over 25 years of age is a potential air performer—if only for a single broadcast. In preparing "It Can Be Done," I have found that virtually every person has some thrilling or interesting experience that would be suitable for radio dramatization. More and more, radio is being given over to the listener, because ingenious program builders have learned that Mr. and Mrs. America are persons with stories to tell."

## ★ Coast-to-Coast ★

**B**ILL DURNEY, director of public relations at WIL, St. Louis, and Bart Slattery, publicity manager on the same station were guests of the American Airlines on a special pre-view flight of the Flag Ship of its new Fleet 21-Passenger Douglas Airlines, put in regular service this week. The flight was a demonstration for city officials, the press and radio.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., middle-aided it with Aime Moore of the same city Saturday.

Campbell Arnoux, WTAR (Norfolk) general manager, along with John New, sales head, and J. L. Grether, chief engineer, in Richmond looking over the newly opened WRTD penthouse studios, as WTAR adds finishing licks on its own air-conditioning system.

KFEL, Denver, is definitely set to carry the Lutheran Hour over the Mutual network. Program fills the 4:30-5 p.m. spot EST, on Sundays, beginning October 24.

WQAM, Miami: F. W. Borton, left Saturday for a visit with Bill Knight, WTOG head, then to North Carolina for vacation . . . H. Bond Bliss, commentator, will take a month's rest before resuming his three-a-week series . . . Rex Griffin, Decca recording artist, has joined the cast of WQAM's "Summer Scrapbook" . . . Ralph Nulsen, chief engineer, has designed a complete two-way communication mobile unit car, which will be put into operation shortly . . . Hazel McGuire, assistant program director, vacationing in Cuba . . . Bill Wells, formerly at WJNO, has joined announcing staff . . . Leslie Harris, producer, off to North Carolina and New York for a vacation.

The Songfellows return to WHO, Des Moines, today to resume their programs in person after a vacation during which ET's subbed for them.

WLBC, Muncie: Don Burton, owner, and Bill Craig, commercial manager, and wives are back from a Colorado motor trip . . . Bob Minton, organist and pianist, is subbing for Art Shipley at the piano and with the latter's ork at Hotel Roberts while Shipley is spending two weeks on the gulf coast . . . Otis Roush, chief announcer, gave a play-by-play for a baseball double-header that ran four and a half hours, which he claims is some record.

Major Edney Ridge's WBIG, Greensboro, N. C. was cited as "The Favorite Station in the Favored Region" in the Golden Jubilee souvenir program of the North Carolina State Firemen's Ass'n.

WJBK, Detroit: Sibyl Kriehoff, program director and concert pianist,

is back from two weeks up north . . . Ray Dauberger, pianist, and Charlie Sterritt, announcer, will journey to Petosky on Aug. 8 . . . Mike Kent, commercial manager, and Angus Pfaff, chief announcer, have gone nautical . . . Manager James F. Hopkins has provided announcers with an incentive—a pay increase to all who secure radiotelephone licenses . . . The "every hour on the hour" newscasts, totaling 19 daily, have built up quite a listener interest, reactions indicate.

James McCulla, announcer at WCPO, Cincinnati, left Saturday for a vacation at his home town in Iowa.

Malcolm A. Sears, former engineer at WDAF and instructor in K.C. radio school, but more recently of KJBS, San Francisco, has joined the staff of KYOS, Merced, Cal.

M. F. "Woody" Woodling, manager of KYOS, Merced, is back at his desk following a lay-off caused by a collapsed lung while diving.

Mary Davis of the traffic department at WCAE, Pittsburgh, is vacationing.

The School Kids program conducted by Hal Nichols on KFOX, Long Beach, Cal., yesterday expanded to a full hour. Show has been a station feature for 12 years. KFOX also is launching a series of dramatic playlets including "David Copperfield," "A Doll's House," "Scarlet Letter" and others.

WOWO, Fort Wayne: Sales Manager Clyde R. Durbin and Mrs. D. are vacationing in Canada . . . J. B. Conley, auditor, trekking through northern Mich. . . Bob Shreve, vocalist, visiting Barry McKinley in New York for a few weeks . . . Leo E. Yoder, formerly of WCAE, Pittsburgh, has joined as engineer.

KFIZ, Fond du Lac, Wis., dedicated its new electric organ last week with selections by eight organists including Mrs. Lucille Fairbanks, program director and staff organist.

Bill Fox, formerly featured in radio and orchestra work on the coast, has inaugurated a series of song recitals with Bob Cole at the piano over WIBA, Madison, Wis.

Frank Behrens, who played the title role in "Lefty Culpepper," formerly heard over WTMJ, Milwaukee, is preparing a series of monologs and will record several of them to be sent to Rudy Vallee in the hope of making Rudy's Varieties.

"Cathedral Novena," heard over KSO, Des Moines, every Tuesday afternoon, marks the first long-time contract for a Catholic church in the middle west. The quarter-hour show

## San Antonio

Manager H. C. Burke of KTSA has just published a new weekly sheet titled "News from San Antonio." Little Tommy Housos is the youngest member of WOAI's talent roster who receives fan mail.

Jerry (Bud) Morgan is back at KONO from vacation.

Margarite Sedgwick has joined the KTSA program staff.

Luther Boswell, KTSA technician, is laid up by a recent auto accident.

Marie Walsh of KTSA's production department is off to New York on vacation.

### 2,000 for "Crosscuts"

San Francisco—"Crosscuts from the Log o' the Day," oldest program of its kind on the Pacific Coast, heard on the coast NBC-Blue web, celebrated its 2,000th broadcast Monday. Show is under the direction of Laurence L. Cross, who interweaves his friendly philosophy into a group of varied musical selections.

is a gift to St. Ambrose Cathedral in Des Moines. Intended primarily for shut-ins who cannot come to the cathedral for the regular service, the program features harp and organ music, with vocal hymns and a short meditation on pertinent religious subjects. Sponsor is never mentioned on the program, produced by Orville Foster, musical director of the Iowa Network.

With Margaret Speaks, soprano soloist, on vacation, the first of three concerts to be given by the chorus and orchestra of the "Voice of Firestone" program, under the direction of Alfred Wallenstein, will be broadcast Aug. 9 at 8:30-9 p.m. over the NBC-Red Network. Lighter classics and hit tunes from recent musical successes will be featured.

"A Woman's Point of View" returns to WELI, New Haven, Thursdays at 3:15 with a new writer, Thelma Schif.

WCAE, Pittsburgh: Ed Harvey has departed for his new job as program director of Hearst New York State network . . . Carl Dozer started vacation yesterday, leaving Charley Rowe to pinch hit.

## CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO 2-5-3580  
CLEVELAND · CHICAGO · DALLAS · HOLLYWOOD

America's Leading Radio and Dance Orchestras



LES BROWN

and his

"DUKE BLUE DEVILS"

Playland Casino, Rye, N. Y.  
Coast-to-Coast NBC Network



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 24

NEW YORK, N. Y., WEDNESDAY, AUGUST 4, 1937

FIVE CENTS

# ARTA to Extend Scope

## CONSTITUTION APPROVED BY RADIO ARTISTS UNIT

Meeting late Monday night of the American Federation of Radio Artists resulted in discussion and approval of the constitution under which it will operate, the constitution also having been approved by Actors' Equity Ass'n council. Mark Smith, who was elected chairman of the local board, presided. Constitution will now have to be approved by the Associated Actors & Artistes of America to whom the AFRA will soon formally apply for jurisdiction over the organized radio actor field.

Movement was started to set up the first national board of the AFRA and the local members of the board will proceed with organization and  
*(Continued on Page 3)*

## Goodrich and Gen. Mills Split Penn League Games

Albany—Goodrich (Silvertown tires) has taken over half of General Mills' (Wheaties) contract to air the Albany New York Penn League games. They alternate. Royden N. (Doc) Rand continues as sportscaster.

## NBC-Blue Commercials Being Retained by WDSU

New Orleans—Though WDSU has taken over NBC's Blue network on full time here, the three national advertisers of the Blue who come into this territory will continue to go out on the air here from WSMB, the Red outlet, Harold Wheelahan, manager of WSMB told RADIO DAILY. This condition is thought to arise from contractual obligations and ap-  
*(Continued on Page 3)*

## Negro Hamlet

Something of a novelty climax to Shakespeare's biggest year on stage, screen and radio will take place on Rudy Vallee's NBC-Red network show tomorrow night when Eddie Green, the Negro comic, gives his interpretation of Hamlet. John Tucker Battle, who adapted the five-hour play for Green's purposes, has reduced it to eight minutes.

## Croonsillectomy

San Diego, Cal.—One of the Bing Crosby offspring, a three-year-old boy, was taken to the Mercy Hospital here yesterday for a tonsil removal. When a UP reporter asked the radio-screen star if the tonsillectomy was to prepare the youngster for a crooning career, the champ crooner replied:  
"My son a crooner? Never!"

## GROSSMAN SHOE COMPANY RETURNING TO NETWORKS

Grossman Shoe Co., last heard on the networks in 1936, will return to the NBC-Blue network this fall, it was learned yesterday. Sponsor, who only recently appointed the Sterling Advertising Agency, is currently heard over a few of the small local outlets in New York, but plans for an increased budget to include radio as the leading media have already been announced. Time, talent and actual hook-up of stations are now being decided and will be released at a later date.

## Massachusetts Sponsor Going Farther Afield

Gardiner, Mass.—Florence Stove Co. of this city will use radio outside New England for the first time when it starts a series Sept. 15 on WOR in the New York area. Paul A. Belaire, New England sales rep for WOR, closed the deal. William B. Remington Inc., Springfield, Mass., is the agency.

## Atlantic Refining, Kellogg Boosting Football One Third

### WGY to Get New Studio As a Christmas Present

Schenectady—General Electric started work this week on its 1937 Christmas present to WGY and the operators of the station, NBC. The gift, scheduled for opening at Christmas, is a new studio building embodying all latest developments, including a large audience studio two  
*(Continued on Page 3)*

## CIO to Make Radio Telegraphists Ass'n an Industry-Wide Organization to Embrace Entire Radio Field

## COCA COLA CBS SHOW AS STRAIGHT MUSICAL

Coca Cola show coming to CBS on Sept. 10 has been definitely set up as a straight musical program sans comedy or dramatics. Kitty Carlisle and Reed Kennedy will do the vocal solos. A male quartet, male chorus of 20 voices, Frank Crumit as emcee and Gus Haenschen's orchestra of 45 men will complete the lineup. A young femme rhythm singer is yet to be selected. Program will be heard Fridays 10-10:45 p.m.

Felix W. Coste of the local D'Arcy agency office is handling the show. Possibility of starting date being deferred one week to Sept. 17.

## Haydon in Exec Post With Van Cronkhite

Chicago—Stuart Haydon, internationally known newspaper man and author, this week went over with Van Cronkhite Associates Inc. on a full-time basis in an executive capacity. Haydon has been identified with VCA since its early days both as a stockholder and in an advisory capacity. This week, he moved into VCA Chicago offices, taking over the duties of Editorial Director.

Haydon has been connected with radio in various capacities for the  
*(Continued on Page 3)*

American Radio Telegraphists Ass'n, now holding its third annual convention at the Edison Hotel, was told by Mervyn Rathbone, president, that John L. Lewis has decided to use the ARTA as an industry-wide organization instead of limiting it to marine radio men. Broadcast, land radio, marine, telegraph, point-to-point and telephone men will be included under the new plans.

Steps have already been taken to organize the broadcast industry, with a test case involving WHN now in the hands of the National Labor  
*(Continued on Page 3)*

## AFM BOARD WINDS UP RADIO-ET CONFERENCE

A final joust with the electrical transcription manufacturers yesterday morning, followed by an executive session, wound up the activities of the AFM executive board late yesterday afternoon. As in the case of radio and phonograph record manufacturers, adjournments were taken until Sept. 16, during which time the various factions concerned will  
*(Continued on Page 3)*

## G. M. Resumes Oct. 8

General Motors Concerts on Oct. 8 will resume its NBC-Blue network Sundays 8-9 p.m. Erno Rapee conducting the symphony orchestra and guest soloists will be the fare. Agency is Campbell-Ewald Co.

## House OK's Memorial

Washington Bur., RADIO DAILY

Washington—The House of Representatives yesterday approved a resolution calling for an appropriation to be used in erecting a memorial in Claremore, Okla., in memory of the late Will Rogers. Claremore is the Rogers birthplace.

Sum of \$500,000 has been designated for the proposed memorial.



Vol. 2, No. 24 Wed., Aug. 4, 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. Messerieu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Tuesday, Aug. 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	172	171 1/4	172	+	1/2
CBS A	31 1/4	30 3/4	30 3/4	—	3/8
CBS B	30 3/8	30 3/8	30 3/8	—	3/8
Crosley Radio	58	57 1/4	57 1/4	—	1/2
Gen. Electric	28 1/2	27 7/8	27 7/8	—	3/4
North American	10	9 1/4	9 3/4	+	3/8
RCA Common	70 1/4	67 3/4	70	+	2 1/4
RCA First Pfd.	(100 Bid)	115	Asked		
RCA \$5 Pfd. B.	18 7/8	18 5/8	18 5/8	—	1/8
Stewart Warner	37 3/4	37	37	—	3/8
Zenith Radio	37 3/4	37	37	—	3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 3/4	3 3/4	3 3/4	+	1/2
Majestic	1 3/4	1 3/4	1 3/4	—	1/8
Nat. Union Radio	1 3/4	1 3/4	1 3/4	—	1/8

### OVER THE COUNTER

Stromberg Carlson	Bid 13	Asked 14 1/2
-------------------	--------	--------------

## Deny Temporary Order On "It Can Be Done"

Temporary injunction restraining the Household Finance Corp. show on the NBC-Blue network was denied by the New York Supreme Court. Action for injunction and \$50,000 damages was recently filed by Sol Rothchild, who alleged plagiarism by the program "It Can Be Done." NBC and the BBD&O agency are also defendants in the pending action.

### Philco Fill-In

St. Louis—With Boake Carter's CBS airings cut to three a week, Philco dealers of Missouri are sponsoring a 15-minute newscast over KMOX in the former Carter spot. Henry W. Flannery edits the copy and Sid Saunders is announcer. On Tuesdays the station offers a sustaining news program.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

## South American Good Will Series

Plans are now under way whereby the federal government will utilize network facilities this fall for a series of broadcasts aired to create good will between the United States and South America. Broadcasts will be of a dramatic nature, and will be a serious attempt on the part of the government to acquaint the people with Latin-American nations.

Dr. Samuel Guy Inman, executive secretary of the committee on co-operation in Latin America, revealed the proposed radio broadcasts in an address at Columbia University.

## Newspapers Contribute To WMCA Editorial Digest

WMCA will inaugurate a new type of news broadcast Aug. 13 when a new series, entitled "Editorial Digest" will begin. New program is worked with the co-operation of editors of all the daily papers in New York City. Editorials, written by these men, will be aired on the new show. Papers contributing material will be Daily News, Daily Mirror, Herald Tribune, New York Post, Sun, World-Telegram, Times and Journal.

## Film Firm to Use Radio

Columbia Pictures will launch an extensive nationwide advertising campaign for its 1937-38 major productions next month with a budget of approximately \$1,500,000. This schedule is almost triple the previous one. Included in the plans is the use of spot radio on local stations throughout the country. All business will be placed by the Biow Co.

## Mrs. Eddy Duchin Dies

Mrs. Eddy Duchin, the former Majorie Oelrichs of society, died yesterday morning at 5:30 in the Harbor Sanitarium, from complications following the birth of an eight-and-half-pound boy last Thursday. Duchin, who came east from a Chicago engagement at the time of the birth and then returned to Chi, was recalled Monday night when Mrs. Duchin had to undergo transfusions. He was at her bedside when the end came. She was 29 and was married to the bandleader June 5, 1935.

## New Drama by Scudder

"How Dark a Harvest Moon," an original full-hour radio play by Raymond Scudder of the NBC script division, will be presented Aug. 15 at 8-9 p.m. over the NBC-Blue network. Drama deals with the struggles of the American farmer.

## Music Festival on Mutual

Mutual web will pick up the Chicago Musicland Festival on Aug. 21 at 10-11 p.m. Music joust is sponsored by Chicago Tribune and other newspapers, from Soldiers Field, where an audience of 80,000 is expected. Bob Elson will be narrator.

## "Hi, Audience" Time Change

"Hi, There, Audience!" with Ray Perkins as emcee has been switched to the 8-8:30 p.m. spot over WOR-Mutual on Sundays. It formerly was heard 9-9:30 p.m.

## Brusiloff is Appointed WMCA Musical Director

Donald Flamm, president of WMCA, yesterday announced that Nat Brusiloff has been appointed musical director of WMCA. Appointment is to become effective Sunday, Aug. 8. In making the appointment public, Flamm stated that Brusiloff will be given free reign in his new job.

Brusiloff was formerly musical director of WOR, but resigned recently. He was succeeded at that station by Bob Stanley, formerly his assistant.

## Still Seeking Spot

Mutual Broadcasting System is still seeking to clear time for Commentator magazine half-hour commercial which wants 10-10:30 spot on Sunday night, if possible, starting Sept. 19. Stations are WOR, WGN and 10 Don Lee outlets, and program will be a dramatic variety show with possibility of John B. Kennedy as emcee. Agency is Cecil, Warwick & Legler, Inc.

The 10-10:30 p.m. Sunday spot on Mutual conflicts with "Good Will Hour" program.

## Protests on Writer Program

Norman White, Jr. Inc., radio show producers, who put on the WOR "Melody Treasure Hunt," which was optioned by Universal Pictures, has filed protest with Warner Bros. that the "Amateur Authors" program now airing under direction of Matty Kemp over the Warner station, KFVB, Los Angeles, infringes on a script which White submitted some time ago titled "Amateur Dramatists." Idea of the show, in both instances, is to discover new writing talent for films. Arthur Hopkins was to have been emcee for the White show.

## Florence George for Packard

Florence George, young NBC soprano, has been signed for the new Packard Motor program with Lanny Ross, Charlie Butterworth and Raymond Paige's orchestra. Show starts Sept. 7 at 9:30 p.m. over the NBC-Red network.

## Brokenshire Pinch Hits

Norman Brokenshire starts today on the Journal of Living (magazine) program on WOR, WAAB and WEAN, 12 noon to 12:30 p.m. Brokenshire will bat for Victor H. Lindlahr who goes on vacation.

## COMING and GOING

CLEM McCARTHY goes to Suffolk Downs in East Boston on Saturday to report the Mass. Handicap for NBC.

JANE PICKENS goes to Boston next week for a vaudeville appearance at the Metropolitan Theater and then comes to the New York Paramount.

BEN BERNIE goes to Saratoga the week of August 17 to watch the horses run and will air his American Can show from there.

DAVID SARNOFF, president of RCA and board chairman of NBC, sails on the Normandie today for Europe.

HUGH J. BRENNAN, president of WJAZ, Pittsburgh, and his daughter will sail for Europe today.

ABE SCHECTER, director of the special events division of NBC, is another Normandie passenger.

WOLCOTT PITKIN, vice-president and attorney of I.T.G.T., and MRS. PITKIN sail for Europe today.

HOWARD M. DONOVAN, vice-president of Donovan-Armstrong Advertising Corp., Philadelphia, and MRS. DONOVAN, sail today aboard the Aquitania for Europe.

BILL BURTON, of the Rockwell-O'Keefe office flies to Pittsburgh to attend Jimmy Dorsey's opening at the Stanley theater.

MIKE NIDORF of Rockwell-O'Keefe went up to Boston to visit Bob Crosby at the Ritz-Carlton Hotel.

RUSS BROWN today sails on the Normandie to appear in the London production of "Take It Easy" with Herman Timberg and Barbara (Snoony) Blair.

HENRY MORGAN, WNAC announcer, is visiting his family in New York for one week.

DALE ROBERTSON of WIBX, Utica, is in New York for a few days.

HOWARD CLANEY, NBC announcer, sails for a vacation in Europe aboard the Normandie today.

BOB HOPE leaves for Hollywood in September to make a picture for Paramount.

EDDIE ALBERT left for three week fishing trip to Nova Scotia last night.

GRACE ALBERT is spending a two-month vacation in Europe.

## KNX Sells Three Spots To National Sponsors

KNX, Hollywood, has sold three spots to national advertisers, starting dates and type of show yet to be set. The accounts are Tussy lipstick, taking Monday, Wednesday and Friday, daytime half-hour programs; Campbell's Malto Meal (cereal) two quarter-hours in weekly night spot, and Listerine, Monday through Friday 12.45-1 p.m.

## WSAU Signs Scriptolio

WSAU is the latest station to join the list of subscribers to Star Radio's latest service, the Scriptolio. The station also obtained Star Commercial rights two weeks ago.

## CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

## CIO WILL MAKE ARTA INDUSTRY-WIDE UNIT

(Continued from Page 1)

Relations Board. ARTA also has applications from various CBS stations, but definite action will await the outcome of the WHN hearing.

Delegates, numbering 32, now at the convention are from New York, Boston, Los Angeles, New Orleans, Seattle, Cleveland, Chicago, Washington, Akron, Detroit and Portland. Also included are representatives from San Francisco and Oakland. Spokesmen for the union will be named during the convention to represent the radio men at a mass meeting of the CIO which is to be held in Chicago on Aug. 30.

An honorary presiding committee composed of Lewis, Harry Bridges, Joseph Curran, Tom Mooney and several others has been selected by the delegates. Scheduled for discussion during the convention is the adoption of a new name for the organization.

## AFM Board Winds Up Radio-ET Conference

(Continued from Page 1)

have time to think over the AFM ultimatums.

Final redraft of the points involved is in the works and these will be forwarded to those concerned shortly. Upshot from the AFM angle is that at least 3,500 musicians must be put to work by radio stations throughout the country. This is to be forced by pressure and control of the electrical transcriptions and phonograph records. Members of the executive board state that the ET, phonograph and radio men admitted to great extent that the indiscriminate playing of phonograph records is unfair when a station in question hired no live musicians. Some of the board members appeared particularly bitter against the wired radio type of recording which was recorded for a two-way exploitation such as ET libraries and hotel room music as well as restaurants, etc.

Electrical transcription manufacturers and others, however, claim they had no alternative at the meetings but take what was handed out by President Joseph N. Weber of AFM and others of the executive board. Weber, they state, declared himself and put down the law as to what he wanted done. ET men admit they are stumped and somewhat dazed and will need the time between now and Sept. 16 to think things over. Thus far they have no concerted method of action in mind.

Some ET men believe that the doing away absolutely of phonograph

## NEW PROGRAMS—IDEAS

### WHK-WJAY Job Program

United Broadcasting Co. stations WHK and WJAY are conducting a two-station cooperative campaign with the Ohio State Employment Service to reduce unemployment in Cleveland and vicinity. High spot of both the WHK and WJAY shows, which are being heard Tuesdays at 9:30 p.m. and Thursdays at 5:45 p.m. respectively, will be the announcement of actual openings in the files of the Cleveland office of the employment service. To be known as "Job Opportunities," the show is scheduled once a week on each station, and is to continue indefinitely.

### For Home-Makers

KFRU, Columbia, Mo., recently inaugurated a new series of half hour programs twice-a-week titled "Your Home and Mine." Scripted by David Frederick, KFRU special feature writer, the series deals with problems met with in constructing, remodeling and improving homes, along with information concerning landscaping, gardening, and the improving of homes generally.

### Eddie Cantor Program May Go East for Month

Tentatively scheduled to return to a coast-to-coast CBS network on Sept. 19, the Eddie Cantor show may move East for at least one month at that time. Cantor, who has been signed by the Shuberts for a stage show next year, will not make final plans until he has completed his present motion picture assignment.

Complications arising from the proposed switch are numerous. Both Bobby Breen and Deanna Durbin, juvenile singing stars heard with Cantor, are under contract to film concerns and may not be able to arrange for the move.

The Raymond Scott Quintet, which has also been signed for the fall series, is at present in New York, but is scheduled to return to the west coast shortly to fulfill film commitments.

Cantor had planned to broadcast his first four shows of the new series from the East previously to signing the stage contract.

record playing on stations will help their business a great deal and also provide more work for musicians. Others were of the opinion that there are more musicians now than ever before and the AFM should have closed its membership rolls some years ago instead of piling up more men and members than there was work available.

Still another angle, particularly from radio broadcasters, is that Ascap should have kept its hands off after Jimmy Petrillo started the trouble, instead of fostering the drastic plans.

### Youthful Cooking

The WOWO (Fort Wayne) "Modern Home Forum," which originates in WOWO's Test Kitchen becomes the "Young American Cooking Club" on Saturdays. Jane Weston, WOWO home economist, continues to be moderator on her daily program as well as on this broadcast for youth. Little Fred Collins takes over the microphone as emcee and several young artists perform before the microphone. The recipes are selected for the purpose of teaching children the rudiments of cooking.

### New Keyboard Combination

KDKA, Pittsburgh, will present a new musical combination on the station's Home Forum program at 2:30 p.m. Thursday. Piano and organ have been used most effectively many times. Two piano teams are heard frequently. But for this program Musical Director Aneurin Bodycombe is preparing special arrangements for organ and two pianos. Bernie Armstrong will be at the organ and Bodycombe and Russ Merritt will play the pianos.

### Constitution Approved By Radio Artists Unit

(Continued from Page 1)

proposal of reasonable wage scales, etc., for the locality and stations in question. Understood that there is no expectation of being in a position of sitting down and talking things over with the broadcasters for several months yet.

### NBC-Blue Commercials Being Retained by WDSU

(Continued from Page 1)

plies only to Blue commercials piped into here.

"We're not losing any of the Blue network commercials at present," Wheelahan said, "and we will not relinquish any of the Blue commercials until the Red is ready to replace them."

### Haydon in Exec Post With Van Cronkhite

(Continued from Page 1)

past few years. He is one of radio's successful dramatic playwrights, having used his seven years in the Orient as material. He was one of the first newsmen to blend the tricks of reporting with radio writing.

First in local accounts in Chicago

**WGES**

(In the heart of Chicago)

## ATLANTIC, KELLOGG BOOSTING FOOTBALL

(Continued from Page 1)

worked out. Les Quealy, in charge of the announcers, is auditioning sports announcers in an effort to complete his staff as soon as possible.

Atlantic Refining, through CBS, will start a series of 10 weekly football broadcasts of Holy Cross collegiate games on Sept. 25, giving play by play descriptions over five New England outlets, in Hartford, Boston, Springfield, Worcester and Providence.

## WGY to Get New Studio As a Christmas Present

(Continued from Page 1)

stories high, executive offices, engineering offices, etc. A 600-foot vertical antenna on the transmitter site also is being erected. Kolin Hager is NBC manager here.

### WBIG Aids Tobacco Belt

WBIG, in Greensboro, North Carolina, is making personal contacts with the more than 50 tobacco warehouses in its area. Prospects are for a great tobacco crop in the bright belt-tobacco section of the Piedmont. Within 50 miles of WBIG's broadcasting tower lies almost the entire Old Belt which from Colonial Days has been the key area for the growing of fine smoking tobaccos. Recognizing that fact, WBIG has brought to the growers the full wealth of scientific and practical advice made available by county, state and federal experts in tobacco culture. It has constantly aided with weather reports in the growing season. In the time of marketing it has kept the farmers informed of market stocks, conditions and prices. News reports of sales volumes and prices are carried daily throughout the selling season. Experts analyze demand and supply, discuss leaf qualities and crop quantities. Precise information is given as to opening, arrangement and closing of sales in the various warehouses of the various markets.

### Newscasts Quickly Sold

Wilson, N. C.—All six scheduled newscasts of the UP service at WGTM, newly opened station here, were sold before the station was operating on its regular schedule.

**HARRY SALTER**

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

**CLYDE BARRIE**

CBS

Thursday

6:15 P. M.

## Philadelphia

Kathleen May, songstress heard via WIP from Evergreen Casino, has been booked for an indefinite stay at Leon and Eddie's in New York.

Harry Wood takes over Paul Alger's "Barter Mart," participating show, on WIBG, Alger leaving to become station manager of WSNJ, in Bridgeton, N. J.

Jim Ferguson, night club columnist, inaugurates a series of night life gossip chats on WIP airplanes.

Helen Schofield, coloratura soprano, and Ben Feldman, baritone, make a new WIP singing duo.

Ben Alley returned to WCAU last week after a vacation at Cape May.

Norris West, assistant program director at WCAU, had to call off his trip to Europe this summer.

Doris Havens, WCAU pianist and organist, will soon be married to E. Samuel Lonholm, formerly of the Three Gentlemen, vocal trio.

John Facenda, night supervisor at WIP, weds this fall with Dot Hunter.

Taylor Grant, WCAU announcer, expects his latest song to be published shortly by a well known New York publisher.

Frances Carroll, WIP thrush, continues her whirl of the night clubs, currently singing at the Little Rathskeller.

Chris Seider, former featured yodeler on the "S. S. Fun for All" participating shows over WPEN and WDAS, now doing a solo stint over WDAS.

Irene Harding, music librarian and organist at WFIL, resigned because of ill health.

Betty and Wendy Woodward, twins heard over WCAU, guestaring at the Wildwood, N. J., beach concerts.

Four members of the WIP staff celebrating birthdays this month: announcer Howard Brown, night supervisor John Facenda, assistant program director Marx Loeb, and Helen Kiley of the press department.

James Begley, KYW program manager, back from a California vacation.

Stoney McLinn is broadcasting all his WIP sport shots directly from his bedside at his suite in the Benjamin Franklin Hotel. He recently dislocated his hip.

Elizabeth Bates, WIP continuity director, takes over the Homemakers Club programs while Carolyn Ann Cross vacations for a fortnight.

James Allen, WIP program director, vacationing in Quebec.

Benedict Gimbel Jr., WIP president, leaves this week for several weeks of fishing and camping in Maine and Canada.

Director of public relations James Aull of KYW filling his vacation respite with a fishing trip off the Maine coast.

After a month's furlough, Gene LaRoux is back on WIP with his nightly "Salute to the Ladies" for Fox-Wiess furriers. Romantic character of Gene LaRoux is really John Facenda, WIP night supervisor.



● ● ● J. C. Flippen will pinch-hit for Harry Von Zell on the Gulf show for two weeks while "Vonzie" vacates....Don Wilson has been signed to emcee the Packard fall show....Frank Kelton walked out on the British deal before starting and has gone into partnership with Romm Enterprises on the Coast....Wynn Murray has been set for three more Sealtest appearances....Rockwell-O'Keefe outing is on the 20th...."Hi There, Audience," MBS Sunday nite show which switches to an 8:30 spot, will have Howard Doyle subbing for Frank Knight....Maestro Mitchell Ayres weds Showgirl Georgia Jarvis tomorrow in Supreme Court....Henny Youngman with Frances Faye will re-open the Yacht Club—providing "billing disputes" are settled....Zeke Manners, the hillbilly, will be the first of his clan to wed. She is Imogene Rose, a femme baton-wielder....A wit cracks that Martha Raye was sick and visited an MD who told her to open her mouth and say "Ah"....She did—and the doctor has been missing for a week!

● ● ● Radio Row and Tin Pan Alley are grieved on learning of Mrs. Eddy Duchin's death at 5:30 Tuesday morning. Eddy was so overjoyed last Thursday on the birth of a boy that he went to various bars and bought drinks for strangers so that they might share his joy!....Over at WCAU, Philly, Vocalist Larry Vincent doubled for Powers Gouraud, chatterer, when the latter threatened his audience that he would sing. At the last minute Powers got cold feet and called upon Vincent to sing the number for him....Listeners, who hear Powers follow Larry in the course of the day's program, wrote in congratulations and commented on how much their voices were alike!....Wearers of the six most attractive moustaches in America will be revealed tonite in an interview over WINS and the New York Broadcasting System between Sylvia Press and Louis Zinberg, who just returned from a trip to Central and South America where he conducted an extensive moustache and beard survey!

● ● ● Francia White, after her "Cavalcade of Music", bit returns to the Coast for flicker work....Jerry Wald, after spending four days as Rudy Vallee's guest up in Maine, is sorry he said those things about the crooner in 1932—because "Vallee is one swell guy"....Sam Korones is Eddie Lambert's successor at Marks Music....Goldie, who left the Whiteman crew, is forming his own combination....Tommy Dorsey is slated for the Paramount Theater on Sept. 15, as is the "swelegant" Hudson-De Lange crew, whose music should be tagged "Torrid Torchers"....Joe Rines went to Chi to audition for the Gruen show sans band. Don Shaw, McCann-Erickson exec., said he needed a picture of Joe's band to show the sponsor. So Rines went and got a picture of Phil Harris' twelve-piece crew, cut Phil's head off and replaced it with one of himself for a composite. Result—the sponsor yelled, saying he was being cheated because the budget called for SIXTEEN men!

● ● ● Because Norfolk is the southern terminus of the Chesapeake Steamship Co., the facilities of WTAR were kept open until 1 a.m., an hour after the usual sign-off time last week when the City of Baltimore burned in the Bay....From the first news flashed by Lee Chadwick, announcer, at 9:15 p.m., various members of the staff were called on to gather and compile information from all possible sources. United Press and the local daily with the American Red Cross co-operated. J. L. Grether, technical supervisor for WTAR, completed arrangements for lines and short-wave pick-up for survivors before midnight. However, pilot boats picked up the people and took them to Baltimore instead. Jack Light, nite head and ass't manager, directed the proceedings.

## St. Louis

Carol Day (Dorothy Godwin), who airs "Let's Compare Notes" over KMOX, flies to New York today to get first-hand info on fall styles for her listeners.

Leo Maginn, who recently took over the "Mr. Fixit" program on WIL, succeeding Ray Schroeder, newspaperman, who created the feature several years ago, formerly practiced law here.

Harrison Bailey, continuity writer at KMOX, is leaving for WICA, Ash-Tabula, O., where he will be program director.

KMOX vacations: Jimmy Huffman, asst. sales mgr., to Dallas; Jean Porter to Arkansas, leaving Elsa Bradley to handle "Magic Kitchen"; "Happy" Green, production man, to the Coast; "Tiny" Renier, program director, just back; Marvin E. Mueller, announcer, and Pappy Cheshire, chief hillbilly, also back; Judd Norman, emcee of "Velvet Varieties", being relieved for two weeks by Gene Cobb.

Dorothy Godwin, woman commentator, is aiding France Laux on KMOX "Sidewalk Reporter".

## ALBANY

Bill Winne, WABY announcer, is assisting Bryan Field in announcing the stake races at Saratoga. WABY feeds WOR-Mutual.

Al Chismark, WOKO engineer, is leaving for a vacation in the Adirondacks last of this week.

Mary O'Neill, Albany radio fan, is interviewing the celebrities and broadcasting the color, clothes, etc. from the Saratoga race track Saturdays to WOR.

## COLUMBUS

Kellogg has increased its radio time over WCOL on Irven Scheibeck's daily sportscast from five to six stints a week.

Elizabeth Alkire of WCOL's continuity dept. is back from Chicago, where she vacationed.

Columbus Flooring Co. has signed for 300 spots over WBNS.

E. R. Weider, WBNS salesman, vacationing on Lake Erie.

Doris Polk of WCOL's business staff going on the farm to join her husband convalescing from an appendectomy.

First Federal Savings & Loan has renewed for another year over WBNS.

## SAN FRANCISCO

Bob Roberts, KYA mgr., left Friday on a routine business trip for CRS headquarters in southern Calif.

KLS had Max and Buddy Baer as Satdee nite air guests.

KMPC introduces "The Book Explorer" as a five-times-weekly period from the Beverly Hills Public Library. Baron von Egidy is the "explorer," heard at 3:30-4 p.m. Monday through Friday.

**GUEST-ING**

WYNN MURRAY and HENRY FONDA, on "Sealtest Sunday Night Party," Aug. 8 (NBC-Red, 10 p.m.).

DOUGLASS MONTGOMERY, interviewed by George Fischer, on "Hollywood Whispers," Aug. 7 (Mutual, 10:15 p.m.).

GEORGE MURPHY, on Werner Jansen program, Aug. 8 (NBC-Blue, 7:30 p.m.).

C. AUBREY SMITH, interviewed by Elza Schallert, Aug. 6 (NBC-Blue, 10:45 p.m.).

CHARLES "SLIM" TIMBLIN and STUART & MARTIN, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

NORMA DOLIN, 12-year-old piano prodigy, with NBC Concert Orchestra directed by H. Leopold Spitalny, Aug. 8 (NBC-Red, 5:30 p.m.).

ELEANOR ANNIS, beauty contest winner, interviewed by Charlotte Buchwald, Friday (WMCA, 2 p.m.).

VIOLA PHILO and TITO CORAL, on "Hammerstein Music Hall," Aug. 13 (CBS, 8 p.m.).

FRANCES COMSTOCK, on Ken Murray program, Aug. 11 (CBS, 8:30 p.m.).

EVE GAUTHIER on Columbia Concert Hall, Aug. 10 (CBS, 3:30 p.m.).

**"QUOTES"**

ALBERT KAVELIN: "Dance music, like every other type of music, depends for its charm and appeal on beautiful melody, distinct individuality, highly skillful arrangement and perfect playing. Listeners cannot be completely stirred and pleased if a dance-musical composition is deficient in any of these indispensable qualifications. Beauty of melody is probably the greatest essential of all. The public always responds to really beautiful melodies instantly and enthusiastically. And the orchestras find much greater delight in playing songs and dance numbers that appeal to them emotionally, musically and aesthetically. Fortunately, the recent music-compositional output is distinguished by many unusually fascinating dance melodies!"

ALAN ROBERTS: "Radio has probably had more effect upon the living habits of the country than any other social influence in recent years. Dialers have changed their retiring hours in order to hear late variety shows and late orchestras. More people get religion via the airwaves than ever attended church. And so many other changes: in speech, in thought and in attitude."

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA

2:30-5:30 Daily

**RADIO PERSONALITIES**

No. 57 in the Series of Who's Who in the Industry

CHARLES VANDA, west coast program director for CBS, was born June 6, 1903, in New York and was on his way to South Africa with his mother at the age of six weeks. He remained there until he was seven years old, when he returned to Manhattan and entered public school. He was through grammar school at 11 and after his graduation from high school at 14, took a job as office boy with I. Walter Thompson agency.



A versatile writer and a diplomat, too.....

During the next few years he was working night and day, for while building a solid background in writing, publicity exploitation, he was also working for a degree at the College of the City of New York, and, in what is laughingly referred to as his leisure time, learning how to play a saxophone. His journalism professor at college was H. V. Kaltenborn.

In 1924, Vanda joined an orchestra, toured abroad for six months, returned and joined another advertising agency, did publicity work along the Main Stem, wrote and publicized a number of eastern radio shows, did a "Critic's Critic" stint on the air; traveled with Jan Garber's orchestra for eight months as business manager, publicity director and occasional tooter; went to California in December, 1930, as a hotel publicist, also did radio writing and broadcasting, was called in by CBS to stage a nationwide publicity stunt involving Benay Venuta, whose sister he met and married; subsequently was offered the post of west coast publicity director, then to his present title.

Once was radio feature writer on one newspaper and at the same time drama reviewer on a rival sheet, holding the two jobs for over a year through his gift of diplomacy.

★ **Program Reviews** ★

**"Beyond the Horizon"**

NBC's Eugene O'Neill cycle got off to a good start on the NBC-Blue network Monday night with the playwright's famous one-act drama, "Beyond the Horizon," starring Helen Hayes, with James Meighan, Neil O'Malley, Parker Fennelly and others in support.

Miss Hayes, who long ago established her claim as a front rank radio actress just as she is on stage or screen, took the acting honors, although both Meighan and O'Malley did fine work as the rival brothers in love with the same girl.

The play, unharmed by any pruning necessities, was ideal for radio presentation, containing plenty of human interest, drama and progression of action to hold the dialer's interest.

As in the case of all good works that are written primarily as stage plays or books, a full appreciation of an offering of the O'Neill type requires attentive listening as compared to the casual attention accorded the general run of music, variety and hokum melodrama programs.

Once the vast radio audience, or at least a good part of it, is habituated to this careful listening to high-class drama programs, both appreciation and demand for such radio fare will take a spurt.

**"Taming of the Shrew"**

Edward G. Robinson did one grand job of taming in the CBS presenta-

tion of Shakespeare's "Taming of the Shrew" on Monday night. And Frieda Inescourt, the lass who was tamed, submitted to the process in a very effective manner histrionically. So, insofar as these two leading players were concerned, the performance was equally as interesting as the NBC version of the "Shrew" only a week earlier.

Robinson is no slouch at slinging the Bard of Avon's lines. He won his Shakespearean spurs long before going into movies. Miss Inescourt is a likewise qualified actress.

**People's Medical League**

Intended to obtain private medical and dental care for persons with low incomes, The People's Medical League went on the air over WBIL on Monday at 6:45-7 p.m. with a weekly talk in which prominent persons will be heard. Initial program had Judge John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society, speaking on "Medical Care for People of Low Income."

Pointing out that the majority of persons receive inadequate medical care, while many never get any medical attention at all, Judge Davies explained the activities of the League, which is a cooperative non-profit organization that makes private doctors available at reasonable rates fixed by the league.

The same program is presented Thursdays on WOV.

**AGENCIES**

APPOINTMENT of Jay Lewis Associates as the committee's public relations and radio director for the Progressive City Committee in the coming campaign for the re-election of Mayor LaGuardia was confirmed yesterday by Maurice P. Davidson, chairman of the committee. Lewis handled the same job for the Progressive National Committee during the last presidential campaign. The exact radio schedule which will be used has not as yet been determined, but it is definite that WOR will be the first local New York outlet used. A budget is at present being readied for radio expenditures. Lewis will place all newspaper as well as radio advertising for the committee.

McKEE, ALBRIGHT & IVEY, Philadelphia, grabs off the Philadelphia & Reading Coal & Iron Co. account, effective Sept. 1.

**VIEWPOINTS**

**Radio Was Never Intended For Entertainment Alone**

"When radio made its first appearance it presented a type of program which immediately classified it as an entertainment medium, first, last and always. This malappropriate classification resulted in a long period of adjustment during which radio broadcasters were forced to fight an 'unwritten' law which made radio's fields of endeavor bounded from entering the public service efforts which radio so justly should have.

"We can trace the development of radio in the minds of the public from the early 'fad' of crystals and 'battery sets' up to the modern up-to-the-minute all-wave sets. But while we do this, we should remember that the real powers behind radio never intended the medium for entertainment exclusively. The value of news dissemination, not only for perfunctory enlightenment, but for times of stress such as the recent flood situation which was immeasurably aided by radio; the value of education information in all its phases by expert teachers in literature, language, science, etc.; the value of political debates which make it possible to see all sides; and the value of religious programs, making all denominations equal, assure the public of some of the numerous public services which radio has tried to offer.

"With television just a short way off, it might be well to consider some of the advantages, other than entertainment, which will accrue."—LEE WILEY.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY



**C**ARLTON KELSEY, Chicago CBS musical director, turned down an offer from Honolulu Broadcasting Co. to become musical director of KGMB. Raymond Johnson has asked to be relieved of his assignment in "Today's Children" and has been replaced in that serial by Robert Barron.

George Livingston, Chicago CBS press department, escaped unhurt when his car was demolished in an accident near Cairo, O. Livingston was driving to New York on his vacation. He completed the trip by train.

Fibber McGee and Molly (Marian and Jim Jordan) left for Turtle Lake, Winchester, Wis., following Monday's broadcast for four days of relaxation.

Franz Pfau, NBC staff pianist, has been added to "National Barn Dance" musical aggregation to assist John Brown.

King's Jesters, currently at the La Salle Hotel, open an engagement at Blossom Heath Inn, Detroit, Aug. 13. They will be back at the La Salle on Sept. 4.

Jack Simpson of the NBC page staff, is the latest graduate of Everett Mitchell's announcing school for page boys. Simpson will join the announcing staff of WJDX, Jackson, Miss., in a week.

Joe Allabough of WJJD vacationing at Lake Simcoe.

Paul Luther, WBBM announcer, and Actor Bill Bouchev went fishing on a recent weekend and caught 58 fish between them.

Herb Futran, author of Sunbrite Junior Nurse Corps show, back in Chicago after New York visit.

Eleanor Fuller, one of the three women in American radio to possess a radio operator's license, has arrived from Kansas City to be secretary to Hal Makelim, WIND sales manager.

**Elec and Radio Expo Put Off to April 20**

National Electrical and Radio Exposition, originally planned for September at the Grand Central Palace in New York, has been postponed until April 20-30 of next year.



Greetings from Radio Daily

August 4  
Alan Kent  
Frank Luther  
Carson Robison

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 56 of a Series

**WBOW—Terre Haute, Indiana**

1290 Kilocycles—250 Watts Day, 100 Watts Night  
(FCC Examiner has just recommended granting of 500 Watts night and 1000 Watts day on 1290 kc.)

**W. W. BEHRMAN, Director**

**W**BOW, the middle west's youthful and enterprising station, with its comparative low power, serves the natural valley of Western Indiana and Eastern Illinois, which is well known as the "Wabash Valley."

Originally in the hands of the Rose Polytechnic Institute, WBOW started broadcasting its programs in 1928 under the call letters of WRPI. The station's identification was later changed to WBOW in honor of Paul Dresser's famous song, "On the Banks of the Wabash." The melody is now the station's theme song—although it cannot be said that WBOW is the station made famous by the song. WBOW frequently offers its kilocycles for rendering public service and to date has an exceptional record for its community activities. Sponsors are aware of the outstanding promotional programs and vie for commercial tie-ins.

WBOW is considered the local pioneer of many radio activities and is referred by the industry's magnates as the "test tube" station, since it serves a typical mid-western area, with diversified industries and above average buying power.

In February, 1937, WBOW joined the NBC fold as a basic supplementary to the Red and Blue networks.

**Programs That Have Made Station History**

No. 19—WRBL's "Barn Dance."

**"G**OING To The 'Barn Dance' Tonight?" — that's the question asked all day long on Saturday, among young and old, in Columbus, Ga., the oldest industrial center in the South and still one of the leaders. "Barn Dance" is broadcast every Saturday from 9-10 p.m. over WRBL. So many desire to be at this special Saturday night get-together that it is necessary for Jim Woodruff Jr., manager of WRBL, to arrange to broadcast the program by remote from the local Police Armory to accommodate the crowds.

In addition to the large listening-in audience in Columbus and surrounding territory, the show is eagerly awaited and enthusiastically re-

ceived by thousands of industrial workers in other parts of Georgia and in certain counties in Alabama, as proven by the constantly exceedingly large weekly mail response.

Interest in the program is further enhanced by the fact that the talent, comparing favorably with national performers, is drawn from Columbus and sections reasonably close thereto.

At present "Barn Dance" is sponsored locally, but it has been so built-up through interesting tie-ups to make it an attractive buy for any national or sectional concern whose product is largely consumed by industrial workers and members of their families.

**NEW BUSINESS**

**WBT, Charlotte**

General Elec. Supply Corp., Richmond, three 15-min. programs weekly, four months; Schlitz Brewing Co., 26 one-minute disk announcements, through McJunkin Adv'g Agency, Chicago; American Memorial Co., Atlanta, 26 announcements, through Groves-Keen Inc., Atlanta; Chatham Mfg. Co. (suits), Winston-Salem, N. C., three 15-min. programs weekly, three months, through Cahn, Miller & Nyburg Inc., Baltimore.

**WIP, Philadelphia**

Macfadden Publications; Dr. Lock Co. (shoes), through Harvey Best Agency; Foot Health Institute; Philadelphia Dairy Products Co., through Scheck Agency.

**BOSTON**

The Happy Sisters, harmony trio, leave WBZ today to go on tour with Rudy Vallee, joining him when he plays a dance date at Bal-a-l'air just outside of Worcester.

The Rhythm Girls from Springfield with Sandy MacFarlane will replace the Happy Sisters on "Swing Serenade" heard over NBC every Thursday from WBZ.

Batchelder - Whitmore Coal Co. signed for a series of five-minute dramatized news programs on WEEL.

**WOR, Newark**

Florence Stove Co., Gardiner, Mass., through William B. Remington Inc., Springfield, Mass.



**I**RENE RICH, who starts broadcasting from Hollywood on Aug. 13, and two days later will shift from a Friday spot to a Sunday period at 9:45-10 p.m. EDST over the NBC-Blue network, will have chalked up a total 150 weekly dramatic programs for her sponsor, Welch's grape juice, on Aug. 13.

Charles Winninger, the Cap'n Henry of Maxwell House's "Show Boat" heard Thursdays at 9-10 p.m. EDST over NBC-Red network, will turn singer on tomorrow night's program. He will lead off a medley of "Sing Tunes" with Tommy Thomas, Verginie Verrill, Jack Haley and Hattie McDaniel, with Meredith Willson's orchestra tooting in and Warren Hull looking on.

Mady Christians, star of the European and American stage and screen, and one of the most brilliant products of Max Reinhardt's Theater, will play the role of Goneril, one of the wicked daughters in "King Lear," fifth production in Columbia's Shakespeare Cycle, to be heard over CBS network on Monday at 9-10 p.m.

**FCC ACTIVITIES**

**APPLICATIONS RECEIVED**

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.

Columbia Broadcasting System, New York. CP for new relay station. 39700, 39900, 41400, 40800 kc., 55 watts.

Ben S. McGlashan, Los Angeles. CP for new relay station. 1622, 2058, 2150, 2790 kc., 10 watts.

**World Radio Sets**

(Figures compiled recently by U. S. Department of Commerce, Electrical Division, Bureau of Foreign and Domestic Commerce).

Country	Sets Owned
United States	30,000,000
United Kingdom	10,000,000
Germany	8,000,000
France	2,626,000
Czechoslovakia	928,000
Canada	867,000
Belgium	746,000
Australia	745,000
Denmark	651,000
Italy	530,000
Poland	519,000
Switzerland	434,000
Hungary	365,000
Soviet Union	350,000
Mexico	250,000
Norway	240,000
New Zealand	194,500
Rumania	150,000
South Africa	137,000
Finland	144,000
Uruguay	115,000
Ireland	104,000
Cuba	100,000

## ORCHESTRAS - MUSIC

**I**VAN EPPINOFF and his orchestra, a Music Corp. of American band from the Chicago field, has been signed by Ford Billings, managing director of the California Radio System, to a contract as permanent staff orchestra of the network's Hollywood studios. It will be heard frequently over the Orange network. Eppinoff also has been named musical director of the studios.

*Xavier Cugat will bring his entire orchestra to the mike when he guest stars for Ben Bernie on Aug. 14 over the NBC-Blue network. Bernie will be in Saratoga that week, watching his horse perform, and the broadcast will originate from the Arrowhead Inn at Saratoga Springs. Vincent Lopez and Clem McCarthy, the sports commentator, also will be on the same American Can program.*

Chick Adams, arranger for Abe Lyman, has been deputized by the maestro to scour old music shops, libraries and files for more old waltzes to add to the vast Lyman collection.

*Shandor and his "magic violin" together with an accordionist, have been set by Bill Burnham of CRA to open tomorrow at the Bennett Hotel, Binghampton, N. Y. Shandor recently signed a CRA management contract.*

Jan Savitt, KYW musical director, and Gene Irvin, of the radio piano team of Mann and Irvin, have placed their most recent collaboration, "Behind the Eight Ball" with Lutz Brothers Music Co.

*Blue Barron and his orchestra have been set by the Cleveland office of CRA to play the famous Castle Farms in Cincinnati on Aug. 21 and 22.*

C. S. Rose, operator of the Modernistic Ballroom, State Fair Park, Milwaukee, and the Futuristic Ballroom in downtown Milwaukee, visited Charles E. Green, president of CRA, in New York this week. Rose operates rides at the Dallas exposition and is also interested in amusement parks at Detroit and Louisville.

*Bobby Grayson and orchestra playing a week's engagement for CRA at Mission Inn, Latrobe, Pa. On Aug. 6, he opens at the Willows in Pittsburgh.*

Louis Panico of "laughing trumpet" fame and his orchestra opens an engagement for CRA at the Chase Hotel in St. Louis on Aug. 6. Panico recently closed at the Oriental Gardens in Chicago.

*Horace Heidt has been set for a week at the Earle Theater, Philadelphia, starting Sept. 10.*

Ted Tinsley replaces Bobby Lee at the Parrish Cafe, Philadelphia, on

Aug. 18. Spot has a WDAS wire, airing nightly.

*Lee Shelley opens August 7 at Hunt's Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.*

Charley Kaley, violinist-singer formerly featured with Abe Lyman and more recently with his own band, will be co-director of Sammy Cohen's new comedy dance band which is being produced by the Hollywood office of CRA. Cohen, famed as a comic in pictures, will direct the band in comedy and novelty numbers, and Kaley will handle the musicians in straight dance tunes.

*Al Shayne, the "Ambassador of Song" now at the Pavillon Royal in Valley Stream, L. I., has made a new recording of "My Cabin of Dreams."*

Austin Wylie and his orchestra just closed a successful engagement at Chippewa Lake, O., and plays one nighters for CRA in the middle west before going into Lakeside Park, Dayton, for CRA, on Aug. 22.

*Gerald Nierman of Lakeside Park, Dayton, has signed to use Consolidated bands exclusively during the month of August. CRA bands already set are Blue Barron, Austin Wylie and Ed McGraw.*

King's Jesters with Marjorie Whitney open a three-week engagement for Ed Fritz at Blossom Heath Inn, Detroit, on Aug. 13, following Jerry Johnson, another CRA attraction.

*Earl Hines and Fletcher Henderson, famed colored orchestra leaders both of whom gained fame at the Grand Terrace in Chicago, will appear on the platform for the first time together at Indianapolis on Aug. 27. Consolidated has arranged a "battle of music" between the two bands at Tomlinson Hall in Indianapolis.*

Lou Blake and his orchestra have been set by the Chicago office of CRA for an extended engagement at the Chez Paree, Omaha, opening tomorrow.

### Dramatize Library

In order to interest the general public in good literature, the use of the public libraries, and for the purpose of acquainting listeners to various historical personalities, the program "Treasures Next Door" is presented by WGL, Fort Wayne, at 8 p.m. CDST on Fridays. This broadcast is in the form of a play, taking the audience up to the climax of the plot, and then urging the listeners to complete the story from the book in their libraries.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

### RADIO ART

New York City

"... I look forward to receiving RADIO DAILY daily. It seems to get better all the time."

Charles R. Tighe

### THE SHEBOYGAN PRESS

Sheboygan, Wis.

"... We believe RADIO DAILY to be a very worthwhile resume of happenings in the radio field. There is a place for RADIO DAILY."

H. H. Born

### UNIVERSAL PICTURES CORP.

New York City

"... RADIO DAILY is a very well produced newspaper and one that thoroughly covers and supplies its field."

Paul Gulick

Director of Publicity.

RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## PROMOTION

### Veedol Amateur Contest

Veedol dealers are sponsoring "The Veedol Amateur Varieties" over KSD, St. Louis, for 13 weeks starting Aug. 7 at 9-9:30 a.m. Eight contestants will be heard on each program, and voting in the contest will be on special ballots obtainable from dealers of Veedol products. Grand final program will be aired from the stage of the St. Louis Theater. Weekly winners get a three-month course in radio and stage training at the Meglin-Fanchon & Marco theatrical school, and there is a grand cash prize.

### Civic Activity Cited

Taking one series from its year of activities, WCCO has put out a 24-page promotion booklet on its "High School Students on the Air," which the station cites as indicative of its community-mindedness.

The school program was chosen to put across the story of safety on the highways. Booklet depicts the problem and the procedure employed in coping with it. There are numerous illustrations of the program in preparation, in rehearsal and on the air; commendatory comments on the good work done, etc.

## OKLAHOMA CITY

Marvin Thomas, formally with WISN, is now chief engineer at KOMA.

Bill Kaan, musical director for KOMA, is on vacation in Texas and Mexico.

Wade Hampton Spears is relief operator of the KOMA station control board.

Bruce Howard is head control board operator for KTOK, Mutual outlet.

Bob Elliston and Ed Shelton, baseball announcers of KFXR, have been putting the Wheaties program over in a big way.

"Sparky" Sparks is the little fellow that gets things done at KFXR.

## ONE MINUTE INTERVIEW

### HARRY CONN

"My advice to script writers for radio is to travel over the country, —to learn another man's language. Find out whom you're talking to and talk plainly to them. All you have to do to be a wit to-day is state facts. Life itself is funny. Broad comedy has the greatest appeal for public; but the humorists make more money than the specialists in low comedy, and always will."



# Coast-to-Coast



**BETTY ITO**, Japanese-American radio actress, who first appeared over NBC networks in the "Jack Armstrong" program, has been signed as an NBC contract artist and now is playing the role of Alice Carter in "Young Hickory," dramatic serial heard Mondays through Fridays over the NBC-Blue Network at 11:15 a.m.

**KIRO**, Seattle, has a new four-times-a-week program titled "Julie of the Thrift Co-op," with former Julie Day, sponsored by the newly formed Thrift Co-op of Terminal Sales Building, new cooperative set-up for merchandising of many commodities.

**WISN**, Milwaukee: Ralph Weil, sales manager, is cruising in southern waters as far as Panama . . . Gaston W. Grignon, manager, back from a visit to relatives in Canada . . . Therese Meyer, organist, recently celebrated her fifth year on the station.

**Don Prindle**, formerly with KOL, Seattle, is back there on a visit while vacationing from his job of writing radio gags for Joe Penner. He returns to the Penner stint in October.

**Leo Bolley** is pinch-hitting for John Sheehan, sportscaster at WGY, Schenectady, while the latter is on vacation.

**WICC**, Bridgeport: Joe Lopez starts his vacation Aug. 9 . . . Dot Whitehead takes her recess same date.

In a recent contest during the "Guess Who" program, in which listeners were asked to name their favorite WTMJ program, Heinie and his Grenadiers were again chosen by more than 50 per cent of the listeners' writing. "Friendship Circle" with Uncle Ben, WTMJ's afternoon variety program, was voted the favorite by 30 per cent.

**William Stoss**, music director of WLW and WSAI, Cincinnati, had a narrow escape in a mountain flood while on a vacation trip.

**Benay Venuta**, now enroute to Tahiti, will be back in time to start a new Mutual program in November.

**Bill Benning**, maestro at WTMJ, Milwaukee, has his hands full while assistant musical director Frank Werth is on vacation.

**Don Dunphy**, WINS sports announcer who is now vacationing, will have six guests pinch hitting for him during his absence from the daily sports program broadcast at 6:30. Dinty Doyle, radio editor of the New York Journal-American, will inaugurate the parade of guest announcers tonight. Ernie Quigley, supervisor of the National League umpires, will broadcast tomorrow evening. Wednesday evening will bring Mark Warnow to the microphone. Potty Clark,

coach of the Brooklyn Dodgers Football Team, will be Thursday night's guest. George Wynn, editor of the Boxing News, is to do the broadcast Friday and Saturday's guest will be Major Sport of the WINS staff.

*Uncle Don will conduct the finals on his annual "Healthiest Child" contest today at Palisades Park.*

**WADC**, Akron: Ruth Ritchie's "Health, Beauty and Charm" renewed for 13 weeks by Ohio Edison Co. . . . New dramatic department under direction of A. W. and Joyce Benner McGrath is producing shows that are clicking with local fans. . . . Pearl Fair of the commercial dept. back from vacation, and Program Director "Red" Hageman departs. . . . Station plans to cover both the regional and the national Soap Box Derby next two Sundays.

*Announcer John K. Chappel of WOW, Omaha, has left on a trip to Europe. Mrs. Chapel left several weeks ago and will meet him in Ireland. Together they will visit Denmark, Finland, France, Switzerland and possibly other countries.*

**WFBM**, Indianapolis: Announcer John Holtman of "Early Bird" and "Tea Time" programs heads north for vacation. . . . Salesman Gene Barth just back from his, and co-worker Al Logan departs. . . . Mr. and Mrs. Roger Bean (he was a pioneer announcer here with brother Harold) visit studios and renew acquaintances. . . . Word of informal "Hoosier Circle" rendezvous in Chicago reaches here as ex-WFBMers get together in Windy City. CBS-Chicago claims Announcers Ken Ellington and Don Hancock, Woman Newscaster—Ruth Brine and Engineer Ed. Knight, while NBC-Chicago holds title to Announcer Durward Kirby!

*Gene Morgan, who played the part of Daniel Webster in "Daniel Webster and the Sea Serpent" on last Sunday's Columbia Workshop presentation over CBS, has been getting a lot of congratulations for a swell job.*

**William H. (Billy) Repaid**, announcer on the staff of WJBK, Detroit, is getting ready to tread the middle aisle. He obtained a marriage license in Detroit to marry Nellie Mae Master.

### Added to Latin Amer. Dep't

**B. Charles-Dean**, president of British American Productions Inc., has appointed Sergio Rojas to the Latin-American radio department for continuities and translations.

Added facilities for programs for English speaking countries including Great Britain and Australia have been completed with the formation of a stock company for both musicals and dramatic and comedy script shows.

## Coming Events

Aug. 4-5: Stewart-Warner Corp. dis-tion under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

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 Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

## ATLANTIC CITY

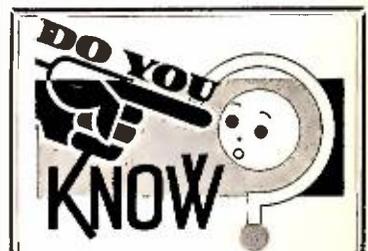
Ayella musical family, heard locally over WPG and on WIP, Philadelphia, presenting kiddies shows this week at Steel Pier. Dave Tyson, former announcer for WFIL, Philadelphia, produces the offerings.

French Casino opens with Pat Costello and his orchestra handling the music assignment.

Charlie Johnson's swing band from Small's Paradise Club gets a WPG wire for Tuesday and Thursday midnight remoting.

Jan Savitt, musical director of KYW, Philadelphia, concludes a return engagement at Million Dollar Pier with his Top Hatters, and is back at his regular radio duties.

Claire Majette, former singing star of the CBS "Evening in Paris" show, is guest headliner at the Club No-mad's floor show.



Victor Bay and Andre Kostelanetz came to this country on the same boat—both unknown musicians.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 25

NEW YORK, N. Y., THURSDAY, AUGUST 5, 1937

FIVE CENTS

## Buick Signs Louis-Farr Match

### TREMAYNE SAYS SERIALS DRAGGED OUT TOO LONG

Serial dramas on the radio, as a whole, are kept running too long for the good of all concerned, including the listening public, in the opinion of Les Tremayne, star of "First Nighter", who has worked in practically every dramatic show emanating out of Chicago studios in the past five years. Tremayne unburdens himself as follows:

"Radio's daily dramatic serials run for too long a period. Some of these shows have been on the air continuously for five years and longer. Con-

(Continued on Page 7)

### Starting Date for Lux Definitely Set Sept. 13

CBS yesterday officially confirmed the starting date of the new Lux Radio Theater broadcasts as Sept. 13. Program will follow the same policy as in the past, presenting film stars in complete dramatic presentations each week. Program will be heard over a coast-to-coast CBS network Mondays at 9-10 p.m. Cecil DeMille is in charge of the broadcasts.

### Start Construction Soon On CBS Studios in Frisco

West Coast Bureau, RADIO DAILY

San Francisco — Construction on the new CBS studios in the Palace Hotel here, involving an outlay of about \$350,000, is all set to begin early this fall, according to Donald W. Thornburg, CBS vice-president in charge of Pacific Coast. The layout, now in blueprint form, will have five studios, executive offices, program department, announcer's lounge, music library, publicity department and engineering departments.

### Superstitions

First series of disks recorded for Montgomery Ward's "Neighbor Jim" numbered up to 25, but actually there were only 24 transcriptions.

It appears that there was no disk numbered 13, the reason apparently being that somewhere among the executive personnel of the mail order house organization there is a streak of superstition.

### For Late Sleepers

Alun Williams, who recently adopted the idea of opening his daily 7 a.m. "Early Risers" on WMCA by setting off an alarm clock, has now added "humming" to the program's routine. Most folks like to hum when they do their morning ablutions, sez Alun, who reports many requests now for him to "hum" instead of sing.

### EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

World Peaceways, Inc. yesterday revealed plans for an extensive drive via radio this fall. Organization, strictly of a non-profit nature, is having no difficulty in garnering time on independent stations all over the nation, it was said. First of the new series of broadcasts is scheduled to begin over WNEW Aug. 8, with W. P. Ainsworth, director of information, doubling as commentator. Broadcasts will be aired as a weekly feature every Sunday thereafter at 10:45-11 a.m.

Other weekly live show scheduled for New York area will be heard over WQXR beginning in September.

(Continued on Page 3)

### Science Series Fan Mail 75 Per Cent from Women

Upsetting the general belief that men are more interested than women in science subjects, the National Radio Division of the WPA Federal Theater, which has been presenting "Pioneers of Science" over WHN every Thursday night for the past year, discloses that 75 per cent of the mail, telegrams and phone calls received in connection with the series are from women.

(Continued on Page 3)

## Chevrolet Still Undecided On Makeup of New Fall Show

### Transcription Accounts Continue to Disk Series

Several musical electrical transcription accounts are continuing to make new recordings, including Montgomery Ward's "Neighbor Jim" program, recorded at RCA studios by NBC.

(Continued on Page 3)

## Exclusive Contract Closed for Airing Heavyweight Championship Bout Over NBC Red and Blue Webs

### CBS DRAMATIC SERIES SET BY ROGERS BROS.

The 1847 Rogers Bros., manufacturers of silverware, last heard this spring over an NBC network with Josef Cherniavsky and soloists, yesterday announced that it will return to the air beginning Oct. 3 with a new series of dramatic programs. Series, to be known as "The Silver Theater," will be heard over a CBS network of approximately 40 stations from coast to coast. New policy will feature stars of the stage and screen in specially adapted novels and short stories. Young & Rubicam is the agency.

The program will be known as the "Silver Theater."

### Hathaway Bakery Spots Renewed on 8 Stations

House of Hathaway Bakeries in New England has renewed their one-minute radio programs, dramatizing historical highlights of that section of the country, for a 22-week period on eight stations.

The programs, produced by The W. E. Long Co. of Chicago, will be heard over WBZ and WVEI, Boston; WPRO and WJR, Providence; WMAS, Springfield, Mass.; WIBX, Utica, WFBL, Syracuse, and WORC, Worcester.

Programs will be heard six times a week and on some stations as often as three times a day.

Buick Motor Co. yesterday signed an exclusive contract with NBC for rights to broadcast the coming world's heavyweight championship between Joe Louis and Tommy Farr. As in the past three fight broadcasts aired by Buick, the entire facilities of both the Red and Blue NBC networks will be used. The fight is scheduled for Aug. 26 in New York. Exact time and number of stations to be used has not as yet been determined.

Also up for decision is the selection of the two commentators who will

(Continued on Page 3)

### LEHN-FINK SIGNS SPOT FOR 3 SHOWS ON CBS

Lehn & Fink has signed with CBS for 45 minutes in which to run three shows directed at women listeners. Programs, which will start Oct. 4 and be heard at 4:45-5:30 p.m., will plug Hinds, Lysol and Pebecco. A Hinds' script show, now heard over WLW locally, will expand to the network. Other two programs are the

(Continued on Page 3)

### President Taking To Air In Court Change Fight

In what is reported to be the opening of a radio campaign by President Roosevelt to gain support in his fight for a change in the Supreme Court, the President will speak over the major networks on Sept. 17.

(Continued on Page 3)

### WBX Slogan

WBX, "America's Leading Foreign Language Station", has adopted the slogan "The Station That Speaks Your Language", which is included in the station identification. Eleven languages are currently represented in WBX programs, namely: German, Italian, Spanish, Jewish, Polish, Czech, Greek, Ukrainian, Russian, Portuguese and English.



Vol. 2, No. 25 Thurs., Aug. 5, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.  
 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, Aug. 4)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/4	171	171 3/8	- 3/8
CBS A	30 1/2	29 1/2	30	- 1/2
CBS B	30	29 1/2	30	- 1/2
Crosley Radio	19 1/2	19 1/2	19 1/2	0
Gen. Electric	57 3/4	56 7/8	57	- 1/4
North American	28	27 1/2	27 3/4	- 1/8
RCA Common	10	9 3/4	10	+ 1/4
RCA First Pfd.	70 1/4	69 3/4	69 3/4	- 1/4
RCA \$5 Pfd. B.	(100 Bid)	115	115 (Asked)	0
Stewart Warner	18 3/4	18 1/2	18 3/4	+ 1/8
Zenith Radio	37	36 7/8	36 7/8	- 1/8

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	1 1/2	1 1/2		
Majestic	1 1/2	1 1/2		
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	13	14 1/4

**NBC Is Still Dickering On Coast Studio Site**

West Coast Bureau, RADIO DAILY  
 Los Angeles—Denying reports here that NBC had closed a deal for a new studio site at Sunset and Vine, Don Gilman, head of NBC activities on the coast, said yesterday that negotiations are in progress involving a number of locations in Hollywood, but no selection has been made yet.

**2 New WQXR Programs**

Two new programs start Monday over WQXR. At 8-8:30 p.m. Robert Leech Bedell, organist of the Brooklyn Museum and organist and choir-master of St. Ann's Church in New York, begins a weekly series of organ recitals. At 9-9:30 p.m. the Madrigal Singers, WPA radio division group, begins a weekly presentation of "Music at Nine".

**DON KERR**  
 Master of Ceremonies  
 WMCA  
 Fox-Fabian Amateur Hour  
 Harlem Amateur Hour  
 Paramount Professional Parade

**Ideal Sunday Newspaper Radio Page**  
 A Sunday radio page that has built up considerable reader interest because of the complete program data, news notes, personalities and other items contained in the columns, is the department edited by Ina Wickham in The Davenport Democrat and Leader, Davenport, Ia.  
 In a department headed "What I'd Like to Listen to Today", Miss Wickham gives about two columns of chronological comment on local and network programs. The day's programs on WOC, local station, also are listed in a separate box. Another column is devoted to the outstanding programs for the week ahead. A list of religious features also is given.  
 Besides photos and stories dealing with network shows, the local angle is touched with "Who's Who at WOC", personality sketches about the station personnel, and when this material runs out candid camera shots will be used. A gossip column headed "WOC Shorts" is written by various members of the station's publicity staff.  
 The "What I'd Like to Hear" department also is carried on weekdays, giving details of the evening programs as well as listing the local station's schedule.  
 During the active fall and winter radio season, the Democrat and Leader expands its Sunday radio department to two pages in order to handle the news and ads.

**WBT Staff Men Disport In Latest Dance Craze**

Charlotte, N. C. — Grady Cole, WBT's "Favorite News Commentator of the South," and Fred Kirby, star hillbilly of the station, have contributed their quota of effort to the new dance craze known as the "Big Apple." At a recent South Carolina tobacco festival, Kirby donned his cowboy regalia and went into a nifty Suzy-Q with a tobacco belle, while Cole calling out the figures, while thousands watched them. The performance was staged on an elevated platform in a downtown street.  
 Predictions are that the "Big Apple," newest dance sensation of the Carolinas, will sweep the nation like the Charleston, the shag, etc. "Big Apple" originated in an abandoned church in the negro quarter of Columbia, S. C. It has the savage rhythm of the tom-tom, the fascinating beat of the jungle and the slow grace of a Virginia waltz. In fact, it is a perfect combination of all known dance steps and everybody will be able to do at least a part of it on first sight or hearing.

**Auerhaan Leaves WNYC**

Joseph J. Auerhaan, who organized WNYC's bureau of public information and special events department in 1934, has resigned as publicity director of the station. Auerhaan has been associated with the newspaper and motion picture fields as well as radio. His future plans are unannounced.

**"Doll's House" on WQXR**

Next of the Ibsen dramas to be presented by the WPA radio division over WQXR will be "A Doll's House", being aired Tuesday at 9-10 p.m. Donald Macfarlane is the director, with Charles Crumpton handling production.

**Wedding Bells at WFBL**

Syracuse—WFBL now has a Mr. and Mrs. team on its payroll. Jack Curren, announcer and production man, and Thelma Jean McNeill, assistant program director, were married Aug. 2. Both will continue their radio work.

**Civil Service Campaign Uses Air Dramatizations**

Cleveland—A novel commercial promotion of a political campaign is the new program series, "Your Civil Servant", presented over WGAR, Cleveland, by Guild Productions, Cleveland radio producing agency. This weekly series of eight broadcasts begins tomorrow on behalf of the Civil Service Employees Ass'n as part of a campaign for votes in the September election on an amendment to give Civil Service employees a pension.  
 The program is a dramatization of exciting and hazardous incidents that happen on the jobs of city employees. Direct interview is combined with dramatization. The series is designed to demonstrate that city employees are trained and competent civil servants.

**CBS Declares Dividend**

A cash dividend of 40 cents a share on the present Class A and B stock was declared yesterday by CBS board of directors. Dividend is payable Sept. 10 to stock of record Aug. 27. Stock recently was split two for one.

**"Barn Dance" to State Fair**

Chicago—Entire cast of the Alka-Seltzer "National Barn Dance", numbering more than 100 performers, plus a half dozen or more production men and technicians, will go to Springfield on Aug. 15 for an outdoor broadcast at the Illinois State Fair. This will be third year that the show has been aired in its entirety from the fair grounds. Thunderstorm broke in middle of the performance, and five elephants uprooted their moorings and went on a rampage. The Barn Dancers had to broadcast the remainder of the program from beneath the platform in the center of fair grounds racing oval.

**Jeanne Cohen Takes Month Off**

Jeanne Cohen, head of the talent, play and script department of Artists Management Bureau Inc., which handles Paul Whiteman and a long list of radio, stage and screen talent, is taking a month's rest, spending the first two weeks at the Beth Israel Hospital in Stuyvesant Square.

**COMING and GOING**

HOWARD BARLOW, CBS symphony conductor, leaves Aug. 9 on vacation, with HANS KINDLER of the National Symphony Orchestra, Washington, and PAUL LEMAY of the Duluth Symphony pinching in for him.  
 MYRON KIRK leaves for Hollywood today.  
 PAUL WHITEMAN will fly from Fort Worth, Texas to New York to conduct the Gershwin Concert August 9. ROY BARGY will come along to play piano solos.  
 COLONEL JACK ALICOATE, publisher of RADIO DAILY, sailed yesterday on the Normandie for a month's sojourn abroad.  
 ARTHUR B. CHURCH, head of KMBC, Kansas City, left yesterday for home after another brief visit in New York.  
 LARRY GRAVES is vacationing at Old Orchard Beach, Me.  
 HARRY HERSHFELD leaves for Hollywood today where he will start work for MGM on Monday.  
 ANDRE KOSTELANETZ and LILY PONS have arrived in Hollywood.  
 J. C. STEIN, president of Music Corp. of America, arrives from Chicago today to attend the funeral services for Mrs. Eddy Duchin.  
 EDYTHE MELROSE of Street & Finney leaves Aug. 13 for Cleveland to appear at the Great Lakes Exposition, where she will emcee the "White Cross" radio show at the Expo auditorium.  
 MRS. LESTER LEE with her son, BILLY, and mother, MRS. ROSE BARNEY, arrived yesterday from a brief stay in Syracuse.  
 GEORGE ENGLS, NBC Artists Service head, left last night on his annual vacation.  
 D. CALDWELL DAVIS, editor of NBC's house organ, The Transmitter, leaves Saturday for Long Island and later to New Hampshire on vacation.  
 ROGER BOWER, chief of production at WOR, has returned to the station after three weeks at Beach Haven, N. J.  
 LOUISE WILCHER, WOR organist, has returned from a vacation at Virginia Beach.  
 JACK LAVIN is back in town after a seven-week rest and visit to folks in the West.

**WAGA Starts Schedule In New Atlanta Home**

Atlanta—WAGA, established here by Liberty Broadcasting Co., which previously maintained the station as WTFI in Athens, Ga., went on the air this week with a regular schedule, serving as the local NBC-Blue outlet. In modernistic air-conditioned quarters in the Western Union Bldg., the 1,000-watt station has a staff of 24 headed by Jesse M. Swicegood, formerly of WSB, the Atlanta Journal station.

**Opera from Salzburg on NBC**

The first act of Mozart's opera, "The Marriage of Figaro," with Ezio Pinza of the Metropolitan Opera as Figaro, will be heard in a special international broadcast from the Salzburg Festival in Austria on Aug. 11 at 2:05-2:40 p.m. over the NBC-Red network. The conductor will be Bruno Walter.

In the heart of Radioland—Hollywood's most modern transcription studios.  
**THE AEROGRAM CORP.**  
 "From script to disk"  
 1611 Cosmo St. Hollywood

## LOUIS VS. FARR BOUT IS SIGNED BY BUICK

(Continued from Page 1)  
handle the fight. It is fairly certain that Clem McCarthy will handle the blow-by-blow description, with another speller injecting highlights between rounds. Arthur Kudner is the agency.

## Science Series Fan Mail 75 Per Cent from Women

(Continued from Page 1)  
tion with this series has come from women.

The so-called aversion of the average listener to educational broadcasts is largely mythical, says George Asness, director of the series. He adds:

"We carefully avoid mentioning the word 'educational'. We simply set out to put on an entertaining program which portrays scientists as the everyday human beings they really are instead of the near-sighted, absent-minded freaks of popular fiction. We present the scientist as a hard-working, serious-minded person faced with the same problems that confront most people in their daily lives. We discovered much in the lives of these men and women that was exciting and entertaining to the public, who in turn discovered that they were being educated in spite of themselves, and liking it."

During the fifty-two weeks which "Pioneers of Science" has been on the air, thousands of letters, postcards and phone-calls have attested to its popularity.

Numerous educational institutions, science clubs, universities and college radio guilds have requested copies of the "Pioneers of Science" scripts for local use. One request came from the Department of Education in Porto Rico. In Delaware, the series is being presented over WDEL, Wilmington, by the Delaware Federal Theater Project.

### High Mass on WICC

Bridgeport, Conn.—Starting early in September, WICC will broadcast regular High Mass services on Sundays at 9-10 a.m. from St. Ann's Church. Arrangements were completed this week between Joseph Lopez, WICC supervisor, and Father John E. Riley of the Catholic church. It will be the first series of its kind in this state.

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

Greetings from Radio Daily  
August 5  
Malcolm Claire

## ★ Programs That Have Made History ★ No. 20—"Crosscuts from the Log o' the Day"

"CROSSCUTS from the Log o' the Day," the oldest program of its kind on the Pacific Coast, celebrated its 2,000th broadcast when it went on the air over a Pacific Coast NBC-Blue Network on Aug. 2 at 10 a.m., PST. This popular broadcast, which originates in San Francisco, is under the direction of Laurance L. Cross, who interweaves his friendly philosophy into a varied group of musical selections.

Evidence that "Crosscuts" is a favorite program among its listeners is the fact that more than 60,000 letters have been received by Dr. Cross in connection with the broadcast. Many of these letters come from far countries and unexpected places, including one from a writer who was sojourning below ground for 100 days in a coffin, and who heard the program and wrote his letter while he was performing his unusual feat. Other letters have come from Central American and European countries, and one missive arrived from Windhoeck, Southwest Africa, occupying a huge mail sack in solitary dignity.

The "props" used by Dr. Cross on his program have aroused much interest and response from his listeners. The saw which is a program cue has evoked no less than ten gifts of saws, ranging from a miniature gold one to be used as a watch fob to an eight-foot timber saw sent in by an enthusiastic woodsman. More than 100 bells have been supplied for the "collection" portion of the program, on which Dr. Cross reads letters from listeners.

Another feature which has created much interest on the "Crosscuts" program is the aviary which supplies a barely audible murmur of bird songs throughout the broadcast. More than 100 birds have been kept in the cages during the years "Crosscuts"

has been on the air, and some very rare specimens have made their appearance. A Japanese robin, a Brazilian Trupial, an Indian Thrush, and a South American Bugle Bird are among the unusual birds which have supplemented the usual collection of canaries and wild birds.

Dr. Cross has a large collection of negro stories, numbering more than 3,000. These are sent to him from all over America, particularly the deep South, where he was born. These stories are read when received, and then filed away by number so they can be drawn upon whenever needed.

The 2,000th anniversary program featured the Southern Harmony Four, negro quartet, in a group of spirituals including "These Bones Gwiner Rise," "Water Boy," "De Lord Is Walking," "Run Mary Run" and "Hammering Song." Saunders King, soloist, sang "Lazybones," "Last Round-up" and "Let Me Call You Sweetheart." The "Toreador Song" from "Carmen" was played by the old Music Box, and the Misery Fiddle group played "They Cut Down the Old Pine Tree," "Wreck of the Number 9" and "Down In Jungle Town." "Crosscuts" is on the air every week-day except Saturday.

## EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

(Continued from Page 1)

Time will be given the organization also by WMCA, WNYC and WOR for special airings.

In addition, 100 scripts will be sent to local stations all over the country weekly by World Peaceways. Scripts, consisting of an analysis and digest of peace news, are to be written and prepared by Dr. J. Max Weis, director of research.

## President Taking To Air In Court Change Fight

(Continued from Page 1)

Broadcast will be piped in to diners being held the same night all over the country by the Good Neighbor League.

Roosevelt's recent setback in his fight for a change in the constitution regarding the court brought a statement from the President that he intended to take his fight to the people. Opposing factions in the government believe that he will do so through the medium of radio.

## Transcription Accounts Continue to Disk Series

(Continued from Page 1)

New series of 13 follows on the heels of the original 24. Gunther Brewing Co., through Erwin, Wasey & Co., has additional disks for the series on WRC, Washington.

Reliance Manufacturing Co., through Mitchell-Faust Advertising Agency, Chicago, had 13 additional disks made for The Big Yank Roundup, which is heard on 22 outlets. Trans-American is handling the recording. Tangee Hollywood Reporter also has made additional recordings.

## Lehn-Fink Signs Spot For 3 Shows on CBS

(Continued from Page 1)

Follow the Moon serial and Dr. Dafeo, who resumes broadcasting on that date after a summer lay-off. Lennen & Mitchell is the agency.

# JOHN EBERSON

## STUDIO ARCHITECT

□

## ACOUSTIC CONSULTANT

**1560 BROADWAY  
NEW YORK CITY**

## ORCHESTRAS MUSIC

**NAT BRUSILOFF**, in his new post as musical director at WMCA, will be given a free reign to develop a new musical technique for radio. Brusiloff has had pet ideas on the subject for some time, but this will be his first opportunity to put the ideas into practice. Brusiloff has long disagreed with other musical technicians on the presentation of popular numbers. He contends that the flair for "swing," "jamming" and other mediums of individual stylists in music have entirely subdued melody beyond either "recognition or true interpretation of the composer's theme." "My idea," said Brusiloff, "is simple and fundamental. All I want to do is to play music as it's written. And that's something that just isn't being done in radio. You might call this idea of mine a 'back to the original' movement."

*Robert Emmet Dolan had a birthday on Tuesday.*

Sammy Kaye is being presented currently with his band in a three-quarter hour program of his "swing and sway" rhythms over WOR and the Mutual network every Sunday at 1:15-2 p.m. On each broadcast Kaye features the singing of Tommy Ryan and the Three Barons along with his unique orchestral arrangements of the popular tunes of the day.

Nick Stuart added five pieces to his seven-man band which he had at Reno and opened at the Mark Hopkins hotel, San Francisco for six weeks, when the Joaquin Grill ork deal didn't jell. Mutual-Don Lee airs him.

Roger Burke has opened in the Persian Room of the Sir Francis Drake Hotel, San Francisco, which was hurriedly readied. He will hold forth there till the 15th.

Leon Mojica and his dance orchestra returned to California's Orange network and KYA programs last night as they took their place once again at the El Patio Ballroom in San Francisco after an absence of several months. Mojica's band has been on tour and during its absence Tommy Tucker's Orchestra has been broadcasting over the Orange net. Mojica's band will be heard over the web again Saturday night.

Though Guy Lombardo first included "That Old Feeling" from "Vogues of 1938" in his program only two weeks ago, the melody will lead in popularity Guy's "Favorite Five" list of musical selections next Sunday. The band leader considers the sudden success of "That Old Feeling" one of the most surprising in his entire 1937 series. Other songs in the "Favorite Five" include these old standbys: "Where Are You," "Blue Hawaii," "Me, Myself and I," and "Stardust."



● ● ● Cartoonist Feg Murray will be featured on the Ozzie Nelson fall show for Robert Ripley's old sponsor... Philco will sponsor "Master Detective Stories" via MBS starting Sept. 7... Lanny Ross does a "Hit Parade" shot this month... George Jessel will break in his air voice for his Mutual series via a shot on the Fall Al Jolson show... Walter O'Keefe, who no longer has Harry Conn scripting, was presented with "Anthony" weighing seven pounds at the Le Roy Hospital yesterday... Ronald Graham left the Johnny Green-Packard show to sing in "Virginia"... What was Mickey Alpert doing at Ruthrauff & Ryan yesterday?... Frances Langford will wed Ken Dolan... Dick Powell pays out 75 cents of every dollar he earns to the government in taxation... Dick Humber has Studebaker to put him on the air again—but there's no time available until Jan... Carolyn Marsh auditioned for Young & Rubicam... Joe "No-blood" Santley becomes professional manager for Mills Music on Monday... Lou Breese will alternate with Russ Morgan at the French Casino... Shuberts want Estelle Taylor for the "Follies"... Lido in Larchmont has had five bands in four weeks... Vincent Travers wired Murray Baker last week: "Remember Murray—Tomorrow Is Another Day."

● ● ● Thirty members of the studio staff of WXYZ, Detroit, are starting the second week of a golf tournament... The only qualifications are employment at the station and a 50 cent fee... At the present standing Carl Gensel, announcer; Don Djerkiss, baritone, and his brother, Shields, sound technician, are heavy favorites to win the medal score... Jessica Dragonette has been selected by the Wall Paper Institute as the inspiration for a new form of wall decorations especially designed for radio and music lovers... NBC auditioned the most unusual collection of personalities yesterday, with the press invited. Those auditioned were: Isabell Hallin, the x-school teacher of Saugus, Mass.; Mrs. Stella Crater, wife of the missing judge; James A. Bailey, 86, motorman of the original Toonerville Trolley; Rep. Dickstein, Dorothy Kilgallen, girl reporter, and Jacob S. Coxe, leader of the historic "Coxey's Army."

● ● ● Harry Hershfield has been signed by M-G-M as a writer... Tony Wons' Vicks show which starts Oct. 4 will come from New York... Joan Merrill, MBSinger, auditioned for "New Faces"... Jerry Kruger, song individualist, stars on the Benny Davis show Sunday... Jerry Blaine with "Streamliners" are set for Brighton Beach... Larry Daniels is thinking about the fur business... Ralph Hitz will spend \$112,000 to renovate the Belmont Plaza's room a la "Glass Hat" at the Congress in Chi... Eddie Heyman will write lyrics to Robert Dolan's theme music... Arthur Boran is booked for the Great Lakes Exposition... Jack Robbins wagered \$1000 with Johnny O'Connor that "Broadway Melody" or "You Can't Have Everything" will outgross "Varsity Show"... Frances Hunt and Lou Bring (who have been married for two years in a hushed manner) are sending out the following announcements on the back of their photo: "We finally decided to make it legal!"

● ● ● Sam Howard, acrobatic star, took over the WJAY swimming lessons airing from Cleveland's Aquacade when Floyd Zimmerman, who started the series, was stricken with acute appendicitis and rushed to the Fairview Hospital before the show. En route to the hospital he gave the attendant the address of Mendel Jones, WHK-WJAY program director, asking to get Sam Howard because "I won't be able to do this for a couple of weeks."

## PROMOTION

### WMCA's Inventors' Institute

An organization has been formed to provide financial assistance to meritorious inventions introduced on "Your Invention" program conducted by Sam Hammer on WMCA. Known as "The Inventors' Institute" and comprising a board of bankers, industrialists and engineers, the Institute has already capitalized two inventions recently presented on the air. These are: a light magnifier invented by R. I. Johns, which steps up the intensity of ordinary electric bulbs some 50 per cent and a novelty toy invented by Jeannette French.

Members of the Institute, which was formed by Hammer to supply capital, manufacturing and sales facilities to inventors unable to obtain this assistance, include C. S. Frizzell, a Wall Street investment banker; Sidney Harman, an industrialist; Major H. C. S. Thompson, international financial expert representing both English and American bankers and H. R. VanDevanter, a patent engineering expert.

The program in which inventors and their inventions are presented weekly on the radio is heard regularly on WMCA on Friday nights at 8:30-9 p.m.

### Grain Belt Prosperity

Furgason & Aston Inc., station reps, are sending out a full page reproduction from the Aug. 2 issue of Life which shows a picture of a wheat farmer driving in with a hayrack full of wheat bundles. Legend at the bottom gives statistics on the huge harvest and "the \$1,000,000,000 worth of edible wealth," etc.

Superimposed across the left hand corner, on the offset process reproduction, is a memo which thanks Life for telling the story and three F. & A. stations in the wheat belt are listed, plus the primary populations. Outlets are KFYR, Bismarck, N. D.; KFRU, Columbia, Mo.; and KMMJ, Clay Center, Neb.

### WSYR Drama Unit on Tour

Syracuse—WSYR has organized a road show which will play engagements throughout its service area as a promotional stunt. First appearance of the show, which is directed by Fred Jeske, was at the Phoenix, N. Y., Old Home Days. Staff artists are featured and the show closes with an old-time melodrama, first played behind curtains and heard over a public address system, then repeated on the open stage so that the audience may see how a play is actually produced in the studios. Ed Robinson is advance man and publicity agent.

### WOAI Knight Kappers

Steve Wilhelm, radio director of the Payne Advertising Agency, San Antonio, is producing the new "Knight Kappers" show over WOAI under sponsorship of Knight Kap Inc.

# ☆ Program Reviews ☆

## "Stringtime"

Jack Meakin, who puts on the satirical "Bughouse Rhythm" over the NBC-Red network from San Francisco, has a different but equally enjoyable program in this "Stringtime" half-hour heard Tuesdays at 6-6:30 p.m. EDST over the NBC-Blue network—being picked up in the east over WJZ just after the brief 6 p.m. news period.

In contrast to the travestied handling of musical pieces and the slyly humorous commenting employed on "Bughouse Rhythm," the "Stringtime" program goes in for straight musical rendition, except that the orchestral setup is confined to string instruments, piano and celeste, and popular numbers form the basis of the broadcast.

Meakin has a gift for both concert and swing arrangement, and the new program is a generally rhythmic and soothing affair, giving new interpretation and putting fresh enjoyment into such numbers as "Honeysuckle Rose," "Blue Skies," "Did I Remember," "There's a Lull in My Life," "They Cant Take That Away from Me," "All God's Chillun Got Rhythm" and other pieces.

## "Fur Trappers" (WEEL)

A new voice made its bow to Boston airwaves Tuesday night and it is one of the best this reviewer has had the pleasure to hear. Boston is certainly only a stop-off for her. She is Eleanor Steber and was introduced on the new I. J. Fox show over WEEL. Returning with its new fall series, Fox retained the Fur Trapper setting using Josh and his north woods dialect as emcee.

Miss Steber sang one operetta type solo and joined Frank Sherry, tenor, in a duet. She has a full, rich soprano voice with plenty of range. When she reaches for a high one she hits it squarely on the head. This is her first radio appearance although she has sung with the Chicago Civic opera and in concert.

Other highlights of the half-hour show were Rakov and his orchestra, who turn out tunes in a very pleasing way, and The Rhythm Boys, quartet, who work well together. Another newcomer introduced was Bob Allen.

## "Wake Up and Live"

Substituting for Dr. Victor M. Lindlahr, who is on vacation, Norman Brokenshire yesterday took over the mike in behalf of the Journal of Living in the 12-12:30 noontime spot over WOR, WAAB and WEAN on a Monday-Wednesday-Friday basis.

Instead of giving an almost continuous sales talk on health, Brokenshire mixed philosophy, poetry, music, singing and an intimate style of chatter, all blending together very nicely into what seems like a warm-hearted visit by comparison with

Lindlahr's almost metallic monologue.

A feminine vocalist with a pleasing delivery sang a few popular numbers, including "Wake Up and Live" and "I'm Bubbling Over."

## Ben Alexander

In a quarter-hour of chatter designated "Not for Ladies," originating in Hollywood and aired Wednesdays at 5-5:15 p.m. EDST over the NBC-Red network, Ben Alexander indulges in rambling comment about a variety of things, apparently picked at random. If genuinely intended only for the men, the program misses the mark, for much of the talk, though about male film stars, is equally of interest to the femmes.

Program is a little too loose and lacking in objective to grip attention. It lacks point and punch, or what might be called "editorial policy." As a talker, Alexander has a pleasing style, but it takes something better than the routine movie fan magazine chit-chat to make a good radio program.

## Richard Brooks

A refreshing touch was given by Richard Brooks to his WNEW news comment period at 5:45-6 p.m. yesterday by the prefacing of each item with a "caption," like a newspaper headlines its stories. By reading the caption with a different voice inflection, it produced a nice effect, breaking the monotony of a continuous spiel delivered in one key. Brooks generally is doing a swell job of commenting.

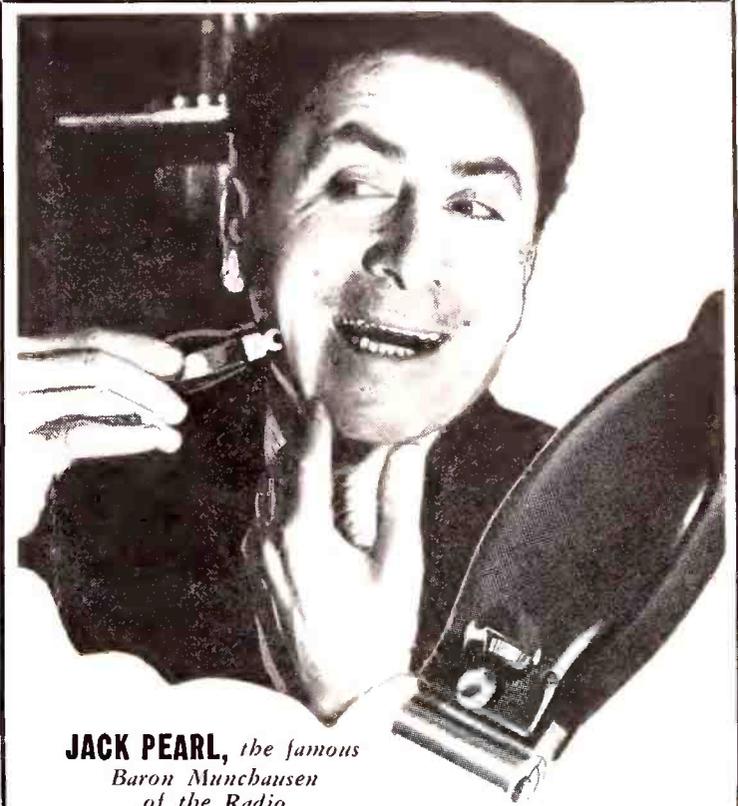
## Briefly

Fran Allison, recently brought to Chicago from farther west to take part in the NBC-Blue network's daily "Breakfast Club" and also to fill a 15-minute period of vocals on her own, is catching on very nicely. Good voice and nice mike manner.

Raoul Nadeau, whose baritone voice graces many a spot on WOR-Mutual, was an excellent singer when these ears first heard him, and he's been getting better all the time. There's always a satisfying quota of he-man singing when he's on the air.

"Command Performance", originating at KYW, Philadelphia, and caught in New York over WEA-F-NBC-Red on Tuesday, is a bright batch of musical entertainment, with pleasing vocals as well as good orchestra work.

Those "Spy Stories" put on by the radio division of the WPA Federal Theater over WINS under supervision of Vernon Radcliffe maintain a commendable consistency both as to production efficiency and entertainment value. Next Tuesday night's episode, "Dog Cart Delivery", will employ a cast of 25, which gives you an idea.



**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 forevermore. 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

# AFM's Revised Radio and ET Demands

Following are the revised memorandums embracing the demands of the American Federation of Musicians as submitted to radio stations and phonograph and electrical transcription manufacturers, all of whom have been given until Sept. 16 to work out the situation:

## RADIO

1. No records or electrical transcriptions to be used at any stations unless the number of musicians satisfactory to American Federation of Musicians is employed at same.

2. To have musicians employed at radio stations or to have a station use records or ET's of musicians belonging to AFM, such stations must be licensed by the Federation.

3. Radio stations may make records or ET's for audition purposes or for their own record but such records or ET's must not be commercially used. Furthermore, radio stations desiring to manufacture records or ET's must agree to the same rules and regulations as to recording companies or companies manufacturing ET's and be licensed by the Federation.

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 or ET's but does not employ musicians.

5. 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 companies and the Federation.

6. Members of the Federation can only play for the manufacture of records or ET's if the company, firm corporation or individual making same is licensed by AFM.

7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.

8. Records can only be used at radio stations if same employ a number of musicians satisfactory to AFM.

9. All contracts with radio stations made with members of AFM must be under the conditions agreed upon between corporations making records and such as make ET's.

10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same. Furthermore, each program of a broadcast published or caused to be published in a newspaper or trade publication shall indicate clearly those portions of the program which are broadcast from ET's or records.

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. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program

to be put on the air on the same day but AFM must immediately be advised that such has been done and the record of such transcription must be sent to the AFM to be destroyed.

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 AFM 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 AFM, the president of the Federation or any authority designated for that purpose by the Federation. Furthermore, the contracts must contain all stipulations under which members of AFM can make records or render services for radio corporations, stations or networks.

## RECORDS AND ET's

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.

2. There is no objection against recordings for home use or in their use for any purpose outside of the U. S. and Canada. However, records may be used in music machines such as are commonly found in candy stores, railroad stations, billiard parlors, etc. They cannot be used in places where otherwise musicians could be employed or where it has the tendency to destroy employment opportunities of musicians.

Manufacturers of phonograph records or ET's may make such for audition purposes or for their own record, but such phonograph records or ET's must not be commercially used, and the AFM must be advised

in each instance when made as is the case with other records.

3. Members of AFM will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

If recording companies are requested by a sponsor to make recordings for which the sponsor furnishes his own musicians, then such recording companies obligate themselves to do so only on condition that it be done in accordance with their own understanding with AFM, the recordings are only to be used where members of AFM are employed.

Industrial recordings are permitted only on condition that they are not to be used as public recordings but are used solely for the purpose of acquainting with their contents the employes of the industry for which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at any place or at any time to which the general public is invited.

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.

5. The dubbing or re-recording of records will not be agreed to by the Federation. However, manufacturers may submit to AFM cases wherein, in their opinion, exceptions should be made, with the understanding that the decision of the Federation shall be final.

6. Members of AFM will only make records under contracts containing these stipulations.

7. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an

employer where it has the tendency to destroy employment opportunities or the developing of such.

8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured from AFM.

Recording companies agree to furnish AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation is so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised. This also includes industrial recordings.

Manufacturers of recordings when making report to AFM of recordings made by them, must also send copy of the script of the recordings so that AFM may at all times be advised of what these recordings contain.

Manufacturers of recordings shall at all times, when a request is made upon them by the Federation, to furnish to the Federation a copy of any record made by them inclusive of those pressed in Canada.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render any services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by AFM, the license to contain the stipulations under which members of the Federation will make records.

14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of AFM can members play for an employer in contradiction of any of the above rules.

16. All contracts to be valid must be approved by the international executive board of AFM, the president or any authority designated for that purpose of the Federation.

## INDIANAPOLIS

WIRE has added another NBC-Red network program to its schedule, the "Kraft Music Hall."

Gilbert Forbes, WFBM newscaster, is airing the station's new Midnight Dance Revue, from 12 midnight Saturday until 1 a.m. Sunday.

WFBM has a complicated system of electric clocks on all studio doors now, since a persistent lad tried to sell a newscaster a magazine while the newscaster was on the air with an open mike.

George Engelter, WIRE traffic manager, has resigned. He is succeeded by Medford Maxwell, former general manager WCLS Joliet, Ill.

## SAN FRANCISCO

"Ma Perkins," Procter & Gamble (Oxydol) live talent show on KPO, went on KGO via transcriptions Monday.

NBC won't handle the Mark Hopkins Hotel dance remotes. Mutual-Don Lee will.

At KYA, Oakland studios: A new Oakland Chamber of Commerce show will be aired every Sunday at 5:45 p.m. presenting the business man who did the most during the past-week to aid in the progress of Oakland... Les Allen doing regular staff announcing.

Paul Pendarvis, new Palace Hotel ork leader, treated the boys of the press royally at that hostelry Tuesday, August 3.

**NEW BUSINESS**

Signed by Stations

**WOR, Newark**

Parker Watch Co., "Sunday Morning Quarterback" featuring Benny Friedman, former Michigan University all-American star and now coach at City College of New York, Sundays at 11:30-11:45 a.m. starting Sept. 12. Program also fed to WGN, Chicago; Weston Biscuit Co., musical program, 52 weeks starting Sept. 26, through Radio Advertising Associates.

**WHN, New York**

Reliance Manufacturing Co., Chicago, six periods weekly, through Mitchell-Faust Adv'g Co.; Axton-Fisher Tobacco Co. (Twenty Grand cigarets), six announcements weekly for 13 weeks, through McCann-Erickson agency.

**KSL, Salt Lake City**

Best Foods Mayonnaise, spots; International Harvester Co., spots; Sears-Roebuck & Co., adds Friday evening to newscasts, making seven weekly.

**Shelton Joins WOR in Chi**

Chicago—The WOR office here has added John B. Shelton, formerly a member of the sales staff of WBBM, to its personnel. WOR office is under the supervision of Robert Barrett.

**Lucy Monroe with Iturbi**

Lucy Monroe, who on Saturday and Sunday appeared in two concerts with the Philadelphia Orchestra, has been re-engaged to sing in a special concert of American music to be presented by the Philadelphia Orchestra at Robin Hood Dell on Monday under the baton of Jose Iturbi. The program, devoted entirely to the music of American composers, will feature the late George Gershwin's "Rhapsody in Blue," with Jose Iturbi at the piano. The NBC-Blue network will air the concert at 9:30-10:30 p.m.

Tuesday and Wednesday, Miss Monroe will sing Musetta, the role in which she made her Metropolitan debut, in the Philadelphia Orchestra's two performances of "La Boheme," with Alexander Smallens conducting.

**Workshop in "Last Citation"**

"The Last Citation," by John Whedon, will be presented Sunday by the Columbia Workshop over CBS at 7-7:30 p.m. Irving Reis will direct the radio play, which deals with a war lord in Heaven.

**GUEST-ING**

WENDY BARRIE, on Chase & Sanborn Hour, Aug. 8 (NBC-Red, 8 p.m.).

ALICE BRADY, in scene from "Mourning Becomes Electra," on Chase & Sanborn Hour, Aug. 15 (NBC-Red, 8 p.m.).

**WMCA Scoop**

WMCA scored a news scoop yesterday on the appointment of Mike Jacobs to take control of boxing activities at Madison Square Garden. The story was flashed by Dick Fishell on his 6:30 p.m. period over WMCA, scooping not only the newspaper and radio field, but even Mike Jacobs himself.

**Tremayne Says Serials Dragged Out Too Long**

(Continued from Page 1)

sider that the average daily script runs about 2,500 words; five days a week makes 12,500 words. Carrying the problem in simple arithmetic to its conclusion you find that in five years the writer of such a show turns out three and a quarter millions of words on one subject, one limited group of characters; a total that makes 'Gone With The Wind' look like a vest pocket edition of the 'Rubaiyat'.

"No story can hold up, maintain its dramatic power over a stretch like that. The story of creation was told in about six hundred words, if I remember rightly. The writer is forced to drag in endless minutiae and trivia in order to keep the thing going. And such inconsequential details spell the death of drama which must concern itself only with essentials. When one of these shows begins to bog down as they all inevitably do the sponsoring agency hires a new writer to try to pump new life into a corpse that has been bled dry. But the show never regains the spontaneity, the spark that made it go. And then there follows a succession of new writers and sometimes new directors, for the latter are often blamed for the situation.

"The fault really lies with the sponsors. Having got a successful show, they don't want to let it drop, which is understandable enough. But it seems to me that there are ways to remedy this condition and provide more and better entertainment for the listeners. One perfectly feasible plan would be for the sponsor to have a stock company and give a new show at regular intervals of, say, every 13 weeks. The problem of finding material for such a series of shows shouldn't prove insoluble. There are thousands of novels that fulfill all the requirements for presentation on the air that could be dramatized and given in installments in this way. And certainly if one of these shows was successful the listeners would be eager for the next one to begin. It works that way on the one-a-week shows like 'First Nighter' so why wouldn't the same thing hold true of the five-a-week program? Such a plan of operation, I'm convinced, would make for a higher standard of work with everybody concerned, writers, directors and actors and would sell more merchandise for the sponsors."

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WIP**

Philadelphia, Pa.

"... I think RADIO DAILY is swell. Keep up the good work."

*Murray Arnold*

Director of Public Relations.

**RUBINOFF ORCHESTRAS**

New York City

"... Herewith is an additional subscription to your valuable publication, so that both of our offices will be fully informed of all that is new in this business."

*Phil Rubinoff*

Manager.

**H. A. RIPLEY**

Eau Claire, Wisconsin

"... RADIO DAILY is a grand little paper and its terseness and common-senseness strongly appeal to me."

*H. A. Ripley*

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.



TRANSCRIPTION recorders, libraries and program producers here are waiting with bated breath the final outcome of the apparent impasse caused by the A.F. of M. ultimatum governing recorded music. Two or three local concerns have several thousand dollars tied up in "libraries" waxed by union musicians at the prevailing scale upon which they have not yet recovered the initial cost of the master record. The only bright side to the picture is that there should be a bull market in radio dramatic talent for disked dramas and an influx of business for everyone interested in that branch of the transcription field.

Captain J. M. de Beaufort, actually M. le Conte de Beaufort, will relate his personal experiences as a British Intelligence officer during the war over KMTR, Wednesdays at 7:45 p.m., with Frank Ellissen doing the quizzing.

Members of recently organized Radio Equity, together with scores of non-members actively employed in radio, held a meeting at the El Capitan Theater Tuesday night, presided over by Norman Fields, with discussion almost solely centered on present "Four A's" situation.

Gertrude Berg guested on George Jay's KEHE "Listen Ladies" yesterday.

Patti Chapin has been re-signed for long term with Columbia Artists Inc. In addition to being heard on CBS "Song Time," she has her own twice-weekly program.

Shirley Lloyd, vocalist with Ozzie Nelson, has been signed by Columbia Pictures. Will come to the Coast with Nelson on Oct. 1, at which time the bandsman and his crew also have a picture chore to do.

### L. D. Barnhart Joins NBC

Toledo—L. D. Barnhart, drama director at University of Toledo, has resigned to join NBC as a member of the production staff.

## ONE MINUTE INTERVIEW

### B. CHARLES-DEAN

"America with its more up-to-date methods, its keener attention to the many demands of showmanship, and its far greater knowledge of the requirements of commercial radio, is equipped and fitted to produce far better programs of local appeal than England and Australia. While bearing in mind the demand for the English inflection of speech in certain cases, there is a greater variety of more suitable radio talent available here."

## ☆ Coast-to-Coast ☆

PAT BARNES, who is featured on his own program titled "Opera House," will add two new names to his cast of performers to be heard over WOR and the Mutual network today at 9:30-10 p.m. Jay Dennis and his Blue-Belles, singing group, and Alan Roberts, tenor, join the merry "Barnstormers" in the old "Opry House" this week and will be presented regularly thereafter. Barbara Lamarr, contralto, who is one of the original members of Pat Barnes' cast, will continue to be heard. Barnes will dust another of the old ones off when he offers his interpretation of the monologue, "My Rosa," by George Beban. The "Barnstormers" will present in very dramatic fashion a sketch concerning millionaire racketeers.

*Dr. Charles M. Courboin, noted Belgian organist who is featured over Mutual network, gave a brief recital the other day on the new studio organ at WSYR, Syracuse.*

The Haverback Sisters, Bernice and Helen, who started two years ago over the Connecticut Broadcasting System and WNBC, New Britain, Conn., have signed with NBC for the month of August.

*Vacation notes from WNBC, New Britain: Rogers Holt, chief engineer, relaxing in Maine; Crean Patterson, announcer, touring along Connecticut shores; Larry Edwardson, commercial manager, on Cape Cod; Hal Goodwin, program director, seeing America by motor with the missus; Milt Berkowitz, news editor, putting his vacash off till the fall so he can attend the World Series.*

Cuyahoga Valley Broadcasting Co., Cleveland, has been incorporated by Paul E. O'Reilly, Thomas M. Kennedy and W. I. Booth.

*Elise Weltersbach Menn, before sailing for a vacation (and concert appearance) in Germany, makes a "farewell" broadcast over WICC, Bridgeport, in late August.*

Vacation comments from Frank McLatchy, account executive at KSL, Salt Lake City, indicate a 40-pound catch of fish.

*Dick Evans, KSL technician, is vacationing a la postman on a holiday, by assisting at the Salt Flats broadcast of Ab Jenkins' speed runs.*

WPSD, Toledo, has added another time to its daily schedule of news broadcasts. The new spot, with Joe Rockhold at the mike, is 1:30 p.m. each weekday afternoon.

*Marion Talley is recuperating at the Monte Sano Hospital on the coast after a sudden appendicitis*

*operation. The NBC soprano plans to rest up completely before vacationing at her Kansas City home. She will return to the NBC airwaves to resume her Sunday afternoon broadcasts in September.*

Jules Blair of WSPD, Toledo, is emcee at the community sings being held every Sunday evening at Toledo Zoological park. He is also emcee at concerts given by the Federation of Musicians and the Stage Employees' union in cooperation with the Toledo Zoological Society.

*Mildred Brunelle, conductor of the Cooking Forum over WSPR, Springfield, Mass., is back from a month in Boston.*

Irma Serra, diminutive song stylist, who airs over WSPR, Springfield, Mass., will sing from the stage of the Paramount theater in that city, starting today. She will be accompanied by Arthur Martel at the giant organ.

*"The Prince of Pilsen" will be presented in radio form by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater program on Aug. 11 over CBS at 9:30-10 p.m.*

WBT, Charlotte: Sales Manager Dewey Long and Mrs. Long are sunning at Myrtle Beach, S. C.... Ditto Marie Davenport, organist of the "Philco Melodies"... H. H. Holtschouser, auditor, is in Birmingham for a few days... Wilbur Edwards, announcer, has been shifted to the sales department as aide to Dewey Long on local accounts... Reginald Allen, Esso newscaster, is taking flying lessons.

WXYZ, Detroit: John Slagle takes over Harry Golder's job as chef on the "Sunrise Breakfast Club" when Golder starts vacation Sunday... Eduard Werner will have Martha Raye as guest on his "Michigan Theater Hour" Sunday... Lynne C. Smeby, supervising engineer of King-Trendle Broadcasting Corp., owners of WXYZ, marries Evelyn True, daughter of Harold True, veteran news commentator over this station, on Aug. 28 in Cleveland.

WSPD, Toledo: Harold Betts, "The Romantic Bachelor," has taken a leave of absence to make some personal appearances, etc., in New York... Jane Elizabeth Elliott, former commentator, was married recently in Huntington, W. Va.

As a dedication to the Catholic Youth Crusade, the "Ave Maria Hour" will present a dramatization of the life of Blessed Theophane Venerand over WMCA next Sunday at 6:30 p.m. A French martyred mis-



BILL THOMPSON, NBC comic, showed up at the Merchandise Mart studios the other day in sports clothes and with field glasses and a racing form. Reporting to Production Director Arch Scott, Bill was greeted by a big laugh, whereupon Thompson explained he had been told to report for an Arlington race track broadcast and thought he had better come prepared. What he wasn't told was that the broadcast was to be merely a studio fill-in between races. Lee Francis, WBBM staff organist, leaves Aug. 10 for a three-week vacation in California.

Cinematress Ann Sothern, wife of Bandleader Roger Pryor, will be on hand when Hubby Roger's band opens Friday at the Edgewater Beach Hotel.

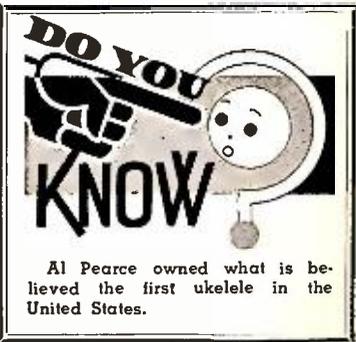
Another Hollywood movie wife who won't be in Chicago this weekend for a reunion with her radio hubby is Mabel Todd, wife of Morey Amsterdam, emcee of the NBC Night Club program. Miss Todd's plans for a visit here were disrupted when Warner Bros. ordered her to begin work on another picture as soon as "Varsity Show" has been given finishing touches this week.

Rudy Vallee will air his Aug. 26 program from local NBC studios. Art Van Harvey, the Vic of "Vic and Sade," sprained an ankle in a fall last week at his home.

Frederick Wilhelm "Bud" Van Dover, the Tom of the WGN harmony trio, Tom. Dick and Harry, was married last Saturday at Crown Point, Ind., to Marge De Werth, Chicago dancer.

sionary, Blessed Theophane was beatified in 1909. The musical background for the drama will be supplied by Alfredo Antonini, musical director of the "Ave Maria Hour." Charles LaTorre is staging the programs, besides playing a principal role.

Mary O'Rear, who formerly sang with Amos Ostott's orchestra, is the newest sustaining artist at WOWO-WGL, Fort Wayne, Ind.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 26

NEW YORK, N. Y., FRIDAY, AUGUST 6, 1937

FIVE CENTS

# Ascap-AFM Tieup is Off

## STEWART-WARNER BUDGET BEING HIKED NATIONALLY

Chicago—Stewart-Warner Corp., at its convention yesterday, revealed that an increased advertising budget will be used nationally instead of locally as previously announced. An official of the corporation stated that radio will hold an important place in the new advertising operations. At present the concern sponsors a Monday night program over 39 CBS stations at 8-8:30 p.m., with a repeat for the west coast aired over eight stations at midnight. Additional radio activities will be announced at a later date.

## "Radio Language" Idea To Be Tested by WMCA

A "radio language," conceived by Carlo Spatari, a musician, specifically for broadcasting purposes, and which is said to be without grammar or idiom and capable of being understood in all civilized tongues without prolonged study, will be introduced (Continued on Page 3)

## Appropriation Is Asked For Havana Conference

Washington Bureau, RADIO DAILY Washington—Congressman Sam D. McReynolds, chairman of the House Committee on Foreign Affairs, has introduced a bill calling for an appropriation of \$15,000 to cover expenses of U. S. representation at the (Continued on Page 2)

## Coughlin Returning

Chicago—WJJD will again carry Father Charles E. Coughlin's Sunday radio talks, starting the latter part of October.

## Freak

Chicago—NBC's new mobile unit here attracts so much attention among garage employees that the garage company has asked M. W. Rife, division supervisor of NBC field engineers, to have the sedan serviced elsewhere. He said the hired help, instead of tending to work, is always examining the special equipment of the NBC car.

## Juve Critic

Hartford, Conn. — Harvey Olsen, who does the Shoppers' Special Program on WDRG, also secretly doubles as a comic called Henry on the same program. One day while Henry was doing his stuff on the air, with Mrs. Olsen and their four-year-old son listening in, Mrs. O. asked sonny how he liked the funny man on dad's program. "That isn't a funny man," piped the kid, "that's daddy!"

## RADIO UNION SELECTS A PRELIMINARY BOARD

Preliminary board of the newly formed American Federation of Radio Artists was selected yesterday and the completed list forwarded for ratification to the respective organizations represented. These latter are Actors Equity, Screen Actors Guild, American Federation of Actors and American Guild of Musical Artists. The 40 members of the board will, of course, be made up of members of the foregoing organizations. This (Continued on Page 2)

## "Passing Parade" Switch Is Set to Start Sept. 12

Duart Sales Co., sponsors of "Passing Parade," will switch its program from the NBC-Red network to a Mutual hook-up and a Sunday spot effective Sept. 12. Show, which is now heard Mondays at 7:45-8 p.m. (Continued on Page 3)

## 158 Fall Football Games Set by Atlantic Refining

## Kellogg "Singing Lady" Will Use Two Networks

Kellogg Co. yesterday has set a new series of programs starring Irene Wicker, the "Singing Lady," to start over the Mutual network on Oct. 3. This series, which will be heard over WOR, WGN and WLW at 5-5:30 p.m. every Sunday, is in addition to the broadcasts Miss Wicker (Continued on Page 2)

## Proposed Affiliation of Music Society and Union Not Expected to Take Place—Mutual Understanding Likely

## MUTUAL GROSS BILLINGS DECREASED LAST MONTH

Gross billings of Mutual Broadcasting System for July totaled \$84,361.65, representing a slight decrease from the gross revenue of the web for the same period a year ago. Cumulative total for the first seven months of 1937, however, shows an increase of 9.2 per cent over the same period in 1936. Total to Aug. 1 of this year is \$1,100,381.

## Knight Kap Corp. Plans Nationwide Campaign

San Antonio—Knight Kap Corp. (hanger preventative), which recently placed "Knight Kappers" on WOAI here, will start the program over the Texas Quality Network on Aug. 15, with a nationwide campaign to follow. Payne Advertising Co. of this city is handling the account, with Steve Wilhelm in charge of the show.

## Penner Resumes Oct. 3

Joe Penner, now on vacation, resumes his R. B. Davis Co. (Cocomalt) program over 45 CBS stations on Oct. 3, at 6-6:30 p.m. Sundays. Ruthrauff & Ryan is the agency.

Although no official decision has been made by Ascap relative to its proposed union labor tie-up, indications are that no formal affiliation with the AFM will take place. While a community of interests is conceded, it is expected that eventually Ascap will have an understanding with the AFM whereby they will cooperate for mutual benefit on legislative and political matters.

Poll of key Ascap members as well as some members of the board reveals the conservative element preferring a working agreement with the AFM, since it appears that the society officials have already shown strength in this direction. Psychology of having some of the AFM executive board meetings held in the Ascap board room is believed to have had its effect in perhaps holding off drastic state legislation moves by radio, or at least has acted as a standoff or deterrent. A formal affiliation with the AFM and a charter for Ascap would further put a weapon in the hands of the music publishers and writers, but the presumption in inside circles appears to be a give and take proposition: Ascap being willing to lay off the AFM if certain broad- (Continued on Page 3)

## Commentator Magazine Set to Start Sept. 19

Commentator Magazine has set its spot on Mutual and will start Sept. 19 in a Sunday series at 10-10:30 p.m. Cecil, Warwick & Legler is the agency.

## Familiarity

Chicago—Jimmy Dudley, sportscaster, who conducts the "Dugout Dope" from the baseball parks for airing over WIND, is seriously thinking of changing the name of his program.

The reason for this contemplated action is well justified.

The other day he received a letter from a fan who addressed him: "Dear Dugout Dope".

(Continued on Page 3)



Vol. 2, No. 26 Fri., Aug. 6, 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. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor.

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, Aug. 5)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, 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.

Appropriation Is Asked For Havana Conference

(Continued from Page 1) Inter-American Radio Conference which convenes Nov. 1 in Havana. The McReynolds bill was introduced following a formal request to Congress by President Roosevelt.

GUEST-ING

DOC ROCKWELL, RED SKELTON, comedian and emcee, and RAMON NOVARRO, screen star, on Rudy Vallee's program, Aug. 12 (NBC-Red, 8 p.m.).

FRANK GRAHAM, New York Sun sports columnist, interviewed by Dick Fishell, Aug. 9 (WMCA, 6:30 p.m.).

MOLLY PICON, on Professional Hour, tonight (WMCA, 9:30 p.m.).

CAB CALLOWAY, on Stardust Revue, Sunday (WOR, 6 p.m.).

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

Healthy Competition

WRBL, Columbus, and WATL, Atlanta, both of Georgia and under J. W. Woodruff Sr. ownership, are engaged in a new form of competition—and do the station personnel love it! Two weeks ago WATL employees received a bonus, and now WRBL has been given word through Manager Jim Woodruff Jr. that the staff is to receive semi-annual bonus checks ranging from \$50 to \$15 in relation to pro rated weekly salary and length of service. WRBL now claims it's up to WATL to make the next move in this pleasant competitive merry-go-round.

'How to be Charming' Moving to Hollywood

'How to be Charming', Sterling Products' three-times-weekly advice to femme fans conducted by Beatrice Mabie under the nom de air of Madame de Sylvia, moves to Hollywood with Sept. 29 airing. Over NBC on Monday, Wednesday and Friday but definite niche not set.

Transradio Signs WHO

Transradio News Service has signed a long-term contract with station WHO, Des Moines. Outlet, managed by Joe Maland, will receive leased teletype trunk line service recently extended through Central Iowa by Transradio.

WHO is the third 50,000-watter signed by Transradio in past six weeks, other two being WLS and WCAU.

Starts Secretarial Service

Adele M. Purcell, former secretary of the NBC Artists Service, has gone in business on her own with the formation of Secretarial Services for Radio Artists, located at 48 West 48th St. The new firm will provide complete secretarial service, handling business and personal correspondence, telephone calls, arranging appointments, doing promotion work, clearing programs for broadcasts, obtaining recordings at cost, shopping and messenger service and issuing monthly news bulletins to newspapers.

Del Casino's CBS Buildup

Del Casino, Columbia's newest tenor star, begins a series of thrice-weekly sustaining programs on WABC within a fortnight. In a buildup along the lines employed for Bing Crosby and the late Russ Columbo, Casino will be heard at 10:30 p.m., a time regarded as "radio's romantic period." Meanwhile, he will continue as the singing star of the Friday night "Rippling Rhythm" show on WJZ.

Evans on Vacation—With Radio

Spartanburg, S. C. — Virgil Evans, owner of WSPA, having earned a good rest after working day and night to complete the station's new studios, hied himself away to Hendersonville, N. C. Like a postman on his day off, he took a radio along.

Clyde Burke on WMCA

Clyde W. Burke, baritone, will be the soloist on the 9:30 spot over WMCA starting Sunday night. He will be accompanied by Nat Brusloff and his orchestra.

Radio Union Selects A Preliminary Board

(Continued from Page 1) board will direct the work of the AFRA until the first convention, which is expected to be held in November, 1938. It was also reported that the first work of the stage unions supporting the AFRA will be primarily the organization of radio personnel and artists.

WIL Appoints Rep

St. Louis—L. A. Benson, president and general manager of WIL, has signed contracts to retain Small & Brewer as national representatives. Benson says WIL looks forward to a full commercial schedule this fall. Small & Brewer will handle all national accounts.

Fagan Joins Benton & Bowles

William J. Fagan, formerly with the CBS sales staff, has joined Benton & Bowles Inc., as business manager of the New York radio department. He will work with the department and with Tom Revere, filling the post left vacant by Chester MacCracken who has gone to Hollywood to act as business manager of Benton & Bowles' new office there. Before joining CBS in 1929, Fagan was with United Press.

Mr. Fagan went to Columbia in 1929 from the United Press where he was engaged for several years as a general reporter and later as radio editor of the news syndicate.

Bill Melia Joins WSPA

Spartanburg, S. C.—William (Bill) Melia, formerly at WMCA, New York, is the latest addition to the WSPA announcing staff. His first assignment was the handling of the American Legion baseball games.

Iraci on Air From Rome

John Iraci, general manager of WOV-WBIL, who is spending several months abroad studying European radio conditions and recruiting new talent, broadcast directly from Rome last night. The 15-minute broadcast by Iraci was picked up at 7 p.m. from the WBIL transmitter in Secaucus, N. J.

All-Star Game on Mutual

Mutual plans to carry the All-Star football game over a coast-to-coast network Sept. 1 at 9:15 p.m.-12 mid., when game is played in Soldiers Field, Chicago. Bob Elson will handle the play-by-play description.

COMING and GOING

PAUL WING, actor, author and playwright and Director of The Children's Program for NBC, will go to Provincetown, Mass., tomorrow to lecture before the students of the Wharf Theater School there.

TED ROYAL, son of John F. Royal, vice-president of NBC, sails today aboard the De Grasse for Europe.

ALLEN PRESCOTT takes a plane today for Nantucket to audition for a sponsor who is vacationing at the resort.

CHESTER H. MILLER, president of Transcriptions Inc., is spending a week at his farm in Chalfonte, Pa.

ALFRED WALLENSTEIN, who flew to the Coast on Monday to visit his mother, returns to New York for his Sunday night show.

LOUIS BERNSTEIN returns from Europe on Aug. 16.

JOHN K. BEACHAM of WJNO, West Palm Beach, Fla., is in New York.

FRED WEBER of MBS left for Chicago last night on business.

JERRY DANZIG of MBS is back from a three-week airing of 'Let's Visit' from the Coast.

AL PEARCE and his gang are tentatively scheduled to return to New York Sept. 14.

Kellogg 'Singing Lady' Will Use Two Networks

(Continued from Page 1) now airs over the NBC network at 5-5:30 p.m. Monday through Thursday. Program will consist of stories in song for the children. N. W. Ayer & Son is the agency.

FCC ACTIVITIES

- APPLICATIONS RECEIVED: Pawtucket Broadcasting Co., Pawtucket, CP for new station. 1390 kc., 1 KW., unlimited. WCKY, Covington, Ky. License to cover CP for changes in equipment and an increase of power. HEARINGS SCHEDULED: Oct. 4: WKBN, Youngstown. Mod. of CP. 570 kc., 500 watts, unlimited. WFAS, White Plains, N. Y. Special experimental auth. 1210 kc., 100 watts, share with WGNV, WGBB, WBRB. WRBL, Columbus, Ga. Mod. of CP. 1330 kc., 1 KW., unlimited.

BIRTHDAYS grid showing dates 1-31 with names listed below.

Greetings from Radio Daily

- August 6: Louella Parsons, Guy Remington, Jack Armstrong, Tony Parenti, Al Shayne. August 7: W. C. Gartland. August 8: Victor Young, Nino Martini, J. Mattfield, Edna O'Dell, Robert L. Simpson, Ross Graham.

## ASCAP AND AFM TIEUP IS NOT TAKING PLACE

(Continued from Page 1)  
casters will desist from putting over adverse state legislation. Understood that the AFM proposition was considered originally as a defensive measure and not as an offensive position.

## "Passing Parade" Switch Is Set to Start Sept. 12

(Continued from Page 1)  
over five stations and features John Nesbitt, is also scheduled for an addition of time and talent at the same time that the switch occurs. Although as yet unconfirmed, it is fairly certain that the show will stretch to a half-hour spot and will include Frederick Stock and an orchestra. Program originates from San Francisco.

## New Programs on WICC

Bridgeport, Conn.—"Tiny Town Revue" makes its debut Aug. 26 at 5:15-5:45 p.m. as a Thursday afternoon feature over WICC, sponsored by Harold's Clothiers, children's outfitters. Programs will use juvenile talent and will be produced under personal supervision of various school heads.

Two other coming WICC programs are "The Law and Youth," in which a New Haven woman lawyer, Frances Roth, will give informal talks on legal matters affecting the layman, and "Street Scenes," sidewalk quiz to be conducted three times a week from here and three times from New Haven, with prizes for persons who answer all questions correctly.

## SAN ANTONIO

Kenny (Ken) Hyman, control engineer at KABC, has gone to Houston, where he has a supervising position with Western Electric.

Herman Waldman and his ork are playing a week's engagement at the Olmos Night Club. He gets a KABC wire.

Grand Prize Beer is the new sponsor for KABC's daily "Voice of the Crowd" picked up by remote control from in front of the Gunter Hotel.

## AGENCIES

GALE GREENSTREET, of the publicity staff of J. Walter Thompson, is in San Francisco on a combined business and pleasure trip, interviewing radio eds. to get their reaction on the agency's publicity stuff. Then hops to other papers in the Northwest.

ERWIN, WASEY & CO. has been appointed special promotion counsel to WCFL, Chicago. Holland Engle, director of radio for Erwin-Wasey in Chicago, will be account executive and will supervise production and program activities for the station.

## NEW PROGRAMS—IDEAS

### "Beer Garden of the Air"

The rollicking mirth of two German comedians, with ample old time German music and the real atmosphere that pervaded the German beer gardens of yore, is being brought to listeners of WHBL every Tuesday and Thursday night at 7 o'clock through the courtesy of Jung Brewing Co.

Herr Schnitzel is the genial host of the Beer Garden of the Air and his assistant, always carefree and full of jokes, will be an able colleague for Herr Schnitzel, who cracks the jokes at random. Music, introduced with the theme melody "Bier Her" will designate that the fifteen minutes set aside for a gathering of the German Beer Garden's cronies is underway.

### "Radio University"

Dr. Seth Maker, who broadcast recently in the northwest, continues his "Radio University" idea when he starts a series on KFRC, San Francisco, which will be piped along the coast starting Aug. 16. Audience takes an active part in the day-to-day sessions of "University," receiving "diplomas" at end of course. Will be sponsored by Parker Dental system on Monday, Wednesday and Friday. Tuesday and Thursday shows to be sustaining. Has 1:30 p.m. spot.

### Kids' Bible Story Hour

Grady Newman, relief announcer

## KANSAS CITY

During the summer KCKN has discontinued its daily Sports Page of the Air conducted by Ralph Nelson and is airing WIBW's quarter-hour Tom Kelly Sports Review, picked up via the Kansas network.

Lee Roberts, KCMO dramatic producer and announcer who planned to take a leave of absence and to spend the summer in stock, has reconsidered and will remain at the mike.

Arthur Church and Mrs. Church have returned from a trip to New York where they attended the funeral of Norman Craig.

WHB will cut a birthday cake tomorrow in honor of the fifth anniversary of the weekly juvenile local talent show, "Kansas City Kiddies Revue," broadcast every Saturday morning under the direction of Charles Lee Adams for Jenkins Music Co.

KMBC's Texas Rangers, a vocal and instrumental unit doing both romantic western and modern swing music, will be aired regularly over CBS network each Sunday morning. Ensemble is made up of Clarence Hartman, Gomer Cool, Herb Krataska, and Paul Sells. Vocal quartet is composed of Rod May, Fran Mahaney, Bob Crawford and Tookie Cronenbold.

at WSPA, Spartanburg, S. C., is handling a series of programs on Sunday afternoon at 4 that is what you might call the surprise program of the season. Newman teaches Sunday School at Lyman, S. C., and he got to thinking about the way the youngsters took to his little talks. He suggested that he be allowed to put on a "Children's Bible Story Hour." After being granted permission, he began the series. It was surprising the way the youngsters took to it.

### Stunt Day on WNOX

Each Wednesday is "stunt" day on "Midday Merry-Go-Round," popular noon show at WNOX, Scripps-Howard Radio Inc., Knoxville. Cast of entertainers, headed by Lowell Blanchard as emcee, and the Swingsters, jam band, go out of character and put on special show such as "School Days," minstrel shows, court room scenes, etc. Stunts have worked out very well, programs playing to capacity houses every Wednesday.

### WOPI College Broadcasts

College broadcasts are quite frequent over WOPI, Bristol, Tennessee-Virginia, as the station works in close co-operation with the three Bristol Colleges, namely, Virginia Interment, Sullins, both for girls, and King College.

## BOSTON

Tony Russell, heard on many WBZ programs, will be on Sunday's "Magic Key of RCA" over the NBC-Blue network at 2 p.m. from Symphony Hall here.

Jim O'Hara, WCOP announcer, vacationing for a week in Maine. Margery Shafter off the airwaves for the month of August. Will return to WCOP with her "Magic Kitchen" early in Sept.

Martha Raye's engagement helped to give the Metropolitan a \$57,000 week, which beat the Mary Pickford stage act by several thousands and was not far behind the Met record set up long ago by Amos 'n' Andy when they first visited Boston.

Prince Macaroni Co. of Boston signed for a series of six a week 15-minute program on WCOP, featuring Clement Giglio Players, an Italian dramatic group originating from New York.

John Shepard 3rd celebrated the 15th anniversary of WNAC by sending over 300 clocks to time buyers and advertising executives throughout the country.

Bob Freeman of the WEEI production staff is taking his orchestra on an European cruise, going to England, France, Germany and Italy. They sail from here Aug. 15.

Margery Hall is the new secretary to D. A. Myer, plant manager for

## 158 FOOTBALL GAMES SET BY ATLANTIC REFINING

(Continued from Page 1)  
under contract by the sponsor as regular broadcasters for the entire season. To date, Les Quacly, in charge of commentators, has auditioned 150 men for the 40 positions. Attempts to add stations and additional games to the list will continue for at least one more week, with the sponsor set to release complete details shortly thereafter. N. W. Ayer & Son is the agency handling the account.

Same agency is also setting up schedules for Kellogg, who will blanket middle-western football again this year.

## "Radio Language" Idea To Be Tested by WMCA

(Continued from Page 1)  
for international broadcasts in a series of test programs to originate from WMCA, it was announced yesterday. The "radio language" is based on the notes of the musical scale and furnishes almost twice as many pronounceable words as exist in any natural language, it was stated.

Scheduled to start early in September, the broadcasts will be an extension of several previous attempts with the language to unravel the confusion in foreign broadcasting. Listening posts are being established by WMCA in remote corners of the earth with the cooperation of amateur short wave organizations who will relay the tests around the globe in an international amateur hook-up.

## WOKO, WABY Air-Conditioning

Albany—Main studios of WOKO and WABY are being air-conditioned. Boardman & Gray are handling the work.

Westinghouse at WBZ-WBZA, who has just gone on his vacation.

Adelbert Watkins, operator at WCOP's transmitter, taking in the sights from Cape Cod to Canada for a week.

WCOP's chief engineer, Whitman N. Hall, back at his dials and things after a motor trip through the Provinces.

"I Want you to know that . . ."

The National Radio Registry fills a long felt need in this business of quick action. In casting shows it is invaluable as a reminder of available talent."

Bourne Ruthrauff  
Ruthrauff & Ryan

NATIONAL RADIO REGISTRY  
415 Lexington Ave., at 43rd, N. Y.  
Vanderbilt 3-8157

## ORCHESTRAS MUSIC

**PAUL LEMAY**, Duluth Symphony Orchestra conductor, will pinch hit for Howard Barlow over CBS on Aug. 9, 13, 15, 16 and 20, while Hans Kindler, director of the National Symphony Orchestra, Washington, will officiate Aug. 19 and 22, during Barlow's vacation.

*Eddie Smith and his Melody Masters* ork have opened at McTices, Warner Lake, in the Heldeberg Mountains upstate.

Victor Bay has so far unearthed almost 100 ancient tunes, ranging in age from 200 to 500 years old, for the CBS-Shakespearean Symphony Orchestra. The conductor has a large staff doing the research work.

*Mark Warnow* has acquired a 46 foot yawl and joined the Sands Point Yacht Club.

One of Robert Emmet Dolan's musicians has invented a new type of saxophone which he will feature soon on the Sunday Night Party over NBC.

*Vaugh de Leath's* newest song number, "Come Back to Me," has appeared to WICC (Bridgeport) broadcasters and will be aired in the near future.

With the reopening of San Francisco hotels after an 88-day strike, the dance band remote picture saw several important changes. KSFO will air the music of Paul Pendarvis from the Palace Hotel. This marks the first time a CBS wire has connected the local hostelry with dance band devotees. The Fairmont Hotel will continue its KSFO broadcasts, but the band has not yet been named. It is rumored Joe Reichman will return to this Nob Hill rendezvous when current engagements are completed. Reichman was just beginning his S.F. engagement when the hotels were sieged by strike.

*Shep Fields* will have one of his frequent sustaining spots tomorrow night over WOR at 11:30. His "Rippling Rhythm" will be aired from Manhattan Beach. Fields' next date will be at the Paramount Theater, Aug. 25. His "Rippling Rhythm Revue" will be taken to the coast in September, when Fields' orchestra goes to Hollywood for its assignment in "Big Broadcast of 1938."

Everyone is familiar with "Nola's" importance in Vincent Lopez' career. The tune will hereafter play an even more prominent part in his presentations. For all of his band arrangements now carry strains of this song. His programs from the Piping Rock Club, Saratoga Springs, heard over WGY, Schenectady, every Wednesday and Saturday evening, carry this musical identification mark.



● ● ● "Hollywood Observer" with Del Casino and Ray Block's band sponsored by Noxzema via CBS fades next week... Casino will be given three sustainers over the net to make up for this loss... The Kool Raleigh show with Tommy Dorsey will come from Atlantic City's Steel Pier August 20—because the Dorsey crew is booked there for a week. He returns to the Penn... Lennie Hayton's appointment as musical director for a Hollywood picture firm will be announced within a fortnite... Red Skelton who was the talk of the town when he appeared at the Loew's State six weeks ago, returns there Aug. 12—and appears on the Vallee show that nite... Jack Osterman and Billy Kent conferred with J. Walter Thompson yesterday... Donaldson, Douglas & Gumble will undergo a reorganization... Louis Bernstein's return from England next week will see his firm with some European hits... Milton Berle says he'll return to the air in Oct.—but refused to name sponsor, net or time!... Nick Kenny's "My Cabin of Dreams" is No. 1 this week... Mack Goldman is very sick internally and is under MD's care... Cross & Dunn open Monday at the Spa—and Jerry Kruger may be with them... Music tycoon Henry Spitzer's return from the Coast was marked with the lack of these essentials—slacks and smoked glasses!

● ● ● J. E. Reynolds, now managing WRDW, Augusta, Ga., explained their call letters with this slogan: *Where Radio Does Wonders*... An offer of a post-card picture on the Missoula, Mont., KGVO "It's Barn Dance Tonight" hour brought mail from 373 cities and towns in seven states... However, the station modestly only claims four... During the Ad-Liner show on WDRC, Hartford, Bob Provan, the announcer, played the wedding march... On further investigation, it was discovered that a young couple in that city were being married and at exactly four minutes past twelve, when the couple were walking down the aisle, the radio was turned on so that they might parade along to Lohengrin!

● ● ● Maurice Chevalier, who is a sensation in Paris, will cross the Big Pond to head an NBC show coming from Chicago in Oct. backed by a name band... Whatever became of the Committee of Ten to investigate the "paying off" for song plugs on the air?... John Griffin's appearance on "Hammerstein Music Hall" has been set for the 27th... The Bing Crosby-Bea Lillie flicker will be called "The Badge of Policeman O'Roon" with Johnny Burke songwriting... Pete Tinturin and Jack Lawrence are scoring the "Manhattan Merry Go Round" flicker and Santley-Joy will publish... Success Story: Three Happy Sisters came down from Boston yesterday morning, auditioned for Vallee that a.m. and were signed and appeared on the Hour last night—all within 12 hours!... Nice gesture: June Robbins after being in New York for three months phoned everyone who had been nice to her—just to say "thanks" and "good-bye"... Sylvia Froos has been given another MBS spot on Fridays... Manny Stein of Gus Arnheim's crew, has poor eyesight—he can only see as far as Gloria Whitney!

● ● ● Here is a coincidence that may never happen again, KDKA, Pittsburgh, was feeding a Don Bestor program to the NBC-Blue network and announcer Billy Hinds was at the New Penn handling the show... KDKA was not taking this show but was carrying Gill Crest's music from West View Park with Bill Beal announcing the show from the studio... Just as Beal announced Hoagy Carmichael's "Stardust" for the West View pickup, he was listening through the earphones to Hinds at the New Penn... At the same instant, Hinds was saying that Don Bestor would play "Stardust"... Thus, two orchestras played the identical number at the same time from two different nite spots, on a local program, one on a chain broadcast—but BOTH passing through ONE station—KDKA!

## PROMOTION

### Postal Cards to Advertise WBT

A new and novel station advertising idea is about to make its appearance in Charlotte, where WBT, the lively CBS unit of the Queen City of the South, gets things done. A commercial novelty and news company is printing a series of picture postal cards to be sold at one penny each in all the drug, dime, and department stores in the city. One of the cards will carry color scenes of the WBT tower, the WBT master control room, and the station's largest studio.

The tower will be printed lengthwise on the card and the other half of the space will be divided into three sections. At the top will be the studio picture and at the bottom will be a control room shot. The center section will carry the inscription "WBT, 50,000 Watts, 1080 on your dial."

### Program Sales Aids

Sales promotion department of Star Radio Programs, operating for the sole benefit of Star's subscribers, has prepared sales aids for the new women's program, "Good Morning, Neighbor." The "Good Morning Neighbor" Merchandising Service will include a brochure designed for the station salesmen to show prospective clients, and will contain a sample script, press releases, contests, and many sales and merchandising ideas, outlining a complete selling campaign. The service will also supply "Good Morning Neighbor" subscribers with "Sponsor Grams." Several new and special merchandising tie-ins are being prepared for the show and a novel "Neighbor's Club" plan is being arranged with certificates for audience membership. Star makes no extra charge for the service.

### Contestants Increase

Statistics on the eight weeks of contests conducted by Fischer Baking Co. in connection with the "Junior G-Men" program, produced by Donald Peterson and aired thrice weekly over WOR, show an increase in contestants of over 700 per cent. The mail, averaged weekly, is now 2,000 pieces. Contest prizes include bicycles, typewriters, cameras and other items appealing to boys and girls.

### KGVO Telephone Survey

KGVO, Missoula, Mont., recently had a telephone survey made by an independent organization, covering a period of weeks and at hours throughout the day and night. Results, which were based on 400 calls, are now being tallied.

### Brochure on WATL

An eight-page brochure is being readied for Station WATL, Atlanta, as the first of a series of promotional pieces in the Station's systematic and continuous exploitation plans for the remainder of the year.



## ★ Programs That Have Made History ★

No. 21—WIL's "Neighborhood Hour"

**DON WILSON** gets the nod for the coveted emcee-announcer spot on the new Packard program in the fall. Raymond Paige, of course, is the music master, and Lanny Ross and Charles Butterworth are to be fixtures. The fem singer spotted is Florence George, unknown locally but about whom raves are beginning to percolate out here from New York.

Music Corp. of America is planning greater activity in both radio and picture fields, drawing on both New York and San Francisco to augment the local personnel. W. H. Stein, executive vice-president, and Harold Hackett moved bag and baggage from the east, and F. W. Byron comes in from San Francisco for a writer-producer berth. Stein will head the new picture department, while Taft Schreiber continues to function in his present capacity. MCA has a new building under construction in Beverly Hills which will be ready for occupancy shortly.

Mady Christians signed by CBS for a role in "King Lear" on Aug. 9.

Owen Crump takes over production of Eddie Peabody's KFVB show, succeeding Manning Ostroff who gets another assignment.

Foster Goss, from the city desk of the Illustrated Daily News, now news editor at KNX. Pete Pringle remains as assistant.

Earl Melby, formerly of KYW, Chicago, added to announcing staff at KMPC, replacing Gordon Miller, who moves to KGER, Long Beach.

Jose Rodriguez, KFI news editor, rates honorable mention at least for inaugurating a policy of doing a recapitulation of news headlines at the completion of each of the daily news bulletins read by Pat Bishop. Tardy dialers thus get a flash on everything anyway.

John Daggett's juvenile news broadcasts over KFVB now have a sponsor in Poll Parrott shoes on Monday, Wednesday and Friday, 5 p.m.

KFI, 20th Century-Fox and the Hollywood Fire Department all joined hands in a little exploitation for "In Old Chicago" over the NBC Pacific Coast Red network yesterday. The scenario called for Alice Faye and Brian Donlevy to turn in a false alarm from any prominent Hollywood corner, at which signal Doug Evans, KFI, and Andy Devine mounted the trucks with the dashing fire laddies and reported the thrills en route to the synthetic blaze, just as though Mrs. O'Leary's cow had kicked over another lantern. Buck Benny's Undersheriff rides again!

Bill Wright, star of "Gang Busters" cast and announcer for Al Pearce, did a guest routine for Ken Stuart when he battled for George Jay on "Listen Ladies" over KEHE and the Orange net yesterday.

At an open meeting of the American Federation of Radio Artists at the El Capitan Tuesday night, Norman Field explained the aims and

AN endless amount of valuable information is disseminated through the "Neighborhood Hour," an outstanding service feature of WIL, St. Louis, for many years. This program is allotted 30-minutes on a six a week basis and is kept, of course, strictly sustaining.

Announcements and speakers from various civic, church, charitable, club and fraternal organizations use this time to keep the St. Louis Metropolitan area posted on the activities within their bodies.

Among the outstanding speakers at present are Betty McGuire, staff lec-

turer for the Missouri Commission of the Blind, who reads her script from Braille; Mrs. Harry Hoffman, president of the Public School Playgrounds Mother Circle; Arnold Amundsen, managing director, and Dr. Carl Brennan, chief veterinarian of the Humane Society of Missouri, who at the present time are conducting a series on the care and treatment of your pets during the summer months.

The Missouri Department of the American Legion also make the Neighborhood Program one of their chief media of publicizing Legion activities.

## ★ ★ ★ QUOTES ★ ★ ★

**HORACE HEIDT:** "The same engineers who are leaving radio to go into the field of television might retrace their steps and remain in radio. There is no doubt that radio is still an infant industry, far from perfection. If not, would there be static, frequent interruptions because of wire trouble, and constant fading by some stations? No, the engineers had better confine their activities to radio, and wait a while before delving into television."

**DON VOORHEES:** "I feel that 'Cavalcade of America' is accomplishing something in presenting the famous works of modern American composers. Many times listeners hear their favorite songs played on the air, but seldom realize that men like Rod-

gers and Hart, Rainger and Robin, Gordon and Revel, Irving Berlin, Cole Porter and Hoagy Carmichael are responsible for these inimitable musical creations. In the future, perhaps, listeners will recognize the composers as quickly as they do their brilliant music."

**BENNY GOODMAN:** "What is swing? Let me ask you: What is life? No one can accurately describe either. But those who say that swing is just part of a musical cycle which will die out within another year are wrong. There are just as many people liking swing as there are followers of waltzes and slow fox trots. Ten years from now people who are the rhythm's strongest critics will be shouting its American origination."

purposes and assured his 300 listeners that the local group would have complete autonomy under the AAAA set-up. Localites suggested for the General Board of the four A's were: Carlton KaDell, Eugene Carman, Fred MacKaye, Norman Field, Cy Kendall, Bill Lawrence, John Gibson, Fred Shields, Lloyd Creekmore, Georgia Fifield and Ynez Seabury. These names were submitted by wire, Field explained, and include those most active in organizing original Radio Equity.

Bert Fisher, manager of NBC's KOMO-KJR in Seattle, is in town for a look-see at things generally.

KMPC's "Stars at Home," which has been quiescent for couple of weeks after getting off to a flying start, resumes airing next Sunday, Aug. 8, 3:30 to 4:30, with Trixie Friganza playing hostess.

Hollywood Symphonic Choristers, 32 mixed voices directed by Ben Edwards, will be heard over KFI four successive Sundays, 8-8:15, beginning Aug. 8.

Bob Roberts, manager KYA, San Francisco, in town for a few days.

Todd Clothing Co. sponsors KEHE "Cosmopolitan Revue," Fridays 8 p.m., featuring Joe Twerp, Bernadine and Ivan Epinoff's orchestra.

Cliff Arquette and Harry Jans set

to do another "Gargle and Dribble" routine on the Burns and Allen Grape Nuts frolic over NBC Red next Monday. Boys clicked nicely this week.

Johnny Murray, producer of "Cassandra" for Sylmar Olives on CBS, is confined to his home by illness, with Jackson Wheeler pinch-hitting. Wheeler also will handle CBS portion of the Sunday Swingjam at the Palomar.

Marvin Young, NBC production manager, vacationing for two weeks, with John Swallow doubling in brass.

Frank Whitbeck again will demonstrate the advantages of early training as a circus ticket seller when he makes "openings" into a KMTR mike tonight at the premiere of M-G-M's "The Firefly" at the Four Star Theater.

Floyd Caton, formerly at KVOR, Colorado Springs, is now at NBC on sound effects.

Lois Cowan, KMPC secretary, back from two weeks' sunbathing at the beach.

KGER now subscribes to Transradio news service and features "News on the Hour—Every Hour," with a quarter hour resume of the days news at 9:45 p.m. Gordon Mills, formerly on KFI and KMPC, has been added to the announcing staff.



**WBBM** will broadcast entire schedule of Northwestern University football games, both at home and away, this fall for the second season. Plans announced by H. Leslie Atlas, CBS vice-president here, call for play-by-play reports by John Harrington, WBBM sports commentator, under sponsorship of Kellogg's Corn Flakes. N. W. Ayer & Son handled the deal.

Ralph Ginsberg, director of the Palmer House orchestra heard daily via WGN and the Mutual network, leaves tomorrow for a three-week vacation in northern Wisconsin.

Dorothy Masters of NBC press department back from long European jaunt.

Dave Rubinoff guested on Eddie & Fannie Cavanaugh's Radio Gossip program over WBBM and presented the Cavanaugh's with a scroll attesting that they're honorary supervisors of radio for Fiddletown.

Templeton Fox, NBC actress, departed by plane Wednesday for a week's vacation in New York.

Kaye Brinker of WBBM's "Manhattan Mother" program became ill Tuesday night and was replaced by substitute voice since there was no time to rewrite the script.

Quin Ryan, manager of WGN, leaves Aug. 13 on vacation trip to Idaho, thence to the Canadian Rockies.

Alice Hill, playing role of mother of two small children on Chicago Motor club safety program the other evening over WBBM, had to double also as one of the kids when the six-year-old scheduled for the part didn't show up.

## NEW ORLEANS

Vacations are on at WSMB with program director and sports announcer Bill Bringel and Edith Peters out this week. Next week, Announcer Ed Wheelahan and Engineer Bill Neville and secretary Helen Levy get theirs.

Having completed a series which told the listening public how the wheels which ran a hotel went 'round, Special Eventer Henry Dupre will start on hospitals, beginning with the maternity ward of Hotel Dieu. His prime intention is to show how babies are cared for and to cut down the mother's birth worry. But the boys are already calling him "Blessed Eventer."

## COLUMBUS

Russ Canter, WBNS announcer, driving through the east on his vacation.

Bob French, WHKC program director, just back from Mitiwanga Beach.

Guilbert Gibbons and Fred Joiner, WHKC announcers, have been named to handle the Ohio State football broadcasts this fall for Atlantic Refining.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## New Equipment Expands KHQ and WDAF Coverage

Approximately 9,000 square miles, containing a population estimated at 47,000, have been added to the coverage area of KHQ, outlet of the NBC-Red Network at Spokane, which recently installed the highest vertical antenna in the United States and increased its day-time power to 5,000 watts.

The new antenna, 828 feet high, was placed into operation June 5 and preliminary tests have been under way since that date. KHQ at the same time began using its new, high-fidelity 5,000 watt transmitter, which had been set up in a new building. The total cost of the improvements was \$100,000.

Early tests show substantial improvement in the station's signal intensity, according to reports received at NBC's headquarters in New York.

Originally designed for a height of 803 feet, the new antenna was later extended another 25 feet to provide for short wave and television broadcasts. It was designed and constructed by the Bethlehem Steel Co. The antenna's extreme height provides the utmost efficiency for its low frequency of 590 kilocycles.

KHQ's day time operation on 5,000 watts is an increase of 3,000. Its night time power of 1,000 watts remains unchanged.

Another NBC-Red Network outlet, WDAF, Kansas City, also recently began operating with a new vertical antenna and a new 5,000 watt transmitter. The antenna is a lone spire 425 feet high, replacing one that was constructed on two towers. It makes possible the radiation of WDAF's signal uniformly in all directions, thus improving its territorial coverage.

## Overflow Alarm

Chief Engineer Max Weiner of WNEW has installed an "overflow alarm" in connection with the station's cooling system. Whenever the humidity is great, the condensation off the coils of the cooling plant overflow the drain apparatus. Weiner manufactured a mechanical arm with a floater. When the water level rises to the danger point, the mechanical arm moves a lever which throws a switch and rings an alarm bell. The bell calls all the porters in the station who come a-runnin' with mops and pails. Station's cooling system has been in operation since station's inception and is one of the best and most expensive in local radio.

## Station Improvements

Baltimore—WFBR has applied for CP to install new transmitter, increase power to 1 kw. night, 5 kw. day, and install directional antenna for day and night use, and move transmitter from 5801 Radio Ave. to Reedbird Ave. and Seamon Ave.

Lafayette, La.—KVOL has applied for CP to make changes in equipment, install vertical antenna, power boost from 100 watts to 100 watts night, 250 watts day and move transmitter to Scott Road.

Griffin, Ga.—WKEU has applied for CP to make changes in equipment, install vertical antenna, change frequency from 1500 kilocycles to 1310 kilocycles, hours of operation from day time to unlimited time, power from 100 watts to 100 watts night, 250 watts day, and move transmitter from Griffin Hotel to Macon, Ga.

Rock Island, Ill.—WHBF has applied for CP to install vertical antenna and move transmitter.

Newburg, N. Y.—WGNY has applied for CP to install new equipment and increase day power from 100 watts to 250 watts.

Richmond, Va.—WPHR has applied for CP to install new eqpt. and directional antenna system for day and night time operation, and increase in power and time of operation from 500 w. daytime only to 1 kw, unlimited time.

San Juan, P. R.—Juan Piza, WNEL, has applied for CP to make changes in the antenna system and change freq. from 1290 to 590 kc.

Kansas City—KXBY has applied for CP to make changes in equipment and experiment with several

types of directional antenna and increase in power from 1 to 5 KW.

Detroit—WJBK has applied for CP to install new equipment, change frequency from 1500 to 1510 kc., increase in power from 100 watt night, 250 watts daytime, to 1 KW. unlimited time, and move transmitter. Station is building a new studio in the Curtis Bldg.

Merced, Cal.—M. F. Woodling, manager of KYOS, reports that work has just been completed on a 3 foot levee around the 4 acre plot on which is located the vertical radiator of the station. Increased efficiency of ground system is one of the benefits of location in the irrigation district.

New Orleans—WSMB's new 385 foot tower, Western Electric transmitter and transmitter house will be ready for use on Aug. 4.

Seattle — KVI which recently opened a studio in the Hotel Olympic is now building a broadcasting studio on the lower floor of that hotel.

W. Lafayette, Ind.—WBAA has applied for CP to change transmitter locally, install new equipment and vertical radiator; change power from 500 watts night, 1 kw. day, specified hours, to 5 kw. daytime only.

Tucson, Ariz.—KGAR has applied for CP to move transmitter site locally, install vertical radiator, and change freq. from 1370 to 1340 kc, and increase night power from 100 watts to 250 watts.

Honolulu—KGMB has applied for modification of license to change frequencies from 1320 to 580 kc.; also install vertical radiator.

## Amplifier for KSFO

San Francisco—A new Western Electric 10-A program amplifier has been put in operation at KSFO under the direction of R. V. Howard, chief engineer. This is one of the many improvements timed to dovetail with the completion of the new 5,000-watt transmitter which is to be on the air within the next 30 days.

## Engineers' Favorite

Favorite entertainer of radio engineers these days is little Loretta Clemens, who broadcasts each afternoon, Monday through Friday at 2:15 p.m. over CBS. Her original song, "Woof 30," which she wrote in honor of the radio engineers who guard the decibels, has been printed in an issue of Under Control, national magazine of the men who mind the meters.

## WSPD Shipshape Again: Augmenting Equipment

Toledo—WSPD has resumed its regular full-time, full-power broadcasting schedule, with the rebuilding of the 214-foot vertical antenna which was demolished in a recent storm. The antenna is now of heavier material, says Vern C. Alston, chief engineer.

Station's new mobile transmitter has been completed.

WSPD is also contemplating the construction of a high frequency transmitter for use in connection with regular broadcasts to permit world wide reception of Toledo programs.

## Eric Palmer Joins WQXR

Eric Palmer Jr., well known amateur radio operator, and author of "Riding the Airwaves," has joined the engineering staff of WQXR and is stationed at the laboratories and transmitter in Long Island City.

Palmer was the youngest operator ever to receive an amateur license in New York. The license was granted when he was 15, and authorized the operation of his short wave station, W2GRB in Brooklyn. At the age of 16, he was chief radio operator for the Calvao Expedition to Brazil. Later, he designed all the radio equipment and apparatus for the Governor Pinchot expedition of 1931 to the South Seas.

In 1930, Palmer operated the first underground radio station, broadcasting from Carlsbad Caverns in New Mexico. He also operated a short wave station in a mine 920 feet below the ground in Franklin, New Jersey.

## NBC New York Notes

Alfred J. Wies, field engineer, is the father of a girl... Vincent J. Gilcher, manager of technical services in the engineering dept., celebrates 10 years of service with NBC this month... Ditto John M. Flynn, assistant station engineer at WEAF transmitter, and Andrew J. Waddell, maintenance engineer.

## CHARLES ROSS, Inc.

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

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,461—Method and Apparatus for Operating Electrical Amplifiers. Edward H. Loftin, New York, assignor, by mesne assignments, to RCA.

2,088,584—Apparatus for the Detection of Minute Current or Voltage Changes. Gustav Bucky, New York, assignor to Roefinag Research Corp.

2,088,626—Scanning Device. George William Walton, London.

2,088,653—Electron Tube and Circuit Therefor. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,722—Vacuum Tube with Tank Circuit. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.

2,088,842—Ultra Short Wave Generator. Walter Dallenbach, Berlin, assignor to N. Y. Maschinenriegen-en-Apparaten Fabriken "Meaf."

2,089,039—Relaxation Circuit. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,089,044—Electron Discharge Tube. Adolph A. Thomas, assignor to RCA.

2,089,054—Incandescent Light Source. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.

2,089,117—Noise Reducing Means. Robert W. Farrar, Springdale, Pa.

**WFIL Building New Organ**

Philadelphia—WFIL has placed an order for a large, four-manual Kilgen organ costing \$22,700. Donald Withycomb, general manager, states that the instrument will be completed in mid-September, in time for the opening of the new studios now under construction on the top floor of the Widener building. Organ was designed by George Kilgen & Sons of St. Louis in collaboration with Dr. Charles M. Courboin, famed Belgium-American recitalist, and Irene Harding, former NBC organist and member of the WFIL staff.

**Lynne Smeby Taking Leap**

Detroit—Lynne C. Smeby, chief of the WXYZ-King-Trendle Broadcasting Corp. engineering staff for the past three years, embarks on the matrimonial seas Aug. 28. Bride-to-be is Evelyn Trye, daughter of WXYZ's veteran news commentator, Harold True. Smeby came here from KSTP, St. Paul.

**Louisiana Lou Recording**

Louisiana Lou, star of Sunset Corners Frolic, Councilman Lem Turner and other WHO programs in Des Moines, will be in Chicago today and tomorrow making phonograph recordings for RCA Victor and Decca and electrical transcriptions for Aladdin Lamp Co. She will return to Des Moines on Monday.

**Riviera Sound System**

Ben Marden's new Riviera has for its program sound system a Western Electric unit which was installed by the engineering department of WOR under the direction of J. R. Poppele, chief engineer.

**SAN FRANCISCO**

The Williams sisters, top coast girl trio, going to New York soon now that their NBC managerial contract has been transferred there.

Meredith Willson, "Showboat" music skipper, will be back on the "Carefree Carnival," NBC variety show originating here, today.

"One Man's Family" moves to H'wood after Sunday's show for an indefinite stay.

Gordon Heche has been named local manager of Consolidated Radio Artists.

Rita Whiteman, who's doing okay in the vocal line in Hollywood, auditioned here by NBC regarding a staff job.

Bob Roberts, KYA gen. mgr., back at desk after a brief trip to CRS headquarters in Cinemaville.

Reiland Quinn, KYA producer, is readying a dramatized series woven around Folsom Prison, to be heard over the Orange net in about three weeks.

Bob Braun, gen. mgr. of the Thomas Lee Artists Service, here to iron out schedule for the web's handling of the Mark Hopkins and Sir Francis Drake Hotels.

Merwin "Dixie" McCabe has rejoined the KFRC sales staff after several months leave of absence.

Joe Walters, KSFO announcer, vacationing in Weaverville, Cal., where a pretty young mountain miss is said to be the attraction.

**Speed Canadian Transmitters**

Montreal—Canadian Broadcasting Corporation is speeding up work on its two transmitting stations being built at Vercheres, Que., and Hornby, Ont., to be completed by October. Equipment for the stations will be ultra-modern, while the plant tubes are to be about the largest on the continent, it was contended.

**WJR Installs Amplifiers**

Detroit—A program line amplifier has been installed at the transmitter of WJR. M. R. Mitchell, chief engineer, reports that the amplifier will provide an increase in primary service equivalent to doubling the carrier power, plus smoothing out of reception.

**Dealer's Catalog Contest**

Wholesale Radio Service Inc., has announced a contest for its customers with a prize of \$1,000 as the reward. Winner must write the best letter on why customers have found the company's catalog valuable.

**Lehigh Gets Antenna Orders**

The Lehigh Structural Steel Co. has received the following orders for station equipment: three 350-ft. shunt-fed antennas for WWAE-WHIP, Hammond, Ind., and one 325-ft. shunt-fed antenna for WKZO, Kalamazoo, Mich.

**WHAZ Off Until Fall**

Troy, N. Y.—WHAZ, the oldest college experimental wave station in the country, is off the air until fall.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**STERLING ADVERTISING AGENCY**

New York City

"I want to take this opportunity of complimenting you on the splendid job you are doing. I have so many radio publications to wade through that, frankly, I thought I would try to do without RADIO DAILY, but I find that it grew on me to such an extent that I deem it indispensable in my work."

*Leon A. Friedman*  
Radio Director

**WJMS**

Ironwood, Michigan

"... We like RADIO DAILY very much and think it serves a very important need of the broadcasting business."

*N. C. Ruddell*  
Manager.

**WEXL**

Royal Oak, Michigan

"... Permit me to say that I thoroughly enjoy RADIO DAILY."

*Ellis C. Thompson*  
Station Manager.

... 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



## Coast-to-Coast



## Ernest Gill

A treat for the lovers of quality musical programs was sent over the NBC-Blue Network from San Francisco at 9-10 p.m. EDST last Wednesday under the direction of Ernest Gill. The presentation included a group of very talented soloists, among them being Zarova, the Russian soprano; Robert Turner, a gifted young pianist from the west, and Roy Russell, a tenor with a fine voice.

The selections offered, both instrumental and vocal, covered the globe in origin and appeal. It was a harmoniously blended musical menu, skillfully directed.

## Ed Fitzgerald

That Ed Fitzgerald's Wednesday night variety show on WOR is hardly ever a letdown, even in these dog days. On the average, it is far from that. One of its principal components is zip, which not only gives the routine a lively interest-holding tempo, but it gives a good fillip to the comedy and quickly steps on any old gags that may stick their heads out.

The other night's program, with Elinor Sherry, Tex Fletcher and Pauline Alpert among the soloists, and Leo Freudberg's orchestra in snappy form, was one of the ace shows.

## WPG Lights Up Campaign

Circumventing the U. S. postal regulation against the shipment of matches through the mail, WPG of Atlantic City recently mailed packages of book matches in asbestos envelopes, to over 1300 national advertisers and advertising agencies. This shipment of matches inaugurated a special promotional campaign the station is conducting.

## Nordberg at NBC

Ralph Nordberg, former sales manager of WGY, Schenectady, affiliate of NBC, joined the station sales department of the network's New York offices this week.

## ONE MINUTE INTERVIEW

## HOLLACE SHAW

"Most people think that the only work a singer does is get in front of a microphone and sing. Few outside of the industry realize that it takes hours to learn a new song and that a great part of the day is spent in studying. Almost every singer I know, no matter how important he is, takes some kind of singing lessons. Vocalists realize that the easiest way to become good is by learning new things, and not practising old ones."

**R**EINALD WARREN RATH JR., son of the prominent American baritone and a staff member of NBC's Guest Relations division, is honeymooning. The bride was Elizabeth Imbrie of Newburgh, N. Y. Her father, the Rev. Dr. Charles K. Imbrie, performed the ceremony. Reinald Werrenrath Sr., the bridegroom's father, sang "O Perfect Love." The newlyweds are now vacationing at the Werrenrath summer home in the Adirondacks.

*Edward Blainey this week became sound effects technician at NBC in Radio City after several months' apprenticeship. F. Tilden Brown of NBC's guest relations staff replaced him as apprentice.*

Mrs. Josephine Walker, former secretary to the noted conductor, Leopold Stokowski, has been named secretary to I. E. Showerman, assistant manager of NBC's eastern sales department in Radio City.

*C. Parker Ruff, formerly with Sperry Gyroscope Co., Brooklyn, has joined the NBC statistical department as a draftsman.*

Kolin Hager, manager of WGY, Schenectady, is vacationing with Mrs. Hager and their twin daughters, Koline and Norine, at West Beach, Westbrook, Conn.

*Lillian Kay, New Haven blues singer, is airing from Buffalo until September, with Buffalo Broadcasting Corp.*

WPG, Atlantic City: Stanley Meehan, former WPG operator and now under Rudy Vallee's management, is exercising his lyric tenor voice nightly at the Club Babette. . . Harold Stephens, tenor soloist and member of the WPG staff, will be guest soloist on Ethel Rattay's "Tea Time Topics" at 3:30 p.m. Aug. 14.

WICC, Bridgeport: Edith Josephson Perlmutter vacationing in Maine. . . Dorothy Whitehead of press department is at Provincetown for two weeks.

Jocko Maxwell, WLTH sports commentator, will celebrate "Mel Harder Day" in honor of the Cleveland Indians' pitcher on his "Sports Parade" at 6 p.m. tomorrow.

WDRG, Hartford: Walter Haase, studio manager, is back from a cruising vacation aboard his Spindrift. . . Bob Provan, announcer, and Grace Legge of the studio department will go to Nova Scotia and Maine, respectively. . . George Arthur Peterson back from Cape Cod. . . Peggy Reichel returned from Nova Scotia.

WNOX, Knoxville: Charles Dobson, control operator, spending two weeks at Daytona Beach, Fla. . .

Kenneth Cox, another control man, planned to Maine with stopovers enroute. . . Earl O'Fallon, house manager, going hillbilly for two weeks in the Great Smoky Mountains. . . Ed Turner and Jim Foster of the continuity department vacationing in New Orleans, where they formerly did newspaper work. . . Paul Healy has been added to the staff, taking over the bookkeeping and accounting department; he was formerly with the Scripps-Howard central office in Cincinnati. . . Sarie and Sallie, Sam and Kirk McGehee, comedy and singing act from WSM's "Grand Ole Opry," played a return date within a week at WNOX's 800-seat auditorium and again turned away several hundred.

*KFIZ, Fond du Lac, Wis., stages opportunity night every Thursday at 8 p.m. CST with anyone having radio talent invited to participate.*

Announcer Herbert Mann, Jr. of WRJN, Racine, Wis., must have had a strenuous vacation. On his return, he was obliged to take several days' sick leave.

*Beryl Frances Storms, for the past year affiliated with station WHA, Madison, Wis., was married recently at Waterford, Wis., to Alfred W. Booth of Urbana, Ill.*

WTMJ will broadcast 20 football games this fall with Russ Winnie at the mike to start his ninth year of sportcasting for The Milwaukee Journal station.

WIL, St. Louis: Edgar P. Shutz, commercial manager, departed this week for a vacation jaunt embracing Chesapeake Bay, Washington, New York, Detroit and Chicago. . . Roger Bacon, mike-puncher, is motoring through Iowa, Wisconsin and Michigan.

Janet Ross, director of the Shopping Circle programs at KDKA, Pittsburgh, has been subbing for vacationing Ed Schaughency on the "What Do You Know" sidewalk interviews, working with Lynn Morrow. Next week, she steps into Lynn's shoes while he vacations. Billy Hinds has been batting for Ed on the "Musical Clock" programs.

Nat Brusiloff, newly appointed musical director of Station WMCA, makes his initial appearance over the Inter-City Broadcasting System on Sunday at 6 p.m. Jack Early will be the featured baritone on this program.

"The Adventures of Ace Williams," script program produced by W. E. Long Co. of Chicago under supervision of Dan Ryan, is taken in part from the log of Adrian C. Williams, newsreel cameraman who was sent on a year's tour through 40 coun-

## NEW BUSINESS

Signed by Stations

## WGY, Schenectady

International Harvester Co., Chicago, through Aubrey, Moore & Wallace, 26 announcements; Saratoga Racing Ass'n, Saratoga Springs, announcements; Florence Stove Co., Gardner, Mass., through B. Remington Inc., 15-min. disks starting Aug. 31; D. L. & W. Coal Co., "The Shadow," 26 weeks, through Ruthrauff & Ryan; Carlton & Hovey, Laurel, Mass. (Father John's Medicine), through J. W. Queen, temperature reports, 26 weeks; Curtice Bros., Rochester, participations, through N. W. Ayer & Son; Baldwin Laboratories, Saegertown, Pa., one-min. announcements, through Yount Co., Erie, Pa., Albany Business College, Albany, thrice weekly live announcements, through Leighton & Nelson, Schenectady.

## WHO, Des Moines

Gillette Rubber Co., Eau Claire, Wis., weekly quarter-hour starting Aug. 27, through Cramer-Krasselt Co., Milwaukee.

## WHN, New York

Lehn & Fink (Hinds Honey and Almond Cream), 52 weeks beginning Oct. 4, "Life of Mary Southern," through William Esty agency.

## KFEL, Denver

Old Plantation Inn, Estes Park, Colo.; Conroy's Hotel and Resort, Idaho Springs, Colo.

## WPG, Atlantic City

Gulf Oil Co., "Summer Stars"; Fels & Co., Fels-Naphtha soap.

tries, photographing the preparation and baking of bread in those lands. The disk program is being used on stations throughout the country.

Charles Irving, assistant production manager at WTCN, Minneapolis, is a busy gent these days. He portrays all of the roles in a half-hour dramatic program, "Lights and Shadows." Written by Robert Greer, the show runs to the dramatic and fantastic, and Irving has his work cut out for him.



**DO YOU KNOW**

Rosaline Greene once taught Shakespeare at a fashionable finishing school on Riverside Drive.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 2, NO. 27

NEW YORK, N. Y., MONDAY, AUGUST 9, 1937

FIVE CENTS

## Webs Tackle AFM Job

### YACHT CUP BROADCASTS TURNED OUT A FIZZLE

Broadcasting of the yacht cup races off Newport last week totalled up as largely a fizzle, especially as far as the listening public was concerned, a checkup of reactions via radio editors reveals.

Elaborate preparations made by the networks for covering the event, (Continued on Page 8)

### Phil Baker Program Goes Coast-to-Coast

For the first time in more than two years, Phil Baker will be heard over a coast-to-coast network when he returns to the air this fall for Gulf (Continued on Page 8)

### Montgomery Appointed Iowa System Sales Head

Des Moines — E. F. Montgomery, veteran commercial radio man, has been appointed national sales manager of the Iowa Broadcasting System, was announced today. Recently regional sales manager for WMT, Montgomery was formerly commercial manager of KOIL and has been associated in the past with the commercial departments of KSTP, WCCO and John Blair. He assumes his new duties immediately.

### New Paint Series

West Coast Bureau, RADIO DAILY Los Angeles—Walter Biddick Co. is readying a series of 15-minute transcriptions for General Paint Corp., San Francisco, in which Cordelia Pearl, interior decorator, will dispense tips to homemakers. To be released in General's trade territory, 11 western states, throughout 1938.

### Sports in Italian

Foreign language broadcasting branches out into a new field with the airing of a weekly sports review in Italian over WBIL, New York, Wednesdays at 7:45 p.m., and over WPEN, Philadelphia the same day at 7 p.m. Leandro Forno, newspaperman and radio announcer, is the commentator. Fratelli Branca Inc. sponsor the program.

### First Aid

Raleigh, N. C.—Danger of somebody being gassed by announcers will no longer worry the engineer staff at WPTF.

Station has inaugurated a 30-week course in first-aid for its engineering staff.

Classes are conducted once weekly by a certified member of the National Red Cross.

### P & G'S WOR DISK SHOW SURPRISE TO LIVE CAST

Sudden decision of Procter & Gamble to place transcribed versions of its script shows on WOR proved more of a surprise to some of the casts involved in the live talent shows than anyone else. Shows are (Continued on Page 2)

### New Pontiac Program Will Use 78 Stations

Detroit—Pontiac's new "Varsity Show," which starts Oct. 1 for an initial 13 weeks, will be heard over 78 stations of the NBC-Blue network (Continued on Page 2)

### ANA Annual Meeting

Annual meeting of the Association of National Advertisers will be held at The Homestead, Hot Springs, Va., Oct. 27-30 inclusive.

H. W. Roden, vice-president of Johnson & Johnson, is chairman of the program committee. A. E. Tatham of Bauer & Black is vice-chairman.

### Station Relations Department Assigned the Task of Lining Up Affiliates to Meet Union Situation

### CBS MID-SUMMER BIZ SHOWS SHARP INCREASE

An all-time peak in mid-summer radio advertising, as reflected by the activities of CBS clients, is shown in an analysis of 1936 and 1937 time sales by the network for the first week in August. Substantial increases in every category are revealed.

During the 1937 mid-summer week, 41 CBS advertisers, a 46 per cent increase over 1936, spent \$422,105, an increase of 51 per cent over 1936. Average expenditure for facilities per advertiser rose in this week from \$9,978 to \$10,295.

Evening time sales for the week in 1936 totaled \$246,638. This year (Continued on Page 5)

### Zephyr Cig Campaign Set by Axton-Fisher

Axton-Fisher Tobacco Co. has completed plans for a large advertising campaign for its new product, Zephyr cigarettes. The majority of the budget (Continued on Page 8)

### Zenith Starts Sept. 5

Chicago—Zenith Radio campaign, using about 80 NBC-Blue network stations, is scheduled to start Sept. 5. Show will originate here.

## ★ THE WEEK IN RADIO ★

... Summer Gains Continue

M. H. SHAPIRO

MAJOR webs continue to show important gains for hot weather months compared to the same month a year ago despite the expected seasonal drops from the peak months. ... CBS was up 53.8 per cent in July, while NBC showed a combined increase for both webs of 11.4 per cent. ... In both cases the cumulative totals for the first seven months of 1937 showed fast climbing, Mutual also being up on the cumulative total. ... RCA second quarter net top-

ped the 1936 second quarter by nearly \$2,000,000.

On Tuesday night the AFM Executive Board adjourned its own session as well as those with the transcription, radio and phonograph record men... leaving their demands with the respective groups until Sept. 16. ... AFM declared its position in no uncertain terms and with some modifications... there was no alternative for the ET, record and radio groups (Continued on Page 2)

Station relations departments of the networks have been handed the assignment of bringing the affiliated outlets into the fold as per demand of the American Federation of Musicians. Numerous vacations have been cancelled as a result of the increased load on the station relation personnel.

Increased cost to the broadcasting field at large for house bands or (Continued on Page 4)

### ELLIOTT ROOSEVELT AFTER STATION KABC

San Antonio—Elliott Roosevelt will take over ownership of KABC here, subject to FCC approval. The President's son, associated with Hearst Radio, formerly had an interest in KTSA, the CBS outlet here. Sale (Continued on Page 5)

### WCOA and Newspapers Show Big Adv'g Gains

Pensacola, Fla.—WCOA, local CBS affiliate, owned by John H. Perry Associates, and three Florida newspapers also under Perry ownership all (Continued on Page 5)

### CBS Programs on KNOW

Austin, Tex. — Hearst Radio, of which KNOW is a subsidiary, has closed a deal for this station to get all the CBS national commercial programs broadcast to the southwest, it is announced by James W. Hagood, station manager.

### Gets Money's Worth

J. L. Kraft, sponsor of the "Kraft Music Hall" on NBC-Red network Thursday nights, got his money's worth when he made a personal appearance on the program last week. Kraft talked for several minutes—and all of it was sales talk about his firm and its product. Probably the longest commercial heard on a major network in moons.

★ THE WEEK IN RADIO ☆
... Summer Gains Continue
(Continued from Page 1)

COMING and GOING



Vol. 2, No. 27 Mon., Aug. 9, 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. Merseman, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmlay, New York. Hollywood, Calif.—Ralph Wilk. 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1929.

FINANCIAL
(Saturday, Aug. 7)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner.

Sidney Garrett Named Atlas Foreign Sales Rep

Sidney Garrett has been appointed foreign sales representative of Atlas Radio Corp., of which Herbert R. Ebenstein is president. Garrett, long identified with the film industry and for many years representative abroad for Harold Lloyd and Sidney Chaplin, sailed Saturday for London.

McNamee Re-Signed

Graham McNamee has been signed for another year's contract to work on the Vallee hour.

Ed Cashman says--
"The Colonel From Kentucky"
(COL. JACK MAJOR)
IS READY FOR A COMMERCIAL
MONDAYS, 3-3:30 E.D.S.T.
WABC—Columbia Network

but to listen and swallow... and now try to see that a few thousand additional musicians are put to work... in one sense of the word, it is a relief job in the eyes of most broadcasters and they have to supply the relief dough.

American Federation of Radio Actors as a separate unit is fast getting under way with its organization plans, but it will be many months before the new organization will be in a position to sit down with the agency men and broadcasters and present definite demands... Screen Actors Guild, Actors Equity and American Guild of Musical Artists will underwrite the AFRA for \$10,000 apiece and advance it as needed until the organization gets back on its feet and is able to begin paying it back... CBS morning sales gained 136 per cent... NEA Service, Inc., entered the radio field with a full service available of its vast store of newspaper features, now being used in some 800 newspapers throughout

the country... Maxwell Hage is in charge of production and sales.

ARTA will extend its scope, according to developments at the third annual convention held in New York... CIO affiliation is giving the ARTA backing to encompass all of the communication field... Buick signed again for a championship bout on NBC, the coming Joe Louis-Tommy Farr match to be aired under its sponsorship.

The Ascap-American Federation of Labor affiliation appears to be off, with no formal plans in sight... a working agreement with the American Federation of Musicians, however, is feasible, and Ascap and the AFM will probably work together in the matter of political and legislative moves... when aimed at either one... Atlantic Refining Co. getting down to business on its pretentious football coverage in the East, with Kellogg doing the honors in the West.

P&G's WOR Disk Show Surprise to Live Cast

(Continued from Page 1)

being taken down from the a.m. programs heard on NBC, but talent was not especially informed of the matter.

Cast of "Pepper Young Family" sought an explanation of Pedlar & Ryan agency, because no additional salary was forthcoming for the WOR transcription. Agency countered that it was merely adding another station. Subsequently, Pedlar & Ryan informed members of the cast that if WOR programs worked out satisfactorily the account would probably add a third live talent show to its schedule and pay the actors accordingly.

Other P&G. shows are handled through The Compton agency, and all are heard both a.m. and p.m. on NBC webs.

Payne as "Dark Horse" In FCC Possibilities

Washington Bureau, RADIO DAILY

Washington—Out of several possibilities for FCC appointments to fill the vacant chairmanship and vice-chairmanship, Commissioner George Henry Payne is regarded as a "dark horse", according to talk here Saturday.

Payne is understood to be planning a drive to reduce WLW's 500,000 wattage despite the recent affiliation of Charles Michelson, chief Democratic publicist, with Crosley. He also intends to introduce "interesting evidence" when Attorneys Paul Segal and George Smith appear before the FCC in September to answer charges.

New Pontiac Program Will Use 78 Stations

(Continued from Page 1)

at 8-8:30 p.m. Fridays, with a rebroadcast at 10:30-11 p.m. EST for the west. The previous series used the Red network.

First six broadcasts will originate as follows: Oct. 1, University of Alabama; Oct. 8, Purdue; Oct. 15, Southern Methodist; Oct. 22, U. of Virginia; Oct. 29, Fordham, and Nov. 5, Indiana.

Production and direction of all shows again will be handled by Henry Souvaine Inc. under personal supervision of Souvaine and his associate, Tom Stix. No professional emcee will be used in the fall series. McManus, Johns & Adams is the agency.

Use 75 CBS Stations For Kate Smith Show

Kate Smith's new series for General Foods (Swansdown Flour and Calumet Baking Powder), starting Sept. 30, has had its station list boosted to 75. Program goes clear to the coast, Thursdays at 8-9 p.m. with a 11:15-12:15 rebroadcast. Young & Rubicam is the agency.

New Lambert Program Starts Sept. 28 on NBC

Lambert Co. (Listerine and Prophylactic brushes) starts its new half-hour dramatic show, "Grand Central Station", over the NBC-Blue network on Sept. 28. It will be heard Tuesdays for a year. Lambert & Feasley Inc. is the agency.

DON THORNBURG, CBS vice-president in charge of Pacific Coast operations, leaves California on Friday for New York on business, but will work in a little vacation with the family on the return trip via the Canadian Rockies with stops at Banff and Lake Louise.

JACK MILLS, music publisher, sails Wednesday for Europe, combining business with pleasure.

MARY MORRIS (Mrs. Thomas Meighan), actress, arrives back in New York today from London aboard the American Trader.

FRANCINE LARRIMORE returns from abroad today on the Queen Mary.

BOB EDGE, WOR fishing commentator, is off to Nova Scotia, where he will do a broadcast Thursday night through the facilities of the Canadian Broadcasting Corp.

DICK WELLS, announcer for "Ma Perkins" program out of Chicago, planned to New York as part of his vacation itinerary.

CAROL GAY (Dorothy Goodwin) woman commentator and director on KMOX, St. Louis, has been looking over the New York skies.

JUDD NORMAN, production man at KMOX, St. Louis, left last week for a California vacation.

SIDNEY GARRETT, foreign representative for Atlas Radio Corp., sailed Saturday for London.

ANDRE KOSTELANETZ, now in Hollywood, returns to New York about the middle of this month to resume direction of his Wednesday night programs.

JOLLY BARTON (Jolly Gillette) leaves New York on a theater tour next month.

LUCILLE STEVENSON, singing teacher who taught HOLLACE SHAW, has been seeing the New York sights under the guidance of Miss Shaw. Miss Stevenson is from San Diego.

ELINOR SHERRY, WOR blues singer, will play the Metropolitan Theater, Boston, for one week beginning Aug. 19.

CHAS. VAN BERGEN has gone to Tananaque, Canada, for a vacation.

BETTY GOODWIN has left for three weeks' vacation up to Saw Tooth Mountain, Idaho, thence to the coast.

FRANK MASON, NBC v.p., gets back on Aug. 20 from vacation.

ANNETTE MARANTZ of the WOR Artists bureau returns from a two-week vacation in New Hampshire today.

LAURETTE PETERSON of the WOR press department left Saturday for a vacation in Detroit.

BOB MURRAY, who has been singing over WHN for some time, left yesterday for Memphis, where he joins the Jesse Crawford orchestra unit as featured soloist at the Hotel Peabody for several weeks.

"Not How Big but How Good"
\* \* \*
Serving over 400,000 Good Spenders
WJTN
of Jamestown, New York
NBC Blue Network

# Power—with a purr

... *that's Columbia*

Power to drive a message *home* — geared to the most precise measurements in radio to tell you *whose* home and *where*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.

*Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET · CHRYSLER · DE SOTO · DODGE · FORD · LINCOLN-ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC*

## *The* COLUMBIA *Broadcasting System*



## NEW BUSINESS

Signed by Stations

### KPO, San Francisco

General Mills (Sperry flour), "Gloria Gale" sketch, through Westco Adv'g Agency, S. F.; Bulova Watch, time signals, through Biow Agency, N. Y.; Tillamook County Creamery Ass'n, live quarter-hour, through Botsford, Constantine & Gardner, Portland, Ore.; Richfield Oil, "Richfield Reporter," through Hixson-O'Donell Adv'g Inc., Los Angeles.

### KVOR, Colorado Springs

Storz Beer, spot announcements, through Buchanan-Thomas, Omaha; Derby Oil Co., Wichita, Kas., daily sports review, through Potts-Turnbull, Kansas City; Coca Cola Bottling Co., "Refreshment Time," three programs weekly; Kerr Dry Goods Co., Oklahoma City, "News from Home."

### KGO, San Francisco

Procter & Gamble, "Ma Perkins" disks, through Blackett - Sample-Hummert, Chi.; Petri Cigar Co., announcements, through Emil Brischacher & Staff.

### WOW, Omaha

Emerson Cigar Co., one-minute spots before and after 5:45 p.m. News Tower; Kentucky Club, spot preceding 9:30 p.m. News Tower.

### WSPR, Springfield, Mass.

Driekorn Baking Co., "Speed Benson," 15-min. disks produced by Quality Bakers of America.

### KJBS, San Francisco

Rainier Brewing Co., daily spot announcements, through Lord & Thomas.

### KMOX, St. Louis

International Harvester Co., spots announcements, Monday through Friday.

## Yacht Cup Broadcasts Turned Out a Fizzle

(Continued from Page 1)

starting with preliminary airings a week ago Saturday and continuing several times daily through last Thursday, and the amount of time devoted to the race were out of proportion to the listener interest, it was stated.

Expenditures for yachting experts to help on the commenting also is regarded as having been a waste of money, because the experts used so much nautical and technical language that few tuners-inners knew what they were talking about. On top of this, the nature of the event did not embody the necessary action and excitement to justify such intensive coverage, according to the reactions.



● ● ● A mighty baseball battle takes place next Sunday at 5-5:30 p.m. in Fancher's Field, Pound Ridge, N. Y., when George Bye's Prehistoric Sluggers meet Lowell Thomas and his Nine Old Men... With Bye will be Gene Tunney, pitcher; Westbrook Pegler, catcher; Michael A. Connor, Deems Taylor, Stanley High, Frank Buck, Hendrik Willem Van Loon and Heywood Brown... Thomas will pitch for his team, also has Frank Hawks, catcher; Lanny Ross, Prof. Gregory Mason, John Barclay, Capt. Jimmy Doolittle, Stoopnagle and Budd and H. T. Webster... Umpire will be Katharine Cornell... This is the second of a series of diamond encounters by celeb aggregations... P.S. A soft ball will be used.

● ● ● Jane Pickens will be guest of honor Saturday night in the Georgian Room of the Hotel Piccadilly, where Jenö Bartal is music director. Norman Brokenshire's comeback via WOR is becoming the talk of radio row.

● ● ● The marquee of the Paramount Theater advertises "Phil Spitalny and his WORLD-FAMOUS All-Girl Band"... modest-like... which remind us of the story Jack Pearl related just before sailing abroad with the Jack Bennys... It was a decade or so back when Al Jolson made the first talkie—and radio was a one-station proposition on your crystal sets... Jolson encountered Pearl after the grosses were coming in from the "Jazz Singer"... "Jack," said Jolson, "this picture business is a great thing. For a time the name of 'Al Jolson' was known to Broadway and a few other cities in which I played... But with this picture business it's different. Today the name of 'Jolson' is known to every inhabitant in the United States!... Not only that, but over in China, across the Pacific, the yellow race is acquainted with 'Al Jolson.' Imagine, even the Chinese"... To which Jack Pearl shrugged his shoulders and said: "That's fine—but who wants to KNOW Chinamen!"... Wonder what Jack Robbins will say to Murray Baker when the latter returns from his honeymoon?... The other day a newspaper published a photo of the Bakers and said that "Baker is a music publisher"... What does Jack Robbins do, anyway?

● ● ● Jack Paar, youthful announcer for WCAE, Pittsburgh, was in a daze the other day, wordslinging that a stirring Sousa strain was a marital aire... When informed of his boner and that he should have said "martial," Jack replied: "That's all right some times, isn't it?..." Probably this should be attributed to the fact that Jack is to be married shortly... After waiting for 30 minutes to be seated at Benny Leonard's Restaurant the other nite, the champ finally escorts us to a table just vacated by Mike Jacobs, the fight promoter... At a table directly in front was Jimmy Johnston—from whom Jacobs was to "take" Madison Square Garden the following day... Funny how some girls in the business take themselves so seriously. Now Imogene Rose, the ork leader, decides that her career must come before marriage... Henry Spitzer has Chappel, Crawford and Marlo music companies in his vest pocket—and isn't any different because of it.

● ● ● There's a young fellow over at WNEW who took to the airwaves a short while ago commenting on the day's news in a different way... We never met the chap nor did we hear his airings. But one day, Herbie Steiner was talking LOUD in Lindy's—about a guy on WNEW called Richard Brooks—who is tops... We didn't hear him that night or the nite after. But this we did hear—from others shortly afterward: That what Herbie Steiner said originally—was so!... He deserves network recognition... We discovered that the most influential person in Westchester is Bobby Feldman... A few predictions (not plugs): That "Swing and Sway with Sammy Kaye" and Jerry Kruger's singing will be among the outstanding features that radio will offer this year!

## GUEST-ING

GOGO DE LYS, who guested Saturday night on the "Hollywood Showcase" program with Lud Gluskin's orchestra, will be heard again Aug. 14 (CBS, 9:30 p.m.).

LEE WILEY and HARRY (BOTTLE) McNAUGHTON, on Harry von Zell's "Summer Stars," Aug. 15 (CBS, 7:30 p.m.).

FIFI DORSAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

CLAIRE TREVOR, SALLY BLANE, DOUGLAS FOWLEY and JUDGE BEN LINDSEY, in scenes from "One Mile From Heaven," Aug. 13 (CBS, 9 p.m.).

PHIL NAPOLEON, ork leader, on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

CLAUDE RAINS, FAY WRAY, THE FOURSOME, and DALIES FRANTZ, pianist, on "Kraft Music Hall," Aug. 12 (NBC-Red, 10 p.m.).

ALLAN JONES, on Werner Janssen's Fleischmann program, Aug. 15 (NBC-Blue, 7:30 p.m.).

MIRIAM HOPKINS and repeat engagement of TOMMY RIGGS, added to guest list for Vallee Variety Hour, Aug. 12 (NBC-Red, 8 p.m.).

MARY BOLAND, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

## NETWORKS TACKLE JOB IMPOSED BY A. F. OF M.

(Continued from Page 1)

standby units is expected to run into a possible \$3,000,000 annually if even less than 2,000 musicians are put to work at an average weekly wage scale of around \$50 a man. Networks themselves, on the basis of the owned and operated stations, will also be tapped a tidy sum.

Station relations men contacting station owners and managers to date find the general action is mostly an acknowledgment that perhaps more men should be put to work, but that the matter does not work out for them personally. Some web affiliates state most of their time is taken up with network programs and but very few spots are open for the necessitations which will eventually transistate using a house crew or standby band.

Numerous small-town stations can't see where they will be able to obtain competent musicians locally and others can't see how they will be able to afford the luxury. Most of the contacting regarding the proposed AFM rules will have to be done by letter.

AFM is also faced with the necessity of closing nearly 700 individual contracts with stations, many presumably to be set with the AFM Local in the respective towns. Networks say they are on the spot and can't fight the AFM, but that the NAB might.

## ORCHESTRAS MUSIC

**PAUL WHITEMAN** now is a colonel on the staffs of four governors, the latest to commission him being Governor Marland of Oklahoma. Whiteman also is a colonel in Kentucky, Texas and New Mexico.

*Cab Calloway has a new member in his Cotton Club Orchestra, none other than Chu Berry, rated as one of the leading tenor sax players. Berry was one of the small swing combination which Calloway presented on the "Saturday Night Swing Club" session over CBS last Saturday night.*

Al Donahue plays the Roosevelt in New Orleans for the week of Aug. 26 after leaving the N. Y. Rainbow Room.

Woody Herman and his ork open at Brighton Beach, N. Y., for week of Aug. 8. Set by Rockwell-O'Keefe.

Benny Meroff and his music set for week of Aug. 22 at Manhattan Beach.

Ozzie Nelson and his orchestra will leave for Hollywood next month following their local engagement at the Astor Roof. The Bakers' Broadcast, Nelson's commercial, will emanate from there. In the meantime, the Nelson orchestra is heard over four late-hour sustaining programs from the hotel spot.

Les Brown and his Duke Blue Devils have started a return engagement at Playland Casino, Rye, N. Y. They will be in this spot for five weeks, with an NBC wire.

CRA has booked Russ Morgan and Lucky Millinder orks to play at the Daily News Harvest Moon Ball at Madison Square Garden on Aug. 25.

Mildred Butz' trio is off the air temporarily as the St. Charles Bar, New Orleans, goes non-musical again. Trio aired over WBNO.

Dave Winstein, airing from Club Plantation, New Orleans, over WDSU, is causing some comment with his "Swing Marches On," a collection of swing tunes orchestrated with a jungle music introduction.

Charles Wakefield Cadman, one of the best known of American composers will be the principal speaker at the Chicagoland Music Festival luncheon in the Drake Hotel on Aug. 20. Cadman's address as well as solo selections by the opera star, Margery Maxwell, will be broadcast at 2:15-2:30 p.m. over WGN.

Ralph Ginsburgh, director of Chicago's Palmer House Concert orchestra which is heard daily over WGN and the Mutual network from the Victorian and Empire Rooms of that hostelry, left Saturday for a three-week vacation in Northern Wisconsin. During his absence the concert group will be directed by Oscar Chauswo.

## NEW PROGRAMS—IDEAS

### More Straight Talk

When General Hugh S. Johnson makes his debut as a news commentator Sept. 27 over the NBC-Blue network in behalf of Grove Laboratories of St. Louis (Grove's Bromo Quinine), radio listeners will be treated to regular talks by one of the most outspoken commentators of the day, and one who displayed unusual oratorical gifts in radio talks on the New Deal not so long ago.

General Johnson will discuss the news of the day in the field of politics, government, international relations, personalities or on any other subject which he may choose. His contract specifies that the sponsors will exert absolutely no influence on the opinions he may express or on the text of his remarks.

He will do his broadcasts, Mondays and Thursdays at 8-8:15 p.m. and Tuesdays and Wednesdays at 10-10:15 p.m., from New York, Washington or Chicago, depending on his travel requirements. Johnson also writes a daily syndicated newspaper column.

### "New Haven on Parade"

"New Haven on Parade," a new series of music—and interview programs with New Haven's civic and municipal leaders, will be presented over WICC on Friday afternoons at 5:30 to 5:45 starting this week. The initial program will introduce Mayor John Murphy, speaking on forthcoming municipal activities during the fall season, followed on Aug. 20 by Superintendent of Schools Edward Fitzgerald. Music for the program will be specially chosen from WICC's extensive transcription library.

WICC also will shortly begin airing daily weather and barometric reports for Connecticut and metropolitan areas, putting the readings on the air within 12 minutes after their compilation by the U. S. Weather Bureau in New Haven.

### CBS Mid-Summer Biz Shows Sharp Increase

(Continued from Page 1) the total is \$296,530, an increase of 20 per cent. For purposes of accurate comparison, 1936 figures do not include time sales for the 1936 Presidential campaign. Daytime expenditure for the week jumped 284 per cent, from \$32,740 to \$125,575, and daytime advertisers increased from 4 to 14.

### Elliott Roosevelt After Station KABC

(Continued from Page 1) price for KABC, owned by Harry Lee Taylor, Early Wilson, Ethel Brown Barrett and Thurman Barrett, is said to be between \$50,000 and \$60,000. Location is expected to be moved from the Texas Theater Bldg. to the Plaza Hotel.

### General Safety Program

"Accent on Safety," new afternoon show, emphasizing the need for safety in daily life, took to the air recently over WCBA-WSAN, Allentown, Pa. Program, on the air daily at 5:45-6 p.m., presents Edgar P. Paulsen, well-known local educator, who is giving a summer course in safety at Muhlenberg College in conjunction with his work at the station. Talk deals with safety in the home, on the farm and in industry, and brings to the microphone guest personalities such as the city policy commissioner, fire chief, health authorities and other civic agencies. Also featured at the end of each program is a one minute transcribed message from the Pennsylvania Governor's Highway Safety Council.

Idea worked out jointly by announcer Charles Seebeck and Edgar P. Paulsen, and sponsored by Dietrich Auto Sales, the Benesch Furniture Co., and the Superior Restaurant. Copy, written by Charles Seebeck, ties in very effectively with presentation. The series is being recorded by Lopez Transcription Co. for use at other stations.

### Safety Patrol

"For Safety's Sake," new program, is being aired each Saturday at 1:30 p.m. over WRJN, Racine, Wis., with the Goodrich Safety Patrol featuring a short-wave broadcast from a car cruising up and down Main Street in Racine. Motorists are asked questions concerning driving regulations and weekly awards are given to safe drivers. The weekly program is relayed through WRJN from the station's mobile short-wave transmitter, W9XLC.

### Air Council Meetings

The Superior, Wis., city council has voted unanimously in favor of having council meetings broadcast over station WEBC.

### Les Tremayne Quitting "Betty and Bob" Serial

Chicago—Les Tremayne, star of "The First Nighter" and also appearing for the last two years in the male title role of the CBS daily serial, "Betty and Bob," has turned in his notice of withdrawal from the latter show, effective Aug. 13. Salary differences with the agency, Brackett-Sample-Hummert, is said to have caused the rift.

### BBC Radio Exhibition

London—British Broadcasting Corp. will hold its 1937 Radiolympia on Aug. 25-Sept. 4 at the Olympia exhibition center in Kensington. The displays will demonstrate the empire broadcasting service.

## AGENCIES

STELLA UNGER, of the Erwin-Wasey agency, spent two days of her vacation at Saratoga. She made one bet each day and won each bet. The amount wagered just covered her taxi fare to and from the track, so she figures she is still out the money she paid for hotel expenses.

THORNLEY & JONES INC., Chicago, is the agency handling Stewart-Warner Corp., which plans an increased radio campaign on its new fall line of receiving sets.

Lawrence F. Gerber has resigned as vice-president of the American Electrotype Co. to join Koch Bros. Inc., Milwaukee advertising firm, as contact man.

KENYON & EKCHARDT is handling the account of Piel Bros. Brewery, Brooklyn, which is using spots as its first radio activity.

### WCOA and Newspapers Show Big Adv'g Gains

(Continued from Page 1) showed substantial increases in advertising revenue for the first half of this year.

WCOA gained 583 per cent in network revenue, as compared with the first six months of 1936, while national and spot revenue increased 51.9 per cent. The station celebrates its 11th anniversary this fall.

With a gain of 452,899 lines during the first six months of 1937 over the same period of 1936, the Jacksonville Journal, Perry publication, led all week-day newspapers in the state in total lineage increases. Another Perry paper which has recently come into prominence in north central Florida is the Panama City News-Herald of Panama City, which showed a gain in total advertising during this period of 110 per cent.

The Pensacola News-Journal also of the Perry group, showed a gain in total advertising for the half year of 12 per cent. The News-Journal has showed a steady increase in national advertising this Summer, and the June Media Records report revealed that the general advertising was up 22.5 per cent over June of 1936 and automotive advertising for the same period showed a gain of 104.13 per cent.

This unusual growth in radio and newspaper advertising in north Florida is largely attributed to the fact that the cities along the Gulf and Atlantic coasts adjacent to this section are becoming important Summer resorts for people throughout the southern states. Visitors to this section have greatly increased this Summer and north Florida is rapidly becoming a year-around resort section. Another contributing factor to the growth of business in north Florida is the paper-making industry, which is making rapid strides throughout this section.

### Kidoodlers to Disk

The Kidoodlers have been signed by Brunswick for one year to wax series of disks.



**F**RANK MORGAN, screen and stage star, will be making his Shakespearean debut when he appears as Jacques in "As You Like It" over CBS next Monday. Also in the cast will be Wendy Barrie, Moroni Olsen and Conway Tearle as narrator.

Tonight's "King Lear" over CBS will have Elisabeth Risdon co-featured with Thomas Mitchell, who plays the title role. Others in the cast are Morris Ankrum, Margo, Mady Christians, Herbert Ransom, Evan Thomas, Byron Foulger, Philip Terry, Russell Hicks, Vernon Downing, Eric Snowden, Dennis Green and Albert Van Antwerp.

"Magic Key of RCA" in its entirety will originate in Hollywood for the first time with the program of Aug. 15. Broadcast will be from the 6700-seat Shrine Auditorium and lineup includes Nat Shilkret and orchestra; complete scene from RKO's "Flight from Glory", with Chester Morris, Onslow Stevens and Whitney Bourne; Frank Forrest; Doris Weston, NBC artist; Bob Benchley and, on a special NBC short wave hookup with Honolulu, the Ioni Namokueha Sereaders, in a program of native songs and music as only the Islanders themselves can do them.

Alice Brady scheduled to do "Mourning Becomes Electra" in the guest dramatic spot on Chase & Sanborn Hour despite the fact that NBC announced a series of O'Neill dramas to follow the Shakespearean cycle and included "Mourning" in the repertoire.

Frederick Stark, KHJ-Don Lee conductor, probably holds the non-stop recording record with his feat of directing a large orchestra, principals and chorus and waxing 21 disks in a six hour session, with nary a re-take.

"Bobby" Woodburn, of the Radio Features Service staff, off on the annual two-weeks-with-pay. Nothing planned except to finish reading *One With the Wind*.

Clarence Muse being tested for important singing role in the forthcoming Warner musical based on the Louella Parsons perennial, "Hollywood Hotel."

Stu Willson, conductor of KHJ's "Rise and Shine", plays host to an anticipated host of Rise and Shiners at a barbecue-picnic in Griffith Park, on Aug. 22.

Alvin Wilder, commentator on KNX for Wilder Furniture account, off the air for balance of the summer, resuming Sept. 13.

"Ev" Meade, of Young & Rubicam, is off to Lake Tahoe on vacation, with Carroll O'Meara taking over the Meade production chore on "House Undivided."

Allen and Davis have resumed their

## RADIO PERSONALITIES

No. 58 in the Series of Who's Who in the Industry

**T**WENTY years is a long time, but 20 years in radio is well nigh a record. Yet Harrison Holliday, manager of Earle C. Anthony's KFI and KECA in Los Angeles, wears his service stripes for the two decades—and has many accomplishments as verification.



20 years in radio—and a variety show pioneer.

Although he is only 37, Holliday is known as "The Grand Old Man of Radio". In 1911, 11-year-old Holliday starting experimenting with the crude forerunner of radio. By 1920 his experiments had been so successful that his short wave receiver picked up a Canadian station 1,800 miles away. It was a great accomplishment at that time. Newspapers and magazines throughout the country carried stories and pictures of the event. Enheartened by this recognition, Holliday started a broadcasting station of his own—6 BN, San Francisco.

He was on the air daily, broadcasting records and making his own announcements. He went to Stanford University to study law but gave it up after three years because the leaning toward radio was so strong. In 1922, when the San Francisco Emporium, department store,

started its radio station KSL this 21-year-old youngster was called in to construct, operate and manage the station.

In those days programs consisted mainly of recordings. But Holliday, a pioneer, began doing something different by introducing prominent personalities on the air.

In 1924 Holliday was called to begin construction of KFRC, San Francisco. He literally built that station from the ground up, beginning with an experimental hotel room and culminating with an important station hat later became a member of the Don Lee network.

In 1927 Holliday began the "Blue Monday Jamboree"—first of the present day variety shows. It was the first variety program of its kind, two hours in duration, to be released by any network. Under his guidance there developed such now-prominent radio names as Meredith Willson, Al Pearce, Yahbut and Cheerily, Tommy Harris, Hazel Warner, Frank Watanabe, and scores of others.

A year ago Holliday resigned from KFRC to accept Earle C. Anthony's bid to manage KFI-KECA, NBC affiliates in Los Angeles.

Holliday is married to Juliette Dunn, well known soprano. They have two sons. His hobbies are boating, tennis, and short wave radio. In fact, the latter often keeps him up half the night as in the recent Amelia Earhart disaster.

### State Taking Over WGST

Atlanta—Preliminary steps will be taken at once by the State of Georgia to assume control of WGST, says Governor Rivers. Station is now operated under private lease. Governor Rivers has also announced that he will appoint the three citizen members of the State Radio Commission called for, members already designated by the general assembly being the governor, president of the state senate, speaker of the state house of representatives, and president of the Georgia School of Technology.

### Stork Doubles at NBC

Adam J. Yung, Jr., NBC statistician, is the father of a boy. Weighed in at eight pounds, three ounces. H. Weston Conant, sound effects technician, also papa of a boy.

popular "Musical Memories" on KMTR.

Gus Edwards will introduce 18-year-old Yoshi Arimatsu, singing sensation from Tokio, on his "School-days" over KFVB-KNX and CBS Pacific Coast net, today, with KSL, Salt Lake City, being added to the CBS stations picking up the show on this date.

The annual football buildup starts with a bang over KNX-CBS next Saturday, when Gary Breckner will in-

### WRD Staff Shifts

Richmond—Robert W. Ehrman, professor of German at the University of Richmond, will take over the duties of continuity director of WRD, effective Aug. 15, it is announced by Jack Maxey, manager. Ehrman succeeds Bernard M. Dabney Jr., who becomes publicity director.

Ehrman has been associated with the staff of WRD since July 1. Dabney, a graduate of the U. of Richmond, has been continuity director since June 15, dividing his duties to include publicity for the station. Beginning Aug. 15, he will have charge of all publicity and promotion for WRD, devoting his full time to these duties.

interview Howard Jones, Bill Spaulding, Tom Leib, Ted Norton of Texas A. & M., Loeb of West Virginia, and several other big time coaches who all happen to be hibernating at Catalina Island.

Charlie Kraft is back on KMTR, Thursdays, 7:45 p.m.

Jerry Sackheim, Universal scenario editor, being quizzed by Matty Kemp on his "Amateur Authors" program today.



**C**ARLTON KELSEY, CBS western division music director, has revealed his marriage, on July 24 in Indianapolis, to Mrs. Lillian Carter Younghusband, former wife of a Chicago cosmetics manufacturer.

Walter Wicker in town on business.

Annette King, NBC contralto, will appear at the early concert in Grant Park today.

Pat Murphy of "Girl Alone" show, Hugh Rowlands of the "Young Hickory" program, and Willard Farnum of "A Tale of Today" cast, all of NBC, went to Kenosha to attend an NBC Liars' Club Golf Tournament. Raymond Johnson of "The Guiding Light" serial donated the trophy—a tin cup with a hole punched through the bottom—in honor of the joust being held in his home town.

Don Quinn, Fibber McGee and Molly scribe, is back from Washington, where he gathered "local color" for the McGee "capital sights" show tonight.

WGN was host to 21,000 studio visitors during July.

C. L. Menger, NBC central division production chief, on a vacation trip in his four-cabin plane.

William L. Klein, director of WIND Germania broadcast, at Salzburg, Austria, on European vacation trip.

### Hunter with Irene Rich

West Coast Bureau, RADIO DAILY  
Los Angeles—Irene Rich will have a new leading man in the person of Henry Hunter when she starts her new NBC series for Welch's Grape Juice on Sept. 13. Hunter has appeared with Miss Rich on occasion before under the name of Arthur Jacobs, while he was still on the NBC dramatic staff in Chicago. Placed under contract to Universal by NBC artists' bureau, the name metamorphosed into Henry Hunter and he has had some important picture assignments. Hunter remains permanently with Miss Rich, whose program switches from NBC Red to Blue net and a Sunday spot on Aug. 15, following final airing on the old schedule Aug. 13.

### "The Wise Man" Back

After a year's absence, "The Wise Man" returns to the air for a new series over NBC-Red network at 2:30 p.m. Tuesdays. Alma Kitchell, contralto, and an instrumental ensemble provide the musical background for his inspirational talks.

### Rush Work on New Station

Lincoln—Central States Broadcasting Co. is rushing work on the recently FCC-okayed experimental station which will be located near Omaha and will re-broadcast KOIL programs. Station will operate in the high frequency brackets.

# ★ Program Reviews ★

## "GUN-SMOKE LAW"

Sustaining

WJZ—NBC-Blue Network, Thursdays, 8-8:30 p.m.

### FAMILIAR PATTERN WESTERN SERIAL THAT WILL PLEASE ITS TYPE OF FANS.

For more than 20 years the movies have been turning out western action dramas at the rate of a hundred or more a year—all with the same plot—and this new radio serial does not deviate from that tradition.

There is the cattle ranch with a dishonest foreman and a couple of henchmen engaged in cattle-stealing; the newly-arrived hero who is resentfully hired by the foreman because the ranch owners sent him and who sees right away what he is up against; the young schoolmarm over whom the crooked foreman and the hero eventually will have a fight; the friendly oldtimer who takes a liking to the young newcomer because he knew his dad; and all the other approved ingredients of such melodramas.

Wilbur Hall, author of the script, apparently knows his cattle country, so his material will click with the western fans despite its obvious humor. The cast, too, sounds good—especially the hero, the teacher and the villain.

## DOROTHY THOMPSON

American Cigaret and Cigar Co.

WEAF—NBC-Red network, Fridays 10:45-11 p.m.

Compton Adv'g Agency

### NOTED NEWSPAPERWOMAN AND COMMENTATOR DISCUSSES PERSONALITIES IN CANDID CAMERA STYLE.

Pall Mall makes its radio debut with an excellent choice in Dorothy Thompson, probably without a peer among the femme sex as a political observer and commentator on world-wide events. Rather long commercial opened the program, also a seemingly superfluous presentation of Miss Thompson's credentials and that she is the wife of Sinclair Lewis. However, for a first show, perhaps it is excusable. Usually, the commentator has been heard in the a.m.

Dictators and other political figures around whom the war clouds flit, came in for the "candid camera" shots, including terse word pictures

### Networks Cold to Mrs. Crater

An attempt to commercialize, via radio, on the recent publicity given Mrs. Stella Crater, wife of the missing justice, has fallen through. Under the guidance of Samuel Berger, Mrs. Crater made a special trip to New York last week when the possibility of selling her commercially presented itself to Berger. However, attempts at every radio station in New York failed, and the best Berger could obtain for Mrs. Crater was an audition on the NBC News Reel show. When all stations nixed the deal, Mrs. Crater announced she would return to Maine today.

of Stalin, Hitler, Mussolini, Leon Blum, Anthony Eden and Cordell Hull. Talk included mention of the current China-Japan crisis and other international highlights. Late-hour spot should prove an interesting one for those interested in world events by one who knows her stuff and how to present it.

### Vallee's Varieties

Tim and Irene were the highlight of Rudy Vallee's hour over NBC-Red network last Thursday night. They were a lot funnier in this show than on their own program. It must be due to inspiration provided by the bigger-time setting.

Eddie Green's takeoff on "Hamlet" wasn't as funny as it could have been. No fault of Green's. The script just didn't take advantage of all the possibilities, especially the current ones, for getting comedy out of "Hamlet."

Molly Picon was delightful in a trio of songs, especially her "I'll Be Off to Tipperary in the Morning," and in her exchange of quips with Vallee.

Grant Gardner, old vaudevillian, also did an entertaining bit, and there was a mimic by the name of Tommy Riggs who sounded as though he really has something.

### Joan Edwards

Pleasing voice, plus a vivacious personality, make this girl one of the few soloists on the air today who can really sell herself to an audience with a song. Although a veteran of radio at 19, Miss Edwards is really getting her first break at big time now. She is heard Wednesdays, 8:45-9 p.m., over an NBC-Blue network. Should definitely have a bright future in the broadcasting business.

### "Janet Pierce Entertains"

"Janet Pierce Entertains"—and she does—over WSPR, Springfield, Mass., is rounding out into a nice show. She conducts her own program of popular music in a good voice, and with a pleasing personality. Occasionally she introduces new voices, recently bringing the rhythm duo, Libby and Jonnie, to the air. Her programs are pleasing, and are presented in a nice manner.

### Scribner Returning to WOR

Jimmy Scribner will bring his one man show back to WOR beginning Aug. 23. Program, entitled "Johnson Family," features 22 different roles, all acted by Scribner. In addition to his acting, Scribner writes, produces and works the sound effects for the program. Show is heard Monday through Friday at 6:45-7 p.m.

### Dramatize Belasco

The life story of the late David Belasco, theater genius, will be presented in the "Great Men in History" series presented by the WPA radio division over WLTH on Wednesday at 10:15-10:45 p.m.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## THE CALL BULLETIN

San Francisco, Calif.

"... I think your RADIO DAILY is a knockout sheet, filling a long-felt want in the radio industry. There should be no doubt of its success."

Bob Hall

Radio Editor.

## IOWA BROADCASTING SYSTEM

"... In RADIO DAILY I think you really have got something. I especially like the reviews."

Mary Little

Radio Editor.

## WFAS

White Plains, N. Y.

"... I think that in RADIO DAILY you have an excellent publication, and that it affords the most efficient organ in the industry for prompt action by the stations in following up proposed new campaigns."

Frank A. Seitz

President.

... 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

**R**ALPH KIRBERY, The Dream Singer, is engaged in multiple activity these days. He has just completed a movie short for Mentone Productions (Universal release), with Jean Sargent, singer, and Harry Savoy, comic, also in the cast. Kirby also is scheduled for more shorts. In addition to this and his radio work, the Dream Singer is making transcriptions which are to be sent to England, presumably to be used for auditioning purposes in connection with British advertisers who plan to broadcast over U. S. stations. Hugh Ernst is making the disks.

*Vivienne Segal has two more productions to do at Jones Beach before she returns to the air. She will appear next in "Of Thee I Sing" and later in "Anything Goes" at the resort.*

"An Incident of the Cosmos," dramatized by Irving Proser from a story by Paul Y. Anderson, was added to yesterday's CBS "Workshop" bill, which also included "The Last Citation," by John Whedon.

*Miami loses one of her announcers when Ron Jenkins leaves WQAM to take over programs at WSOC, the NBC station at Charlotte, N. C.*

Boorman Byrd who conducts the column "Between Broadcasts" for the Miami Daily News, Miami, is leaving on a vacation trip. During his absence members of the WIOD staff are pinch-hitting for him and will write his daily column in turn.

*Orville Revelle, well known Cincinnati "Man-About-Town," is now doing a series of "Hollywood Gossip" programs over WCPO, Cincy's News Station. His chats are scheduled daily at 11:10 a.m. and 7:55 p.m.*

The Elmore Vincent (Senator Fishface) family is spending a two week vacation with the Don Johnson's (Professor Figgssbottle) at Long Beach. Fishface claims that this is a slight lull in his campaign for

## He Learned About Radio Results

Colorado Springs, Colo.—After this, perhaps accounts will listen to a certain sales executive on KVOR. One of this salesman's accounts, a soft drink manufacturer, insisted on giving away free cartons of six bottles each for three hours one afternoon. No money was to be charged for drinks, just deposit on the bottles. The salesman argued. The sponsor wasn't sold on the time he had bought on the station—11:45 o'clock Monday, Wednesday and Friday mornings. The salesman continued to argue—but you can't talk back too much to good accounts!

As a result, one announcement was made on one program. A trick telephone call—one woman calling another about the free offer—was incorporated in the following musical number. That afternoon hundreds of free cartons were given away in an hour and 20 minutes. Bottlers worked feverishly, but 1,100 men and women were turned away. This offer was for adults only. The day was cool and rain threatened. Spotter caught three Junior Leaguers leaving without cartons—and frowning!

The soft-drink manufacturer is trying to figure some way out of the spot! The salesman is beaming. The time is set on KVOR for many more weeks.

## KSTP Pulls Some Coups In Covering Golf Event

St. Paul—KSTP, Twin City independent, pulled a coup and went to town on its eight-a-day broadcasts of the 8th Annual St. Paul Open at Keller course by getting Patty Berg, nationally known amateur golfing star, as commentator on the play of the day.

Eight years of covering the well-known midwest golfing event aided the station and brought all the top-notchers to the KSTP tent, including Lawson Little, Johnny Revolva, Sam Snead, Dick Price and scores of other big names from Ralph Guldahl down.

Miss Berg, on hand to view the tournament, was garnered by Roch Ulmer, announcer, and Joe Meyers, newsman, detailed to cover the event for the station. She agreed willingly and even covered some of the play for the station.

Another nice angle was worked when the boys found Viola Dana, former silent film queen, on the grounds, got her to go before the mike with a 15-minute interview of the "golf widows." Miss Dana, now the wife of Jimmy Thompson, golfing pro in the game, managed to get Mrs. Lawson Little and Mrs. Guldahl on the air for the station.

Mayor of New York City. However, while resting, he managed to think up a few more campaign promises for announcement on his Sunday program at 4:30 p.m. over WJZ and the NBC-Blue network.

*Ann Margaret Becker, the first airline stewardess in the United States to get a commercial radio operator's license, will be presented on WMCA in an interview with Frankie Basch next Friday night at 7:00 p.m.*

Maurice Webster, formerly announcer at KVI, Tacoma, but now with CBS in Hollywood, has been revisiting the Puget Sound city on vacation.

*Syd Hayden's 52nd broadcast on hiking and camping will be heard over WNYC on Wednesday at 6-6:15 p.m.*

## Zephyr Cig Campaign Set by Axton-Fisher

(Continued from Page 1)  
et will be spent on radio, as sponsor is well pleased with success of its air results of Twenty Grand cigarettes, which was introduced and advertised on the air. Programs plugging the new brand have already been set on WNEW, New York, and stations in Chicago, Milwaukee, Springfield, Ill., and Indianapolis. More radio is scheduled for the fall. McCann-Erickson Inc. is the agency.

## Auditioning Announcers

WNEW is auditioning announcers to fill vacancies in the station. Under the supervision of Martin Block, those auditioning first read a commercial, then ad-lib a repeat of the same product. Reason advanced by the station for ad-libbing is that three top broadcasters of station, Martin Block, Stan Shaw and Allan Courtney, all ad-lib every commercial on their various broadcasts.

## New Call Letters Assigned

Washington Bureau, RADIO DAILY  
Washington — Following new call letters have been assigned by FCC: KELA, Central Broadcasting Co., Centralia, Wash.; KTBC, State Capitol Broadcasting Ass'n, Austin, Tex.; KRAB, Redlands Broadcasting Ass'n, Lufkin, Tex.

## CINCINNATI

Arthur C. Stringer, new sales promotion head of WLW-WSAI, will coordinate the sales promotion, advertising, publicity, statistical and research departments. He is a U. of Chicago graduate.

WCPO is now ensconced in its expanded offices in the Keith Bldg. Latham Owens and Sydney Cornell, Crosley continuity writers, leave Aug. 15 for Hollywood to write for Joe Penner.

## COLUMBUS

Columbus Dispatch has changed its "Headlines of Yesterday," over WBNS, from three 15-minute programs to a half hour on Friday.

The URE Drugs contracted for a 13-week spot campaign over WBNS. John Moses, WHKC announcer, and Mary Wehr of the program department vacationing somewhere in New York State.

## Coming Events

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

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. 1: Inter-American Radio Conference, Havana.

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

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

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

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

## Phil Baker Program Goes Coast-to-Coast

(Continued from Page 1)  
Oil. Starting date on the series is set for Oct. 3 and time will be the same, 7:30-8 p.m. Programs will be aired over a CBS network of 60 stations, and will mark the third straight year that sponsor has selected Baker for the program. In addition to Baker, Harry McNaughton, Beetle, orchestra and soloists will be heard. Young & Rubicam is the agency.

## NBC Pages Make Good

Hugh McLrevey, formerly an NBC guide in the New York studios, has been appointed a staff announcer at KYW.

Arthur Gabarini, NBC page in the New York studios, has passed a voice test and will commentate for National Screen shorts.

## ONE MINUTE INTERVIEW

### CARLO DE ANGELO

"Radio Advertisers cry copious tears for something NEW. There are eight notes in music, eight plots and only 36 dramatic situations. Goethe attempted to uncover more than 36 without success. Reason: There are only 36 human emotions. The success or failure of a radio program depends on the treatment given the old plot and situations plus the craftsmanship of the director who brings it to life. And radio advertisers cry copious tears for something NEW."

# FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BR Yant 9-9746

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.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 28

NEW YORK, N. Y., TUESDAY, AUGUST 10, 1937

FIVE CENTS

## FTC Grants Music Code

### WFIL FALL SALES JUMP 32% OVER LAST YEAR

Philadelphia — Having hit a high mark for summer business where previous seasons found a lull, Donald Withycomb, WFIL general manager, reports that the station's fall business will set a new peak. In scrutinizing the sales chart for September, Withycomb finds that buying is 32 per cent ahead of the same month last year. And since August is considered the best month for autumn placements, that percentage will be upped before the month is out.

Since July 1, time commitments have been made for 15 NBC Blue net  
*(Continued on Page 3)*

### Fred Allen Resuming Nov. 17 in New York

Fred Allen will return to the Ipana-Sal Hepatica hour on Nov. 17 (NBC-Red, 9-10 p.m.), show remaining a one-hour program despite Allen's hope that it would go to half the time. Allen, now resting in Maine, will start for this city and then to Hollywood, where he will make a picture.

Present plan of the comedian is to arrive in New York from Hollywood  
*(Continued on Page 3)*

### N. O. Stations Oppose Ban on Announcements

New Orleans—Plans projected by WWJ, Detroit, for eliminating spot announcements and program breaks during certain periods of the day are regarded by local radio officials as impractical for stations at large.

Vincent Callahan, manager of WWL, CBS outlet, likens the idea to  
*(Continued on Page 3)*

### Quadruple in Brass

Chicago—An average of five actors supply the average of 20 or more voices usually heard on the "Fibber McGee and Molly" broadcasts over NBC-Red network on Monday nights.

Jim and Marian Jordan, Bill Thompson, Hugh Studebaker and Harlow Wilcox are the standbys. Marian tops the list with five characters.

### Another Blast

Washington Bur., RADIO DAILY  
Washington — While conceding that the Connelly resolution for a probe of the radio industry has little or no chance this session, Congressman McFarlane of Texas, who recently blossomed forth as a "radio crusader," served notice yesterday that he would take the House floor today to deliver another radio and television blast. He, too, wants an investigation.

### KCMO REVAMPS STAFF FOR BUSINESS PICKUP

Kansas City—On the basis of present summer business and an expected fall increase, KCMO inaugurates an expansion program by enlarging and re-assigning the station staff. A. F. Schliecker, who has been handling both sales and production, has been relieved of production duties and promoted to sales director. Larry Sherwood, a 15-year-man in radio and head announcer at KMBC before  
*(Continued on Page 2)*

### Indiana Broadcasters May Form Association

Muncie, Ind.—Donald Burton, owner of WLBC, has sent a letter to all radio station owners and general managers in Indiana suggesting a meeting later in the month at Indianapolis to select a director for the state to the National Association of Broadcasters. Meeting also is expected to develop into the formation of an Indiana Broadcasters Association.

## NAB Charges Unfairness In Tactics Used by AFM

Method being employed by American Federation of Musicians to obtain various demands from broadcasting companies, stations and transcription firms is characterized as unfair in a letter sent late last week to all stations by the NAB. The communication, signed by Managing Director James W. Baldwin of NAB, Mark Woods of NBC, Lawrence W. Lowman of CBS, Fred Weber of Mutual, John Shepard 3rd of Yankee and Colonial networks and Willett H.

## Approves Music Publishers' Petition for Trade Practice Setup—Conference is Being Arranged for October

### NBC DAYTIME BILLINGS 38 PER CENT OVER 1936

NBC daytime revenue for July showed an increase of 38 per cent over the same month a year ago, while the evening shows for the month were up 3.4 per cent.

Evening total for July in gross revenue was \$1,907,327; daytime gross billing (weekdays) was \$728,880. Cumulative total for the first seven months of 1937 for the evening hours was \$15,157,518, up 7.5 per cent. Daytime total for the same period was \$6,250,862, an increase of 74.2.

### Winthrop Orr Joins Stack-Goble Agency

Chicago—E. R. Goble, president of the Stack-Goble Agency, has signed Winthrop Orr as radio director, succeeding Bess Johnson, who resigned  
*(Continued on Page 3)*

### Borden Returning

Borden Farm Products (Golden Crest milk) through Erwin, Wasey & Co. will return the "Borden Special Edition" program to WEAJ on Sept. 10 at 1:30-2 p.m. Contract is signed for 52 weeks.

Federal Trade Commissioner McCorkle in charge of the Fair Trade Practice Division has notified the popular music publishers that their petition for a code of trade practice has been accepted and that he is arranging for a conference of the music publishing trade and the FTC for some time in October. Commissioner March will preside at the meeting.

Fact that the FTC did not deny the complaint that unfair practices exist in the popular music industry is believed to leave the way clear  
*(Continued on Page 3)*

### NETWORKS' GROSS RISES 27% FOR SEVEN MONTHS

Combined network gross revenue for the first seven months of 1937 was \$40,534,063, an increase over 1936 period of 26.8 per cent. Networks in these figures are the NBC Blue and Red, CBS and Mutual.

Combined July total was \$4,780,223, an increase in gross billing of 24.7 per cent.

### Sykes Sees FCC Bill Harmful to Personnel

By MILTON F. LUNCH  
RADIO DAILY Staff Correspondent  
Washington — Judge Eugene O. Sykes, acting chairman of the FCC, appeared yesterday before the Senate Committee on Federal Reorganization, which will affect the FCC and stated that he believed provisions of  
*(Continued on Page 3)*

### L. D. Play-by-Play

Pine Bluff, Ark.—When KOTN, which has been airing play-by-play descriptions of out-of-town night and Sunday games of Pine Bluff Judges baseball team, couldn't get Western Union service from Clarksdale, Miss., station had a long distance phone put in the Clarksdale grandstand and used station-to-station calls to get its info. George Curlin handles KOTN sports events.

*(Continued on Page 3)*



Vol. 2, No. 28 Tues., Aug. 10, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/4	170 3/4	170 3/4	+ 3/8
CBS A	29 3/8	29 3/8	29 5/8	+ 1/2
Gen. Electric	58	57 1/8	57 1/4	- 1/8
North American	27 1/2	27	27 1/2	+ 1/2
RCA Common	11	10 3/4	11	+ 1/2
RCA First Pfd.	71 5/8	70 3/4	71 5/8	+ 3/8
Stewart Warner	18 3/4	18 1/2	18 3/4	+ 1/4
Zenith Radio	37	36 1/2	37	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	+ 1/8
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8

### OVER THE COUNTER

Stromberg Carlson	Bid 12 1/2	Asked 14
-------------------	------------	----------

### Cammack's Eighth Year

St. Louis—Jerre Cammack is celebrating his eighth anniversary as staff organist at WIL. He came here in 1929 and designed and supervised the construction of the WIL studio organ. Jerre performs four times daily at present. On the side, he teaches the piano accordion and makes many personal appearances.

### CBC Bars Network Liquor Ads

Quebec—Officials of Canadian Broadcasting Corp. have ruled against the acceptance of liquor advertising programs over Canadian networks. They decided, however, that the individual stations could advertise wine and beer if their local governments had no objections.

### Thomas Coaching Gohring

Toledo—Russell Gohring, program director of WSPD, left Saturday for Eastern, Md., where he will study voice for three weeks under John Charles Thomas, world-famous baritone, on the latter's private yacht.

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 7, 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
My Cabin of Dreams (Irving Berlin Inc.)		39
Where or When (Chappell & Co.)		31
I Know Now (Remick Music Corp.)		30
It Looks Like Rain (Joe Morris Music Co.)		29
Sailboat in the Moonlight (Crawford Music Corp.)		28
First Time I Saw You (Santly Bros.-Joy Inc.)		25
Stardust on the Moon (E. B. Marks Music Corp.)		23
Whispers in the Dark (Famous Music Corp.)		22
Afraid to Dream (Miller Music Inc.)		22
'Cause My Baby Says It's So (Remick Music Corp.)		22
All God's Chillun Got Rhythm (Robbins Music Corp.)		20
Caravan (Exclusive Publications)		19
Loveliness of You (Miller Music Inc.)		19
Yours and Mine (Robbins Music Corp.)		19
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		18
Our Penthouse on Third Ave. (Leo Feist Inc.)		18
Merry Go 'Round Broke Down (Harms Inc.)		18
So Rare (Robbins Music Inc.)		18
Gone With the Wind (Irving Berlin Inc.)		17
Satan Takes A Holiday (Lincoln Music Co.)		17
That Old Feeling (Leo Feist Inc.)		16
Harbor Lights (Marlo Music Corp.)		15
Till the Clock Strikes Three (Shapiro, Bernstein Inc.)		15

### Bob Burns' Cousin Joins KFRO

Longview, Tex.—John M. Van Horn, a Bob Burns cousin from Van Beuren, Ark., has joined KFRO as relief operator. He has been associated with KFPW, Fort Smith, Ark., and KXBY, Kansas City, and also attended the First National Television Institute at K. C.

While Chief Engineer Edward Bumpas of KFRO is attending National Guard Camp at Palacios, Tex., John McDonald will be acting c.e., assisted by Van Horn.

### NBC Thesaurus Signs 10

NBC Thesaurus has signed a new account, KMBC, Kansas City, and the following nine renewals: for third year—WHBF, Rock Island, Ill.; KTAR, Phoenix; WBNF, Binghamton; for second year—WHBC, Canton; WJAC, Johnstown, Pa.; KYW, Philadelphia; KSOO, Sioux Falls, S. D.; WALR, Zanesville, O.; WDAY, Fargo, N. D.

### 2 for Branham in Shreveport

Shreveport, La.—Branham Co., publishers' representatives, with headquarters in New York, will assume representation of KWKH starting Sept. 1. Branham also will continue to handle KTBS, another local station which it has represented for some time.

### Foster May Writing Book

Omaha—Foster May, news editor and man-on-the-street for WOW, plans to privately publish a book, "Here's Your Newscaster," this fall. Book will trace the rise of news broadcasting and relate many of May's personal experiences.

He plans an attempt to interest his local audience in buying the book. If the volume finds favor, he will offer it to eastern publishers.

### KCMO Revamps Staff For Business Pickup

(Continued from Page 1)

going to KWOS some months ago, has been employed as station manager.

Lee Roberts, dramatic director, has been named program director to replace Jim Simmons, who is being transferred to KWTO-KGBX, Springfield, Mo., and Betty Horton, receptionist, has been made secretary to Sherwood. In addition, KCMO has signed for the complete NBC Thesaurus and will add more transcription library services within the next few days with the idea of discontinuing records in all programs. Additional office space has been taken adjoining the present studios for use by the continuity department.

### Russ Davis Returns West

Springfield, Mo.—Russ Davis, recently with KWTO-KGBX here, returns to his old stomping grounds on the west coast this week. Russ joins his wife, Dorothy Davis, who has been vacationing in Los Angeles. Davis will complete his thirteenth year before the mike this fall. He will free-lance, and is understood to have connections lined up with several west coast shows. No announcement has yet been made as to his successor on the KWTO-KGBX announcing staff.

### Himan Brown Producing Series

Him Brown, director of many successful radio programs, will produce the new Lambert Pharmacal series, "Grand Central Station", half-hour dramatic sketches starting Sept. 28 at 9:30-10 p.m. over NBC-Blue network. Players to be used in the skits include Ned Wever, Rosaline Greene, Clayton Collyer, Erik Rolf, John Brown and Charles Cantor.

## COMING and GOING

ALFRED H. (DOC) MORTON, NBC manager of owned and operated stations department, left town over the week-end for a vacation.

CECIL MASTIN, manager of WBNF, Binghamton, was in town yesterday.

JOHN HOLMAN, manager of WBZ-WBZA, Boston-Springfield, was in New York yesterday to confer with NBC executives. He planned to return home last night.

ARCH MacDONALD, General Mills baseball man in Washington, is another New York visitor.

DICK TENNELLY, former radio editor of the Washington News, is stopping in New York. Next stop is China.

JOHNNY JOHNSTONE, WOR public relations counsel, returns to his corner office today after a business-pleasure vacation at Newport, R. I.

BARBARA LUDDY, star of NBC's "First Nighter" program, is stopping in town at the Hotel Warwick.

CONNIE BOSWELL arrives Sunday from Hollywood.

DANIEL C. STUDIN, vice-president of Star Radio Programs, left yesterday on a business trip throughout New England.

BILL BURTON returns today from Pittsburgh.

GILL BURNHAM, of the CRA office in New York, is back in town from a Boston and New England visit.

AARON S. BLOOM of Kasper-Gordon Inc., Boston, has returned to that city after a trip to New York, Baltimore and Washington. In New York he conferred with B. Charles-Dean of British-American regarding the release of Kasper-Gordon disks abroad.

JOE EATON, WHAS (Louisville) program director, and W. LEE COULSON, commercial manager, in New York on business.

NATE LORD, general manager of WAVE, Louisville, visiting New York.

GERTRUDE BERG is en route East from Hollywood to begin that five-year contract with Procter and Gamble. She returns west in early fall to script another picture for Bobby Breen, during which period "The Goldbergs" will originate here.

VERNA SHERRILL of WMC, Memphis, is in New York on combination vacation and look around local radio situation.

### Blair Represents KFDM

Beaumont, Tex.—John Blair & Co. has been appointed national representative for KFDM, it is announced by J. M. Gilliam, president of Sabine Broadcasting Co., operators of the station.

### Steady Sell-Out

Muncie, Ind.—For third consecutive month all station breaks on WLBC have been sold out solid. Sponsor is a regional bakery which has gained more than 20 per cent increase in sales for each 30-day period.

### Workshop Doing "Escape"

Columbia Workshop, directed by Irving Reis, will present John Galsworthy's "Escape" as next Sunday's bill on CBS at 7-7:30 p.m.

## 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

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"From script to disk"

1611 Cosmo St. Hollywood

## FTC GRANTS MUSIC MEN TRADE PRACTICE CODE

(Continued from Page 1)

now for a code to be adopted soon after the October conference.

Clauses considered most important to the music and radio industry are those pertaining to payment of gratuities to radio singers and orchestra leaders for plugging songs, also various other forms of "bribery" in the way of presents and entertainment. At least one complaint has been lodged by a network official who some time ago averred that publishers were actually in a position to dictate what songs are to be played on certain programs, even though a sponsor was paying the bills for the talent as well as the time.

## WFIL Fall Sales Spurt 32% Ahead of Last Year

(Continued from Page 1)

shows; 12 national spot advertisers, five of whom will use live programs, and 16 local accounts, six of whom will be using live programs.

Jack Stewart, WFIL sales manager, attributes the rise to the fact that national advertisers are paying stricter attention to their spot campaigns. Local merchants are also turning more to radio, said Stewart, with increased interest in afternoon spots for their sales messages.

## Sykes Sees FCC Bill Harmful to Personnel

(Continued from Page 1)

the bill would permit "blanketing" of employees under civil service without competitive examinations. Sykes said he believed non-competitive tests would be required.

Under his interpretation and understanding of the present bill, the acting chairman stated he believed "the commission would not have the right to employ or discharge any of its personnel."

"If the power to employ and discharge is taken away, I fear much for the efficient operation of the commission," Sykes added.

## Fred Allen Resuming Nov. 17 in New York

(Continued from Page 1)

about Nov. 1, and start work on first program. Program will be same general plan, subject to any special ideas Allen wishes to introduce. According to present indications, "Hour of Smiles" will not emanate from Hollywood, at least not while Allen is working on a pix and has to double.



**MORE**  
for your  
**RADIO DOLLAR**

**INTERSTATE BROADCASTING CO**  
730 Fifth Ave., New York

## NEW PROGRAMS—IDEAS

### One-Hour Request Show

WMBH, Joplin, Mo., recently inaugurated an all-request show for a full hour Saturday afternoons, filling requests by means of transcriptions or recordings. The hour proved so popular that it was expanded into an overflow all-request show on Wednesday afternoon, for another full hour.

Announcer Bruce Quisenberry offered a dollar for the farthest distant request; immediately had "bona fide" requests from California and points west; was constrained to put up a dollar for distance—and for the station's practical distance too. However, the show has been enriched therefrom—taking the hint from those too-far distant requests, the show now has a department of "Where Are They?" The idea is to give news of the former residents of the city—especially those who wrote requests for the all-request show from absurd distances.

### WBAL Expands Market Reports

WBAL, Baltimore, has arranged with the Federal-State Market News Service and the Union Stock Yards Co. to bring listeners live stock and produce market reports Mondays through Fridays at 1:45 p.m. For a number of years WBAL has brought this information to its audience once

## N. O. Stations Oppose Ban on Announcements

(Continued from Page 1)

asking a newspaper to drop classified advertising. P. K. Ewing, advertising manager of WDSU, NBC-Blue outlet, believes "WWJ will be alone in the country if it does that."

Manager Harold Wheelahan of WSMB, NBC-Red outlet, says: "We will not follow WWJ because I think they are wrong. After all, even a sponsored program is nothing more than a series of spot announcements."

"Doc" Ed Musso, manager of WBNO: "There are some merchants who can't afford other types of advertising."

Charles Carlson, owner, WJBW: "It may be all right for WWJ but as far as this station is concerned it wouldn't work out so well. We depend upon local business."

## Winthrop Orr Joins Stack-Goble Agency

(Continued from Page 1)

to go to Lord & Thomas with the "Lady Esther" account.

Orr is now on NBC production staff and formerly was at WLS, WCCO and WJR.

weekly. Because of the extremely widespread interest in these reports, however, and the fluctuating market in which they deal, it was felt that a better service could be rendered the public by broadcasting them five times a week.

### "Magic Chef"

A novel Woman's program entitled "The Magic Chef" inaugurates a new series of transcribed broadcasts over WDNC in Durham this week. The programs will offer recipes and other information pertinent to the housekeeper's kitchen realm. The schedule runs Mondays, Wednesdays and Fridays at 11-11:15 a.m. Cook books will be presented gratis to interested housewives who write in to the program. The series is sponsored by the Durham Gas Co.

### "Shall I Go to College?"

Chicago colleges and universities in co-operation with the Adult Education Council are sponsoring series over WJJD under title "Shall I Go to College?", to run until Oct. 1. Deals with problems of choosing a college, costs, a brief description of various schools hereabouts. On each program Ralph McAllister, director of the council, interviews a representative of some local college.

## Delirious Dance Party Staged In WBT Studios

Charlotte, N. C. — Hundreds of people jammed the WBT studios reception room and halls Saturday night when the original Big Apple Orchestra composed entirely of negroes from the Big Apple Night Club in Columbia, S. C., played a quarter hour of the hottest music ever heard on the Charlotte station. With the numbers being called by Fat Sam Boyd, who figured out the routine of the fascinating dance, a negro boy and negro girl from the Big Apple Club showed the cheering spectators every twist and turn that distinguishes the newest dance craze sweeping the South.

After the first number, Fat Sam called the figures and four couples chosen at random from the audience formed a circle and trucked, shagged and susie-qed to the savage rhythm and tomtom beat of the negro band. Fat Sam later explained to the listeners that "The Big Apple" originated in his night club which formerly was a Jewish Synagogue on Gate St., which he said was the "In and out street because it goes in dis way and out dat, yeah man."

WBT listeners by the hundreds called in for passes to the big show after it was announced, but were told that first come first served, and everybody came and left agreeing it was the biggest party ever staged by a Charlotte radio station. When the show was over the Negro band

## NAB CHARGES UNFAIRNESS IN TACTICS USED BY AFM

(Continued from Page 1)

locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

"The International Executive Board of AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is 'satisfactory,' although rates and, presumably, hours will be determined by local regulation. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

"It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry."

gathered in a studio to hear a recording of its efforts. WBT General Manager William A. Schudt, Jr. entertained a party of friends with "The Big Apple" broadcast.



**Leads in  
PROGRAM  
PLANNING**



Swirling  
DETECTIVE  
DRAMAS

9-9:30 PM • MON • WED • FRI

## NEW BUSINESS

Signed by Stations

### WDNC, Durham, N. C.

Sears-Roebuck, five-minute daily program; Schlitz Breweries, spots; Chevrolet, returning via CBS with half-hour program; Ford, "Universal Rhythm," renewed; Liggett & Myers (Chesterfields), Eddie Dooley football talks.

### WFIL, Philadelphia

Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast, renewal, through R. & R.; Anderson Co. (Sleetmaster), through Schwab & Beatty; Brown & Williamson Tobacco, renewal, through BBDO.

### KSFO, San Francisco

Laborite (all purpose soap), through Allied Agency, S. F.; Rulo Corp. (automotive), through C. Ellsworth Wylie, L. A.

### WHO, Des Moines

Purina Mills (farm feed), thrice weekly 6:45 a.m. program starting Aug. 30, through Gardner Adv'g Agency, St. Louis.

### KCKN, Kansas City, Kas.

Healey Motors (Ford dealers), one or more daily broadcasts, 52 weeks.

### KOTN, Pine Bluff, Ark.

Coca Cola, "Singin' Sam", five 15-min. programs weekly, 25 weeks.

### Sponsor KLZ Amateur Hour

Denver—"The Children's Hour" will be sponsored for a year starting Sept. 5 on KLZ by Olinger mortuary, with youngsters under 18 competing for scholarships valued at \$2,380. John C. Kendel, director of music in Denver Public Schools, will produce and emcee the programs. Various local music schools are furnishing the scholarships.

### "Going to Town" Talent

"Going to Town," new variety show with Harry Rose as emcee, Bill Wirges' Orchestra, Norsemen Quartet, and Bakers Trio, instrumentalists, starting Wednesday at 8:30-9 p.m. on NBC-Blue network, will have as its first guest star Lady Sen May, Chinese monologist. She will sing a French song and do several dialect sketches.

1	9	3	7
4	5		
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

### Greetings from Radio Daily

August 10

Robert Feldman Louise Massey  
Jane Pickens Harry Richman  
Jack Haley Joe Keely



● ● ● Charlie "Mousie" Warren, professional manager for Remick, has been the secret groom of Marty Chloe Dillard of Alabama for over a week. They were married in Armonk!... Eddy Duchin will rest for a while before resuming piano-pounding... Barry Wood, the crooner, yanked a woman from the water at the Lido on Sunday... Charles E. Green, prexy of CRA, with Frank Duburd and Paul Deuniker wrote "Road to Reno," which is being used as a theme song for the Dallas Expo, and Joe Davis will publish... Irene Beasley will go into the Versailles... Eddie Garr is being talked for a commercial via Ruthrauff and Ryan... Bert "Count Micha Moody" Gordon is being dickered for by the Joe Penner people... Clarence Muse was screen-tested by Warners yesterday for a part in "Hollywood Hotel"... Russ Morgan will get the News "Harvest Moon Ball" job on the 25th... With all the "great" writers on the coast, Keith Fowler was called in by J. Walter Thompson here to write W. C. Fields' material... Irving Reis will go abroad to produce shows in London, Dublin and Holland and will short-wave them across the Big Pond... Lester Santly of Santly Bros.-Joy Music, after "truckin' to "Brother Rat" written by us with Lester Lee, purchased the tune as a follow-up to his "Love Bug"... What afternoon daily columnist (not radio) is on his way out?

● ● ● WJZ, New York and WBAL, Baltimore, got some swell publicity in Satevepost on account of these stations serving as beacons for the Bermuda transport planes... Post ran double spread of pictures in color, with info copy in center of layout... As in the case of Benny-Allen and Winchell-Bernie, the "feud" between Bide Dudley and Col. Jack Major has degenerated into a beautiful friendship... They did a real palsy broadcast, together with Julie Shields, on Bide's MBS Theater Club last Saturday... Foster May, news editor and man-on-the-street for WOW, Omaha, proved the drawing power of his daily sponsored show by using one period to solicit subs for the station's fan and commercial monthly. After the first airing, 1,500 subs were addressed to May with checks for \$2 and \$3 though the yearly price is 50 cents. Seems they sent in the names of friends or else asked for a two-year sub.

● ● ● Lucille and Lanny are on "Town Hall" tomorrow... Griffin All-Wite becomes Black-and-Tan within two weeks... WOR has Tom Coats, wordslinger from the Windy City... Johnny Wiggins is directing "Pepper Young's Family" during Ed Wolf's vacash. Wolf's "Hilltop House" will be another Big Time show on the nets, running simultaneously with his "O'Neills"... Ray Block gets a Wednesday CBS evening spot to replace the Noxzema show... Henry Katzman goes over to a Warner firm next week... They said Mickey Alpert wouldn't last four weeks at the Riviera but he's been there ten and will remain until Oct.—when the place closes... Cornelius Codalbon, who opens at the Rainbow Grill tomorrow—owns a restaurant on West 56th St... Benny Katz of Hiram Walker liquor is now contacting air people for sales besides the niteries... Zeke Manners is wearing woolen stockings—in this heat!

● ● ● WBT, Charlotte, N. C., went recent singing mice concerts one better when it pitted two musical rodents against a canary in a 15 minute evening show. It was Charles Crutchfield, program director, who saved the concert from being an operatic flop and turned it into a comedy hit... Nearly everyone has wanted to stand behind the controls of a giant locomotive and regulate its roaring trip along the rails... Well, Carl Mark, announcer at WJAY, Cleveland, is going to take a ride in one—and describe his reactions to the listening public next Thursday.

## ORCHESTRAS MUSIC

FRED WARING, now on the coast, pulls stakes for Chicago soon, to open Aug. 27 at the Drake Hotel, with Mutual having an exclusive wire.

Johnny Hauser, former Paul White-man "scat singer," now heard with his own orchestra six times weekly over the WOR-Mutual network, isn't content with handling the vocal solos on his programs. He's also joined voice with his new quartet, "The Sing-Songers," and the boys are warbling as a quintet.

Lee Grant's orchestra, heard daily on the three-hour musical and sports marathon over WMCA, have had their contracts extended for an additional 13-week period. The initial 13-week stanza saw Grant set something of a high for the number of tunes played on any radio show of this duration of time. In all, more than 2,275 tunes were aired, of which number 1,250 were requests from radio listeners.

A group of Roy Cambell's vocalists is practically set for a new commercial to be sponsored by the State of Pennsylvania.

Lou Breese and his orchestra, fresh off the Chicago air-lanes, open at the French Casino in New York on Aug. 20 with a twice-weekly NBC wire.

Ray McNamara, well known night club pianist and former showman theater organist, has been appointed staff pianist and organist for WWL, New Orleans.

Jay Whidden and his orchestra, in Denver at the Lakeside Amusement park for two weeks, is airing over KLZ.

Freddy Martin is on a ten-day tour of first nighters in Iowa and the mid-west. After that he takes two weeks' vacation before returning Sept. 3 to the Aragon for the fall season.

Dick Barrie and his orchestra, with Anita Boyer, Three Sheiks and the Barrie Glee Club, opened at Iroquois Gardens, Louisville, on Aug. 6.

Cab Calloway shows at the Waltz Dream Ballroom, Atlantic City, on August 19. Irv Braslow, formerly trumpeting with Frankie Warren's orchestra, heard via WIP, opens with his own combo at Stamp's Cafe, Philadelphia.

Stephan Swedish's orchestra, long off the air, has returned to WTMJ, Milwaukee, with broadcasts on Monday and Tuesday nights from the Eagles ballroom.

Glen Miller closes at the Roosevelt on Aug. 25 in New Orleans and opens at the Adolphus in Dallas on Aug. 27. Set by Rockwell-O'Keefe.



★ F. C. C. ★  
**ACTIVITIES**

**HELEN GAHAGAN**, signed for a five-times-weekly 15-minute dramatic program for General Mills over CBS starting in October, will have supporting casts recruited from screen and radio names. Dolan & Doane handled through Blackett - Sample - Hummert.

Walter Abel takes spot originally assigned Chester Morris in RKO's "Flight from Glory" excerpt on "Magic Key of RCA" over NBC-Blue, Aug. 15.

Myron Kirk of Ruthrauff & Ryan is in town to confer with Tiny Ruffner on agency's fall schedule. New show to be set, in addition to mulling ideas for Al Jolson and Joe Penner revivals.

KMPC has an interest-holding theme in "Guardians of the Law", expose of rackets written by Catherine Carr from material supplied by Lieut. Mike Gory, Los Angeles police, and produced by Rex Thorp. Present cast includes: Ed Van Riper, Malvin Johnson, Olga Anderson, George Gibson, Neil George and Eleanor Argot. "One Man's Family" moves from the old NBC homestead in San Francisco to Hollywood for at least two months.

Gail Patrick has been added to the cast of "As You Like It" on CBS, Aug. 23.

Margot Yoder, concert pianist and in private life Mrs. George Fischer is off to Chicago for a month's stay.

KHJ-Don Lee net has two added starters in September. "Who Killed Cock Robin", for Philco Radio & Television, placed by Stuart Klingel-Smith & Co., beginning Sept. 9, and "Monticello Party Line", transcribed rural comedy-drama, starting Sept. 27 on a five-times-weekly schedule for Dr. W. B. Caldwell Inc., handled by Kramer-Casselt.

"Hollywood Showcase", new CBS transcontinental sustainer, will present Ben Klaussens and Lillian Lawrence on Aug. 14, and Madge Morley, Ken Osborne and Lurene Tuttle the following week.

KMTR has a new Sunday feature at 1:30, in "Miniature Playhouse", written and produced by Jane Aiken. Jimmy Tolsen was a guest on the inaugural presentation, Aug. 8.

Jess Oppenheimer and Austin Peterson signed by Young & Rubicam for scripting job on the new Packard series. Pat Weaver and Tom Harrington negotiated for Y. & R.

"Eddie Albright's Family", heard on KNX daily except Sunday at 8:15-8:30 a.m., off the air for two weeks effective Aug. 9, resuming former schedule on Aug. 23.

Lewis Allen Weiss, Don Lee g.m., due to talk to Santa Ana Lions' Club on "Friendliness of Radio" tomorrow. Will take along some KHJ talent, Andy and Virginia, and Zeke Clemens, Dixie yodeler.

Ben Paley, CBS assistant program director, is dutifully showing his

**APPLICATIONS RECEIVED**  
Auburn Publishing Co., Auburn, N. Y. CP for station, 1310 kc., 100 watts night, 250 day, unlimited; requests facilities of WMBO.  
NBC, New York. CP and license for experimental station on 83,500 kc., 1 kw.  
NBC, New York. CP and license for experimental station on 150,000 kc., 500 watts.  
KLZ Broadcasting Co., Denver. CP for high frequency station on 31,600, 35,600, 38,600 and 41,000 kc., 100 watts; also CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 1 watt.  
Tri-State Broadcasting Co. Inc., El Paso. CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 3 watts.  
Santos Sottile, Charleston, S. C. CP for new station on 1200 kc., 100 watts night, 250 watts day, unlimited.  
J. T. Griffin, Fort Smith, Ark. CP for station on 880 kc., 1 kw., daytime.

KSTP, St. Paul. Special experimental authorization to operate a facsimile station, 1-6 a.m., 10 kw.

**AGENCIES**

**GEORGE BIJUR**, at one time associated with Erwin, Wasey & Co., Fletcher & Ellis, the CBS promotion department, L. Bamberger & Co. and other firms in the past 15 years, has formed his own advertising and sales promotion agency under the name of George Bijur Inc., with headquarters at 9 Rockefeller Plaza. He will begin operations about Aug. 20 at that address.

**ARTHUR W. (TINY) STOWE** has resigned as radio director at Hays MacFarland agency in Chicago and is reorganizing his Stowe-A-Gram Productions Inc., specializing in transcriptions for spot advertisers. Evelyn Stark takes over for him at Hays MacFarland.

**WILLARD P. TOMLINSON**, advertising executive, joins the faculty of the Mulvey Institute of Advertising, Philadelphia. He will conduct classes this fall in marketing and merchandising.

visiting parents the Southern California sights while on his vacation. Other KNX vacationers are Verne Tashner, technician, and Kay Neuwirth, secretary to Les Bowman.

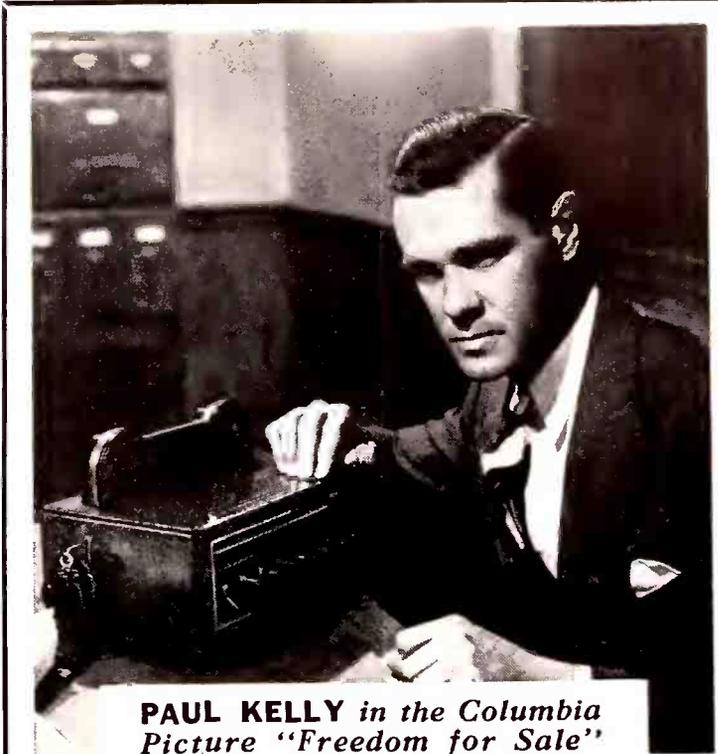
KFI newscaster Pat Bishop is taking two weeks off from the grind, with John Canady pinch-hitting.

Don Hastings, KGC, Don Lee outlet at Santa Barbara, in town for a few days.

George McCaughna has been made assistant to Alan Cormack, CBS Pacific Coast traffic chief, with duties largely confined to CBS theaters.

Lynne Overman will emcee premiere of Paramount's "High, Wide and Handsome" at the Carthay Circle, Aug. 12, with the doings heard over Don Lee-Mutual.

Roy Grande, CBS continuities, received a nicely engraved invitation to his own wedding. Due to combine vacation and honeymoon with Miss Dorothy Lois Bowman, also a writer at KOL, Seattle, Roy somehow got on the invitation list of the Bowman Seniors and was recipient of the card permitting him to attend.



**PAUL KELLY** in the Columbia Picture "Freedom for Sale"

*Dictograph*  
**INTERCOMMUNICATING  
SYSTEMS**

**M**ODERN 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** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

# ☆ Program Reviews and Comments ☆

## Chase & Sanborn Hour

Already a first-class program, the Chase & Sanborn Hour on the NBC-Red network was given a big upward tilt last Sunday night with the entrance of Nelson Eddy as head of the lineup of stars. Nelson gave the show a stirring and appropriate send-off with a rousing rendition of "It's Gonna Be a Great Day," followed immediately by "The Hills of Home," and more later in the show.

One of the remarkable things about Eddy's vocal work, and perhaps one of the reasons for his popularity, is the great ease with which he sings. He projects his melodious volume with apparently no effort. Clearness of both tone and diction also make listening to him a decided pleasure.

The regular talent lineup, W. C. Fields, Edgar Bergen, "Charlie McCarthy," Dorothy Lamour, Don Ameche and Robert Armbruster's orchestra all stepped up in keeping with the new pace set by Eddy, thus making this the best show to date in a series that has been notable for entertainment qualities.

Bergen and "Charlie" were a particular scream and there was an amusing set-to between Eddy and "Charlie." It is truly amazing the way Bergen has not only maintained the pace he set months ago, but actually has kept bettering it.

As guest film star, Wendy Barrie appeared in a comedy playlet with Ameche and others. Miss Barrie was tops in the skit and also did herself credit later in some banter with Fields, "Charlie," et al.

## "Stardust Revue"

Benny Davis' new "Stardust Revue," launched a couple of weeks ago in a 10:30-11 p.m. Sunday spot over WOR-Mutual, moved into the 6-6:30 p.m. stretch last Sunday, shunting the Elinor Sherry-Walter Ahrens revue into the 7:30-8 p.m. period.

Nothing particularly startling about the Davis half-hour, which is devoted chiefly to giving a hearing to tyros who exhibit ability. The same routine has been done almost to death on all the networks, and it was done very much better even in this same WOR spot by Ray Perkins some time ago, although that was a sponsored program with prizes for winners.

As a special guest, professional, Davis had Cab Calloway, who did an entertaining bit. Other talent included the three Drew Brothers, Californians, who knocked out a couple of musical numbers; a rather talented harmonica player; a girl and several boys in a rhythm combination that offered "Basin Street Blues" and "Sailboat in the Moonlight," both very pleasingly done; a young male vocalist who sang "It Looks Like Rain In Cherry Blossom Lane" in a fairly good voice; Miss Jerry Kruger, warbling "You Can't Take That Away from Me" in acceptable style, and Davis himself in his latest song

number, "Another Perfect Night Is Ending."

There is always the possibility that programs of this kind will uncover some sensational newcomer, and listener interest usually is fairly patient in the hope of such an eventuality.

## Columbia Workshop

Crowding two playlets into its half-hour period at 7-7:30 Sunday night over CBS, the Columbia Workshop just about broke even. That is to say, one of the skits was quite excellent, while the other was largely amiss.

The opening fantasy, "An Incident of the Cosmos," dramatized by Irving Proser from a philosophic story by Paul Y. Anderson, was a much better idea on paper for reading purposes than in dramatized form despite its opportunities for sound effects and such. It was a sort of scientific bit wherein the earth is compared to other planets, all of whom presumably have life on them, and thereby is made to seem a relatively insignificant atom in the universe. The dialogue material, like H. G. Wells' explorations in the future, sounds like interesting book stuff, since readers have time to pause and ponder, but as enacted drama it lacks the down to earth essentials of good entertainment. Chalk it off to experiment or class catering.

Second skit, "The Last Citation," directed by Irving Reis, the Workshop maestro, told the story of a famous general who died in bed and in due course found himself knocking at the upper gates. Instead of getting a royal welcome and the attentions befitting a war lord, however, he is courtmartialed for his killings on earth. His pleas about having done it in the interests of mankind in general only bring the scoffings of the higher court, which convicts him forthwith. This playlet was robustly acted, with William Pringle giving a strong performance in the role of the general.

## "Ecstasy"

This program, originating in the studios of the Don Lee network's KHJ, Los Angeles, and fed to Mutual, does the remarkable thing of living

up to its pinnacled title. At least, it certainly did last Saturday night, when Frederick Stark's orchestra and a group of vocalists and actors put on a half-hour of entertainment that was a sheer delight from start to finish.

It was as nifty an example of genuine ear entertainment as this listener has ever heard. The vocal numbers were prefaced with fascinatingly written and equally well delivered descriptive recitations; then a graceful swing into the singing part, which was an alluring blend of voice, orchestra and appropriately created atmosphere.

Also in the program was a short play, "Needle in a Haystack," which was ideal radio fare in writing, acting and general presentation.

## George Fischer

Though he has to buck up against some high-powered competition in his line, George Fischer is forging steadily ahead as the "Hollywood Whispers" commentator over KHJ and the Mutual network on Saturday nights. Fischer hands out a generous amount of interesting news-gossip, his film reviews are outspoken and he does very nicely in the way of guest stars. Last Saturday night he presented Douglass Montgomery, who did some very entertaining and intelligent discoursing. It was a treat.

## "Home Towners"

Quite a bit of good summer entertainment is packed into the "Home Towners" quarter-hour on Saturdays at 8-8:15 p.m. over WJZ and the NBC-Blue network. The William Wirges orchestra does a swell job in the musical end, while the Charioteers Quartet vocalizes in its well-known pleasing style, and those blackface comics, Bert Swor and Lou Lubin, kick up the laughs. Program may be just a filler, but it's very okay.

## "Saturday Night Swing Club"

Cab Calloway and a small aggregation of his picked men gave a fillip to the CBS "Swing Club" last Saturday night. Even before the word swing came into use, Calloway had

won fame in dispensing this type of hot rhythm, and he's still going strong.

The Leith Stevens band also did its usual snappy duty, while Casper Reardon offered a farewell bit on the harp before departing for Hollywood and films. Paul Douglas emceed the lively program.

## "Melodies of Yesterday"

Smooth, restful and conducive to relaxation is this musical program sent over the CBS network on Saturdays at 6:45-7 p.m. The numbers played, in gracefully subdued fashion, are from the popular files of a few or more years back, giving reminiscence a pleasant workout.

## Briefly

Sandra Baker, vocal newcomer introduced over the WABC airwaves on the Major Bowes Family broadcast last Sunday, sounded like very promising material. She did very nicely with "Strangers in the Dark" and "Cuban Pete." Incidentally, Bob Reud is emceeding this CBS program very efficiently while the Major vacations.

"Hi, There, Audience!" the Ray Perkins WOR-Mutual variety show, gave its best performance to date last Sunday night. Perkins and his boys and girls deserve credit for not being discouraged by a couple of bad starts. Helene Daniels, Sid Gary, Embassy Trio, Key Men, Kenneth Delmar, Bob Stanley's orchestra and Howard Doyle, announcer, constitute the lineup. As the "Candid Camera" portion of the program, Perkins did a timely takeoff on the Yacht Cup races. It was a well-conceived piece of comedy and proved quite amusing.

Shift of the CBS "Hammerstein Music Hall" to a Friday night 8-8:30 spot last week brought no discernible change in the nature of the show. Its introductory buildups given the guest stars are still, for the most part, too much for the artists to live up to in the brief time allotted them.

Gladys Swarthout rated a good round applause for her beautiful singing of two numbers on last Sunday's "Magic Key of RCA" over the NBC-Blue network. Also some good vocalizing by Tony Russell, and piano work by Jesus Maria Sanroma, plus the regular crew including Jean Sablon, humorist Tex O'Rourke, and the symphony orchestra under Dr. Frank Black.

Beatrice Kay, comedienne with unusual gift in the line of mimicry, scored the outstanding hit on the Gulf Oil Harry von Zell "Summer Stars" program Sunday night over CBS at 7. Miss Kay is a star radio bet. Jay C. Flippen helped out in the comedy end, Rafael tickled the concertina, while Ed Smalle's Seven-G's and the Oscar Bradley did their usual good yeoman duty.

## Vox-Popper Syndicates Question List

Springfield, Mo.—Nearly every station has its "Man on the Street" or its equivalent, but Karl Zomar of KWTO-KGBX is one announcer who has made "Man-in-the-Streeting" a real occupation. Zomar, after being bothered daily with a search for questions to ask in interviews, finally decided there must be other station "vox-poppers" who were in the same boat. Result—Zomar now has a syndicated question list (Radio Events) that was bought by 45 stations in the first three weeks offered.

Zomar is no newcomer to the radio syndicate writers. For more than two years he has authored the "Old Family Almanac," now being run on more than two-score stations. Starting in vaudeville, Zomar switched to radio some five years ago, and has since been with radio stations KWTO-KGBX exclusively, with the exception of a short stay with KOIL-KFAB in Lincoln, Nebraska. He is married, has one son, a doctor of philosophy degree, and a bag of magician's tricks left over from his vaudeville days.



**W**IND is shortly adding a new feature to its popular midnight-to-4 a.m. "Night Watch" program in the form of interviews with prominent night club entertainers. The present plan is to wax the interviews during the day for presentation on the early morning broadcast. Joe Sanders, the Blackhawk restaurant maestro, is slated for the first. Jerry White, the Night Watchman, will conduct the interviews.

Virginia (Ma Perkins) Payne on a two weeks' trip to New York, Montreal, and Quebec.

Rita Shirley, who plays Yvonne in "Uncle Ezra," out of show for summer while she vacations at Nantucket Beach.

Red Ingle, Ted Weems' sax and fiddle man, has displayed such an aptitude for ether dramatics that Don Quinn, who authors the Fibber McGee and Molly scripts, is writing a series of special parts for Red to do on the McGee show.

Chicago's radio boatmen and their boats dot the lake front from the loop to the northern suburbs. Largest of the fleet is the Revenge, owned jointly by Actor Ken Griffin and Producer Blair Walliser of "Backstage Wife." Fayette Krum, "Girl Alone" author, owns a 16-foot knockabout sloop. Producer Bob Wamboldt of "Vic and Sade," sports a 25-foot auxiliary power sloop. NBC Announcers Norman Barry and Fort Pearson have motor launches. Bucky Harris, production director of the National Farm and Home Hour, is content with a 42 horsepower outboard motor given him by Irna Phillips, author of "Today's Children," on the fifth anniversary of the program. When Bucky wants to go boat-riding he hires a rowboat and attaches his motor.

**ST. LOUIS**

Martha Cushman, Hotel De Soto songstress, has been signed by KMOX. Her team-mate, Molly Papile, off to N. Y. on vacation.

Don Phillips, KMOX announcer and sound man, vacationing in Denver.

Tom Dailey, back from Florida and Alabama, has resumed his "Kiddie Klub" on KWK. Martin Bowin filled in while Tom was away.

Benny Feld, KMOX maestro, has a new car.

Slack Minstrels Show of KWK is off the air until fall. Benny Ford has gone to California, and Billy Doss to Tennessee.

Verna Burke, formerly NBC singing star, replaced Irene Stone in "Velvet Varieties" on KMOX. Gene Cobb is subbing for Judd Norman, emcee, on vacation. Shumate Brothers, quartet, have replaced The Velvetears. Christine Randall, Negro torch singer, and Maria Lane, monologist, also are now in the cast.

**Traveling Broadcast**

Marking the fourth anniversary of the "Pan-American Program," sponsored by L. N. R. R., a novel broadcast will be aired by WCKY from a special studio in the Pan-American crack train at 10 a.m. Saturday before it leaves here. When train nears Louisville, WHAS talent will present a similar program. Same will be followed at WSM, Nashville; WSGN, Birmingham; WSFA, Montgomery, and WWL, New Orleans.

**SAN FRANCISCO**

Bill Andrews, who announces "One Man's Family," was replaced by Ken Carpenter yesterday. Bill's duties as supervisor of mikemen here won't permit his sojourning in H'wood with the cast.

"Duke" Chamberlin, KROW assistant production mgr., vacationing near the home fires in Oakland; Gordon "Night Owl" Brown, KJBS announcer, on the high seas serving as wireless operator on a Naval Reserve Cruise.

Jack Murphy, KFRC, conducting the "Don't You Believe It" show in the absence of Chief Anne'r Bob Bence, vacationing.

KJBS Jottings: Capt. Dobbsie's "To the Ladies" variety program, formerly heard at 3:30 five days a week, changed to an 11 a.m. spot... M. C. Bertsch, formerly KFBK, Sacramento, joins the announcing staff.

Natalie Park, NBC actress, busy sewing as wardrobe mistress of "The Wayfarers," little theater group here. She has 48 costumes to get ready by fall when a Shakespearean cycle will begin.

Bob Goerner, subbing for Dudley Manlove on KROW, takes over Manlove's berth permanently.

B. F. Goodrich Rubber Co. is co-sponsoring the Pacific League baseball game broadcasts via KROW along with General Mills (Wheaties).

**Sponsor Airings from Food Expo**

Cincinnati—Interviews with housewives from the cooking school at the Greater Cincinnati Pure Food & Health Exposition will be sponsored over WCKY by Cincinnati Cake & Specialty Co. There will be nine broadcasts during the show. Aug. 24-Sept. 6, direct from the exposition at the Cincinnati Zoo. They will be conducted by Mary Jane, WCKY's girl commentator, and Announcer Frank Zwyygart.

WCKY has exclusive broadcast rights at the show which is sponsored by the Cincinnati Retail Grocers & Meat Dealers Asso.

**WSAL Incorporates**

Baltimore—WSAL, Inc., Salisbury, Md., has filed incorporation papers with the Maryland State Tax Commission, Baltimore, to operate radio stations. Incorporators are Frank M. Stearns, Salisbury; William E. Plummer, Baltimore, and James W. Gunn, Washington.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**GROVES-KEEN, INC.**

Atlanta, Georgia

"... We find RADIO DAILY to be very newsy and informative and enjoy reading it very much. You have our best wishes for your success."

*W. R. Christian*  
Director of Radio

**HANFF-METZGER, INC.**

Chicago, Illinois

"... We are very much impressed with RADIO DAILY."

*Carol Ludington*

**WSMK**

Dayton, Ohio

"... We enjoy reading RADIO DAILY and think it has a definite place in the radio broadcasting world."

*S. M. Krohn, Sr.*

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## PROMOTION

### "KMBC Tested Programs"

In the latest promotion piece titled "KMBC Tested Programs" put out by KMBC, Kansas City, Publicity and Promotion Director M. F. Allison has made a very successful effort to conform to the wishes of radio buyers who like to get promotion data provided it is in handy, concise and yet complete form.

The form is convenient—a file folder. The information is timely—all of it is pertinent and vital to the man who may be interested in selling by radio in the KMBC market. It gives a fresh approach to the business of selling by radio—Formula Radio Selling, they call it. The formula: A KMBC Tested Program plus Precision Coverage of the KMBC Market.

Because mail is so often culled before it reaches the account executive or time buyer's desk, KMBC preceded the mailing of this promotion piece with a letter, enclosing a card and asking that the card is given to a secretary with instructions to bring the envelope bearing the KMBC Tested Program emblem to the addressee's desk immediately.

### WMT Helps Promote Derby

The largest crowd ever to attend a Cedar Rapids event turned out to see the running of the Jalopy Derby promoted to raise funds for a new municipal swimming pool. Bill Quar-ton, commercial manager for WMT; Art Shepherd, John Palmer, and other members of the WMT staff are credited with starting the campaign which was soon taken up by the Junior Chamber of Commerce. Publicity for the event was donated free by the station and a complete description was carried on the air without cost. Dempsey Jones did the splicing, playing up the humorous angle.

WMT's entry was a Packard of the 1923 vintage, driven by Gene Hula, guitar player in the Cedar Valley Hillbillies. The Jalopy Derby was pronounced the best bit of promotion ever instigated by the local station, paper and civic organizations.

### Hatfield for Stage

Lansing Hatfield, radio baritone, has been signed to appear in the new musical show which opens at the Center Theater on Aug. 31.

## ONE MINUTE INTERVIEW

### TIM RYAN

"The public still wants to laugh when it turns the dial. However the low comic—the guy who wants to hog all the laughs will find no sympathy in the studios. To be popular and funny over the air this season you must be the easy-going comic with the suave line. The stooge grabs the laugh line nine times out of ten."

## ★ Coast-to-Coast ★

**WILLIAM JORY**, assistant manager of WMBC, Detroit, is sailing up the lakes to Duluth with the missus during his two-week vacation. Don Morris of the same station's announcing staff is back from three weeks of driving to the west and south.

**KFRO**, the James R. Curtis station at Longview, Tex., will award a radio receiver to the school having the best spelling team, in a "bee" now being held Friday afternoons.

**KOL**, Seattle: Grace Larsen, traffic manager, vacationing at Lake Wilderness . . . Wilson Edwards seeing Yellowstone Park and Salt Lake . . . Program Director Frank Anderson fishing at Lake Sutherland . . . James Marlow, considered a lyric tenor "find," arousing much listener interest . . . Recent station visitors: William Forbes, KNX; Wallace Brazael, KFPY; Evelyn Sparlin, KHQ; Don Prindle, KNX.

**Tony Cabooch**, the rhyming and philosophizing dialectician at WHO, Des Moines, has changed to an 8 a.m. spot Tuesdays, Thursdays and Saturdays. He also does the American Families Inc. program at 9:15 p.m. Sundays, featuring his daughter, Donna.

**WFBM**, Indianapolis: Gilbert Forbes, newscaster who came here recently from Dubuque, Ia., has moved his wife and kiddies to Indianapolis . . . Auditor Wally Robertson is back from New Orleans . . . Chief Engineer M. R. Williams started his vacation by getting married—but kept it a secret until after he had gone . . . Marthabelle Giesler heads for north Indiana lake country on vacash.

*John Traci's shortwaved talk from Rome last week was the first of a series of transatlantic broadcasts to be given by the president of International Broadcasting Corp. and gen-*

## CINCINNATI

Among messages of congratulations on the dedication of WCKY's 10,000-watt transmitter was a cable from the president of Cuba to L. B. Wilson, WCKY chieftain, who said the station is heard down there—and that it would be used soon for advertising Cuban tobaccos.

**Bob Bentley**, WCPO special events and news announcer, is back from his two weeks off.

**Harry Hartman**, baseball broadcaster at WCPO, takes off this week for Cleveland, Detroit and points East. He will do some airing at WHK, WXYZ and WWJ.

**Lloyd G. Venard**, WCKY director of sales and merchandising, arranged for broadcasts over that station of the 52nd annual convention of the National Ass'n of Retail Meat Dealers, being held at Netherland Plaza Hotel.

*eral manager of WOV, WBIL, WRAX and WPEN. Traci spoke from L2RO, Rome.*

**Mrs. Lee Authier**, secretary to Wayne Henry Latham, program director, WSPR, Springfield, Mass., has resigned as of Sept. 1. They expect a blessed event about Christmas.

**Joe Louis**, heavyweight champion, will be interviewed by Clem McCarthy in an NBC-Blue Network broadcast on Thursday at 5:15-5:30 p.m., when the NBC sports commentator visits the champion's training camp at Pompton Lakes, New Jersey.

**Edgard A. Thompson**, radio editor of The Milwaukee Journal, is on his vacation.

**WPTF**, Raleigh, N. C.: Carl Goerch is vacationing, with J. B. Clark handling his "Man on the Street" airings. . . WPTF will donate its facilities to NBC on Aug. 18 when President Roosevelt speaks at the 350th anniversary of the birth of Virginia Dare, first white child to be born in America, at Roanoke Island, N. C. WPTF is the only station with island facilities.

**WELL**, New Haven: Program Director Charlie Wright has left on a two-week vacation, with Marion Reynolds substituting for him. . . Engineer Joe Austen and Announcer Martin Heyman are back from their recesses. . . A Drama Tournament will be presented starting Aug. 12 in cooperation with New Haven Public Schools; original plays being presented, with the public as judge. . . The New Haven Banjo Club, new musical unit, started a series Sunday at 6:15.

**WOW**, Omaha: New feminine staff members are Dorothy Delfs, day hostess; Pauline Tully, mail clerk; and Esther Kralik, program department; Miss Delfs also is doubling as vocalist and pianist. . . Program Man-

## ATLANTIC CITY

**Mary Burton**, singing star of the nets, headlines the new Ritz Revels Revue at the Ritz-Carlton Hotel.

**Claire Majette**, former songstress on the CBS "Evening in Paris" show, becomes a permanent fixture at the Club Nomad after showing as a weekend guestar.

**Lester Le Roy**, juvenile comedian on the Children's Hour at WCAU, Philadelphia, is now making a hit with Daddy Dave's Review on the Steel Pier.

**Larry Vincent**, piano-vocalist heard on WCAU, Philadelphia, is vacationing at the shore's strands, as is Carolyn Ann Cross, directress of the Homemakers' Club at WIP, Philadelphia.

## GUEST-ING

**JACK OSTERMAN**, on "Stardust Revue," Aug. 15 (WOR, 6 p.m.).

**SHIRLEY ROSS**, on "Hit Parade," Aug. 25 (NBC-Red, 10 p.m.).

**PHIL REGAN** and **DICK PURCELL**, on Elza Schallert program, Aug. 27 (NBC-Blue, 10:45 p.m.).

**BOB STEVENS**, NBC staff tenor in San Francisco, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

**MEREK WINDHEIM**, Met Opera tenor and screen comedian, on Benny Goodman program, Aug. 17 (NBC-Red, 9:30 p.m.).

**TEX LEWIS** and His Wranglers, fourth repeat booking, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.). Set by Central Artists Bureau.

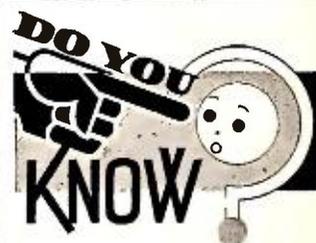
ager Harry Burke has returned from a two-week vacation through Yellowstone to Portland, Seattle and San Francisco. . . Transmitter grounds of the station, located north of Omaha, are being beautified.

**Ray Olson**, newcomer to the announcing staff of WOW, Omaha, has evolved a type of program new for this station consisting of old hymns, meditative lines and organ music. Assisting Olson are Ida Gitlin, contralto; John Halpine Jr., tenor, and Fred Boucher, organist. The program carefully steers away from any religious denominational idea. It is titled "Hymns of Cheer."

**WTCN** is utilizing new pack set equipment for coverage of sport and news events. Station pulled a novel one by broadcasting circus direct from main arena. Charley Irving, perched atop an elephant, roamed around the tent, picking up color and relaying it to listeners. He also interviewed employees and performers in the circus.

The "Three Youngsters," three girl singers who left WSPD, Toledo, where they sang as "The Three of Us," to join Reggie Childs' orchestra, have signed a Warner movie contract. Girls are now heard with Childs from KOA, Denver, on the Red Network.

**F. Turner Cooke**, program director, WMAS, Springfield, Mass., goes North for his annual rest on the 18th.



Mark Warnow is a proficient hypnotist.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 29

NEW YORK, N. Y., WEDNESDAY, AUGUST 11, 1937

FIVE CENTS

## WLW Line Into Chicago

### Looking On ... AND LISTENING IN

**SUCCESS STORY** The names in this little yarn are withheld by request; they aren't particularly essential to the moral anyhow.

Somewhere out in the open country there was a general clothing store that dated back to the days when its salesmen drove from town to town selling suits off the arm to the hicks on paydays.

Having made practically no change in method of operating the store in the past 20 or 30 years, trade finally dwindled into a consistently red groove.

So the owner decided to stage a "Grand Closing Out Sale" and call it quits.

He gathered his staff together for suggestions on how to put the sale over with a bang.

One of the younger boys suggested using radio.

The old proprietor balked at first, but finally gave in.

A nearby station was contacted and a deal was made to use two daily programs over a period of two weeks.

By the end of the first week, half of the store had been cleaned out.

The sale had been planned for a month's duration, and when repeated calls began coming in for articles that were exhausted, it was regarded as good business to have replacements rushed in.

At the finish of the fourth week, the store had sold its stock of goods more than three times over.

Being a man of honor, however, when the month was up the store owner closed his shop in that town.

With the neat profit realized, and the fascinating new experience gained, he moved to another community, opened a fresh store, took on a regular radio program, and is now riding around in a limousine with a liveried chauffeur.—D.C.G.

### STATION LIST APPROVED BY SHERWIN-WILLIAMS

Sherwin-Williams (interior paint) fall spot radio campaign schedule has been approved and includes 38 stations from Boston to Dallas with a west coast network participation hour yet to be set. Series will start Labor Day week and will be aired from one to six times weekly depending on the locality. Participation programs are being used on all stations. Contracts run from 10 to 13 weeks.

Stations and networks signed by T. J. Maloney Inc., Sherwin-Williams  
(Continued on Page 3)

### Balk at U. S. Music Cuts Iturbi Off Air

Because of Jose Iturbi's alleged dissatisfaction with the "all-American" concert and desire to make a switch in music while program was under way, NBC cut off the conductor about midway in his broadcast from Robin Hood Dell, Philadelphia, Monday night, over the Blue network. Network's main concern was  
(Continued on Page 3)

### John Gillin is Elected Head of Nebraska Ass'n

Lincoln—John Gillin, president of WOW, Omaha, has been elected president of Nebraska Broadcasters Ass'n, representing 10 stations in the state. John M. Henry, KOIL-KFAB, Omaha, was chosen vice-president, and Art Thomas, WJAG, Norfolk, secretary-treasurer.

### Deal is Closed With Ralph Atlass Adding WJJD and WIND—Detroit's WXYZ Also to be Fed Programs

#### Linton Wells Series

Linton Wells, noted American newspaper correspondent with an adventurous record abroad, starts a weekly series of anecdotes Aug. 21 at 8:30-8:45 p.m. over NBC-Red network.

Chicago—Deal completed here between Virgil Reiter Jr., vice-president of Transamerican Broadcasting & Television Co., and Ralph Atlass of WJJD and WIND will bring the WLW Line through to this city on or before Sept. 15. Programs will also be fed to WXYZ, Detroit. Complete station lineup will then include WLW, Cincinnati; KQV, Pittsburgh; WFIL, Philly, and WHN, New York.

Several commercial programs are set, the time classifications including  
(Continued on Page 3)

### BASIC RED NETWORK BOUGHT BY ENERGINE

"Radio Newsreel," sponsored by Energine Cleaning Fluid, will start on NBC Oct. 24 at 3-3:30 p.m. Time bought so far is the Basic Red network and program, which will be handled by Parks Johnson and Wally Butterworth, will feature interesting people who figure in the day's news.  
(Continued on Page 3)

### Gets "Porgy and Bess" As Radio Presentation

Arthur Kass of Kass-Tohrner, radio producers, has acquired from the New York Theater Guild exclusive radio rights to the George Gershwin musical, "Porgy and Bess," and is preparing it as a sponsored network show. As many of the original stage principals as possible will be used  
(Continued on Page 3)

### LEVER BROS. RESERVES ANOTHER CBS HALF-HOUR

Lever Bros. has reserved the 8-8:30 p.m. Tuesday night spot on CBS for another fall series to begin Oct. 5. No talent has been announced for the period nor is it certain what product will be promoted. Period comes directly before the Al Jolson half-hour which starts next month under the same sponsorship.

Lever Bros. now is committed to four and one-half hours weekly on  
(Continued on Page 3)

### Internat'l Silver Adds Two Canadian Stations

International Silver Co. has added CFRB, Toronto, and CKAC, Montreal, to its CBS network program which starts Oct. 3. Network now totals 46 stations. Young & Rubicam handles the account.

## Individual Parleys Being Held By AFM on the ET Situation

### Radio News Ass'n Meets Sept. 10-12 in Chicago

Chicago—Ass'n of Radio News Editors & Writers holds its first annual meeting Sept. 10-12 in the Sherman Hotel, with about 100 members expected. Conclave is expected to go into every phase of radio news gathering, writing and broadcasting, says  
(Continued on Page 3)

Situation in regard to the AFM ultimatum to the radio, electrical transcription and phonograph record industries gives every indication of remaining pretty much the same until at least Sept. 14, when the AFM Executive Board meets again in New York. Two days later the board will again call in the various factions. Meantime the broadcasters and others are banking considerably on being  
(Continued on Page 3)

### WLW Salutes KGW

Cincinnati—WLW will dedicate its "Moon River" program Aug. 14 to KGW, Portland, Ore., which dedicates its new 625-foot vertical antenna that day. Sydney Mason, narrator, is preparing special continuity for the half-hour broadcast, which starts at 12 midnight EST. DeVore Sisters will sing special songs for Portland. Crosley also will short-wave the show.

### Football Charge

Columbia, Mo.—U. of Mo. intends cashing in on its home-played football games next fall. Don Faurot, head coach, announces that a charge of \$100 a game will be imposed on each station airing the games. Last year the broadcasting privileges were gratis. KMOX, KWK and KSD, all of St. Louis, are expected to carry the games again despite the tax.



Vol. 2, No. 29 Wed., Aug. 11, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Tuesday, Aug. 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 3/4	170	170	+ 3/4
CBS A	29 1/2	29 1/2	29 1/2	+ 1/4
CBS B	29	29	29	+ 3/8
Crosley Radio	19	18 1/2	18 1/2	- 3/8
Gen. Electric	57 3/8	56 5/8	56 5/8	- 3/8
North American	27 3/8	27 1/4	27 3/8	+ 1/8
RCA Common	11	10 3/4	10 3/4	+ 1/4
RCA First Prd.	72	71 3/4	71 3/4	+ 1/4
Stewart Warner	18 1/2	18 1/4	18 1/2	+ 1/4
Zenith Radio	37	36 3/4	37	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16
-----------------	----	----	----

### OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	13	14 1/2

## New Sam Hammer Series Starts on WOR Aug. 18

Sam Hammer, who now conducts "Your Inventions" over WMCA, launches another novelty program Aug. 18 at 10-10:30 p.m. over WOR. Titled "How About It?" the new series will be a question and answer competition between 10 teams of contestants, each team composed of a man and a woman. Questions asked will be of the human interest variety lending themselves to comedy, such as "What would you do if you had a million dollars?" and "Suppose you were arrested for kissing your own wife in public?"

### Wynn Murray Set Regularly

Wynn Murray has been set as a regular member of the "Sealtest Sunday Night Party" on NBC-Red. Miss Murray also is in the Broadway musical, "Babes in Arms."

"Wheaties Champions of Harmony"

## KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

## Helen Gahagan Series Starting Out as Disks

West Coast Bureau, RADIO DAILY

Los Angeles—General Mills' serial, "Love for a Day", with Helen Gahagan, will be waxed for 13 weeks here before it becomes a live show. Miss Gahagan returns soon from Europe to start work in the series. Blackett-Sample-Hummert is the agency.

### Hearn's Auditioning

Hearn's Department Store, is auditioning a dramatic type of show at WOR. Style is along the "March of Time" presentation, with past and present news being voiced. Organist, two announcers and actors included in the cast.

### 2 New Vocalists on WNEW

Johnny McKeever, tenor who has appeared with George Hall's orchestra and over all three major networks, and Vivian Smith, a new singer to be known as "Kansas City Blues," have been added to the WNEW vocal staff.

McKeever will be heard on the "Listener's Scrapbook" daily at 2:30 p.m. starting Aug. 19. Miss Smith, who hails from WDAF and KFEQ, starts tomorrow at 1:30 p.m. and will be heard Tuesdays and Thursdays. She does a female Fats Waller.

### Tobacco Center Campaign

Chamber of Commerce at Kinston, N. C., is embarking on a large radio campaign for "The World's Foremost Tobacco Center" over its own station, WFTC, and will use the comedy disk serial, "Detectives Black and Blue", placed by Charles Michelson of the Earnshaw Radio Productions New York office. Ninety-one episodes have already been contracted.

### News Tie-up on KFKA

Greely, Colo.—KFKA here has inaugurated a "News Roundup of the Air" in association with the Denver Daily Record Stockman. Broadcasts emanate from the Stockman editorial rooms and include three 15-minute periods every weekday and two on Sundays. Station has 24-hour UP news coverage.

### Old Shakespeareans on CBS

As a prelude exploitation for "As You Like It", its Shakespearean offering next Monday night, CBS will present five Shakespearean stars of the past in a special program at 5:15-5:30 p.m. Monday. The oldtimers are Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden.

### WMCA Airs "Zola" Premiere

World premiere of the Warner Bros. feature, "Zola", starring Paul Muni, will be aired by WMCA at 8:30 tonight. Martin Starr will interview celebs from the lobby of the Hollywood Theater on Broadway.

## Wightman Cup Contest Is Being Aired by CBS

Fifteenth annual Wightman Cup tennis contest, Aug. 20-21, will be aired by CBS with Ted Husing at the mike. The programs also will be short-waved.

An exclusive preview program, including stars of both teams, will be broadcast by CBS at 6:15-6:30 p.m. Aug. 18.

### Albert E. Short Dead

Chicago — Albert E. Short, NBC studio orchestra conductor and former production man, died yesterday following a sunstroke last week at Lake Geneva, Wis. Short also operated a theatrical production agency with Will Harris.

### Services for Lou Ancker

Funeral services will be held tomorrow at Arlington Cemetery, Philadelphia, for Lou Ancker, radio and stage actor and program director, who died a few days ago at his home here after a long illness. Ancker, whose wife, Anice Ives, has a radio program on WMCA, had done radio work in Philadelphia before coming to NBC here last year. He was 50 years old. The body will be cremated.

### Van Cronkhite Staff Adds

Chicago—Recent personnel additions at Van Cronkhite Associates Inc. include Forrest Johnston, former president of Pacific Air Industries and more recently account executive with Pettinger & LaGrange agency. Indianapolis, who takes over direction of the foreign language station rep division, replacing George Roesler, who sold out to John Van Cronkhite, and Sam Knott, who joined as managing editor of VCA news room. Staff now numbers 21.

### WATL News Service

Atlanta—Manager Maurice C. Coleman of WATL launches a new and improved News Service on Sept. 15, presenting news on the hour every hour throughout the day and night. Sponsors are now being signed, with no talent charged on deals closed before Sept. 15.

### Two More Wed at WSYR

Syracuse, N. Y.—The love-bug is doing a landoffice business at WSYR this summer. Pete Krug, announcer, and Aaron Beckwith, salesman, became entries 5 and 6 in the marriage derby when they took their vows over the week-end.

### CBS Signs WFBL Singer

Syracuse—Claire Herman, who has been singing over WFBL off and on for six years, was signed by CBS following an audition. Network will give her a new name.

## COMING and GOING

AL PEARCE and his gang will leave Hollywood for New York on Sept. 10, according to Fanchon & Marco. Troupe will make personal appearances during the eastern trek. First Ford broadcast from New York will be aired Sept. 28.

H. LEN GAHAGAN, now on a concert tour abroad, is due back shortly to start a series for General Mills.

RALPH ATLASS, head of WJJD and WIND, Chicago, is on a motor trip to Yellowstone Park.

JOHN SCHULTZ of Fanchon & Marco left yesterday for Hollywood, where he will attend to some business for the next two weeks.

RAYMOND PAIGE, after a week's sojourn in New York discussing his new program with the agency and sponsor, leaves for Hollywood today.

W. C. GARTLAND, sales manager for Star Radio Programs, has returned from Winchester, Conn.

MORT WATTERS, network director of the West Virginia net, arrived in New York early this week on business.

E. F. SCOTT, president of Scott Radio Laboratories in Chicago, is back from a trip to London.

ROLAND YOUNG sails today for Europe aboard the Queen Mary.

VERNON A. MOORE, sales manager of General Motors Co., arrives today with his family aboard the Southern Cross.

FRANCIS T. ROWELL, official of Swift & Co., arrives on the Southern Cross today.

HARRY LEEDY of the Rockwell-O'Keefe office returned from Hollywood early this week.

HARRY BOERSMA, baritone of WREC, Memphis, is in town on both vacation and a look-around.

BILL STUHLER, radio director of Young & Rubicam Inc., has returned to his desk after a month's vacation at East Hampton.

FRANKLIN M. DOOLITTLE, executive of WDRG, Hartford, was in and out of town yesterday.

BEN ROCKE is back on the job after two weeks' rest at Bethlehem, N. H.

SID SCHWARTZ of WNEW leaves Aug. 16 for two-week vacash, spending one week on cruise to Nova Scotia.

JONATHAN D. PIERCE, president of Bermingham, Castleman & Pierce, sails today on the Queen Mary for England.

## Tillamook Cream Ass'n Signs on Coast Network

Tillamook County Creamery Association, Tillamook, Ore., (Cheese) has signed a 14 week contract with NBC for a Friday, 10-10:15 a.m. (PST) series to begin Sept. 17. Show will be aired over the five NBC-Red Pacific stations. No title or talent selected yet. Botsford, Constantine & Gardner Inc., Portland, Ore., has the account.

## Cardinet Renews on Coast

Cardinet Candy Co., Oakland, Cal., has renewed the "Night Editor" program on 10 NBC-Red Pacific and Mountain stations. Program featuring dramatizations by Harold Burdick is aired Sundays, 9:15-9:30 p.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## WLW LINE MAKES DEAL WITH CHICAGO STATIONS

(Continued from Page 1)

two daytime strips, a Sunday afternoon one-hour show, a Saturday afternoon football schedule and several other smaller accounts.

Strong possibility that the WLW Line will be put through to this city long before Sept. 15. Additional accounts being worked on by Trans-American may start the new WLW Line extension off on a consistent basis.

Move by WLW in coming into Chicago gives room for speculation as to its future plans with other network affiliations.

## Lever Bros. Reserves Another CBS Half-Hour

(Continued from Page 1)

CBS exclusively. A daytime half-hour, five days a week, the "Lux Radio Theater" hour and the two above shows make up the schedule. Ruthrauff & Ryan handle all periods except the "Lux Radio Theater," which is serviced by J. Walter Thompson Co.

## Balk at U. S. Music Cuts Iturbi Off Air

(Continued from Page 1)

that Iturbi might substitute numbers on which there was no clearance.

Newspaper interviewers later quoted Iturbi as saying that American music was "cheap." Works of Victor Herbert, George Gershwin and Jerome Kern were part of the program.

Lucy Monroe, soloist with Jan Peerce on the concert, took an opposite view, defending native works.

## Gets "Porgy and Bess" As Radio Presentation

(Continued from Page 1)

in the air version, which will consist of a series of 13 half-hour shows.

Before he died recently, Gershwin collaborated on the first script of the radio series.

### Elinore Sherry Booked

Elinore Sherry, opens at the Metropolitan theater, Boston, on Aug. 19 as the first Mutual network artist to go into vaude, booked by WOR Artists Bureau.

**RALPH KIRBERY**  
"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## NEW PROGRAMS—IDEAS

### Farm Program

Of intense interest to rural listeners is the WOWO (Fort Wayne) feature, titled "The Purdue Agricultural Program" heard at 1 p.m. CDST on Mondays and Thursdays. It is under the direction of H. V. Kimmell, county agent for Allen County. Better methods of farming is the goal toward which the program aspires. In order to formulate and present these methods he has the facilities of Purdue University's laboratories, farm clubs throughout the County, and the farmers' own discoveries at his disposal.

On the last Thursday of each month, this broadcast period is given over to the ladies' clubs of the County—thus it becomes a sort of home economic discussion.

This "Purdue Agricultural Program" has proven so popular that an extra period a week is being assigned to it—on Wednesday noon, to be handled by two other counties.

### Women's Radio Edition

KFRU, Columbia, Mo., has inaugurated a new series titled "The Women's Radio Edition." The new show, heard five times a week, 2-2:15 afternoons, is split by Beth Barkley on beauty and style, and Jane Bradford on personalities in the woman's world.

"The Missouri Sportsman," five-minute commentary three times a week at 7:55 p.m., giving a condensed version of the findings of the State Game & Fish Commission, along with private opinions by one of the best-known hunters in the state, is entering its third week and being well received by outdoor enthusiasts.

### Disk Interviews for Night Airing

WSIX, Nashville, is now presenting its sidewalk interview program in an unusual manner. This broadcast, known as the "Voices of Nashville," has been aired daily at 1 o'clock. Now the program is being recorded at the same hour from the regular location in front of the Princess Theater, but not put on the air until 7 o'clock the same night. This is giving the people interviewed on various questions an opportunity to hear themselves.

### Kids on Mythical Tours

Norah Adamson, conducting "Aunt Patty's Gang," children's program, over WSPR, Springfield, Mass., began a new series when she started her "gang" on a "World Tour." Each

Saturday a.m. the group goes to a different country. The first program took the group down New York Harbor. They pointed out the most interesting spots, not from a historical standpoint—but from a standpoint of interest to the kids. They have visited the International Exposition at Paris, and are soon to go to Scotland. Miss Adamson is assisted in the presentation by Ed Tacy, chief announcer.

### Mythical Travel Tour

Listeners to WJBK, Detroit, will learn all about their state in a new program titled "Tom MacClure's Michigan Travel Tours." Tom MacClure, Conservation Engineer, and Joe Karmann, chairman of the Michigan division of Isaak Walton League of America, are going on a mythical hunting, fishing and camping tour and plan to cover the entire state of Michigan during the next 52 weeks. The idea is to take listeners right along with them. The entire trip will be true in every detail, because Tom MacClure, former Michigan Conservation officer, has practically covered every mile of this state's sporting lure.

### Explain School Operation

The operation of Raleigh public schools will be carefully explained in detail in a new series of weekly programs broadcast over WPTF every Tuesday evening at 7:45 o'clock, with Superintendent of Schools, Claude Gaddy in charge of arrangements. It will be the purpose of Gaddy and those officials who assist him to relate to parents and the public in general topics concerning school management and activities. Problems affecting teacher and pupil will be discussed, as well as plans for the approaching months, whereby closer cooperation between classroom and home will be attained.

### "Football Souvenirs"

Moss Bakery of Durham has contracted with WDNC to sponsor over its facilities football souvenir programs preceding each football game to be broadcast by the station. The programs will feature 15-minute periods of football songs and marches and will be transcribed presentations with local color and interest being added by the WDNC announcer. The complete Duke University football schedule has been contracted for sponsorship by Atlantic Refining. Consequently, the Moss Bakery football souvenir programs will precede Duke games.

## Radio News Ass'n Meets Sept. 10-12 in Chicago

(Continued from Page 1)

John Van Cronkhite, ARNEW president, and majority of meetings will be open to all interested persons. Convention program committee consists of Jack Harris, WSM; Beckley Smith, WJAS; Al Hollender, WJJD-WIND, and Ken McClure, WOAI.

## INDIVIDUAL PARLEYS BY AFM ON ET ISSUE

(Continued from Page 1)

able to get some better terms when they meet the AFM again.

Although ET manufacturers are conferring among themselves and have held several meetings as to method of procedure, they are also advising their station subscribers to drop into the AFM headquarters in New York and lay their respective cases before the officials. While President Joseph N. Weber and other officials are listening to the broadcasters who have dropped in, the radio men report no definite progress beyond the fact that they are going through the same general talking to that the others received at the Executive Board meetings. The networks are likewise requesting and advising the individual broadcasters to talk to Weber, et al.

President Weber told RADIO DAILY that no contracts or agreements will be entered into between the AFM and any individual organization or broadcasters until after Sept. 16.

Position of the NAB is not to present a united front nor set up a committee, but have the AFM deal individually with the broadcaster members. Also a possibility that broadcasters may decide to call the AFM on its strike threat and see if it isn't a bluff.

## Basic Red Network Bought by Energine

(Continued from Page 1)

No stooges will be used, nor actors giving impersonations.

Production will be handled by Publicity Associates in cooperation with Richard A. Porter of the Stack-Goble agency's New York office.

## Another Name Mentioned For FCC Chairman Post

Washington Bureau, RADIO DAILY

Washington—Radio circles here are considering with interest the possible switch by President Roosevelt of Judge Ewin Davis, now chairman of Federal Trade Commission, as a possibility for the post left vacant by Anning S. Prall, late chairman of Federal Communications Commission.

Davis is a trust buster and fought Warren Harding's move for a merchant marine subsidy and waged the first legislative battle against the big radio companies and monopoly of the industry.

## Station List Approved By Sherwin-Williams

(Continued from Page 1)

advertising agents, are: Iowa network, Yankee network, WOR, WBEN, WGY, KDKA, WFBR, WBT, WJAX, WLS, WGAR, WJR, WFBM, WCCO, WFAA, KMOX, KMBC, WCKY, WSB, KTRC, WTMJ and WFIL.

**CRAIG & HOLLINGBERRY**

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

## NEW BUSINESS

Signed by Stations

## Boston

WBZ: Sun Royal Co., Frankfort, Ind., through Caldwell Baker Co., Indianapolis; International Harvester, through Aubrey, Moore & Wallace, Chicago; Ralston Purina Co., through Gardner Adv'g Co., St. Louis; Graham-Paige Motors, through J. Walter Thompson, Chicago.

WNAC: Foster Canning Co., Brooklyn (Dr. Olding pet ration), also on 14 other Yankee net stations, through Nathan Feist Agency, N. Y.; American Cereal Co., Clinton, Mass. Wheat-abix), also on 12 other Yankee stations, through H. B. Humphreys Co., Boston; Anderson Co., Gary, Ind. (Sleetmaster windshield wiper), through Schwab & Beatty Inc., N. Y.

WAAB: Hecker's Products, also seven other Colonial net stations, through Erwin-Wasey & Co., N. Y.; Duart Sales Co., San Francisco (cosmetics), through Mutual.

## WIRE, Indianapolis

Bristol-Myers (Ipana, Sal Hepatica), new Fred Allen show starting in Oct.; Gruen, Sheila Barrett show starting in Oct.; Wander Co. (Ovaltine) "Orphan Annie"; "True Story Court of Human Relations," Sept. 3; Marion Talley, Sept. 26.

## Gen. Foods on WEEL

General Foods for Jell-O ice cream powder on Monday started sponsorship of a quarter-hour daytime program on WEEL, Boston. Series features Marguery Mills. Young & Rubicam Inc. placed the account.

## New Station Call Letters

St. Cloud, Minn.—Times Publishing Co. was recently assigned the call letters KFAM for its new station here.

## Networks May Air N. J. Fair

Negotiations are under way where-by events of special interest at the New Jersey State Fair, Sept. 26-Oct. 2, will be aired over national networks as well as local stations in New York and New Jersey. Bert Nevins, who has been appointed publicity director of the fair, is at present attempting to get lines from CBS, NBC, Mutual and WNEW into grounds for pick-ups. Complete radio coverage of the fair will be announced at a later date.



Greetings from Radio Daily

August 11

Carl Landt  
Helen Broderick  
Adrian Revere



● ● ● A couple "heat-wave" stories:... When the story appeared here that Gruen watches would take to the air in the fall via NBC, Arde Bulova, head of a competing concern, phoned Don Shaw, exec at McCann-Erickson, agency for Gruen, and asked Shaw if the story was so... Don confirmed our report and added the time to be used by the sponsor... Bulova, who uses spot announcements around the clock giving the time of day via both nets, did the most unusual thing. According to his contract, Bulova could've had the Gruen show sign-off weekly—and a second later, the wordslinger would give "The time by courtesy of Bulova," etc.—thus confusing the listener. Instead, Bulova phoned NBC and CANCELLED his announcements for one hour on either side of the Gruen airing!

● ● ● Bill Pope, sports announcer for WESG. Elmira, unwittingly turned in a fire alarm during one of his recent airings of a baseball game... A spectator's auto caught fire outside the ball park. Pope made mention of it during his description, resulting in three fire companies responding before the regular alarm could be sent in... NBC signed Lucille and Lanny after their build-up at WNEW and immediately had the pair interviewed by the extensive press dept. and photo-ed by Ray Johnson at NBC... With these methods employed the kids went out and subscribed to a clipping bureau after which they sat back and waited for "clips"... Yesterday the first one arrived. It was a picture planted in the "Daily Forward" a Jewish paper—and they can't even read the caption!... Before each foreign language show on WJBK, Detroit, this announcement is made: "In an attempt to serve a cross-section of metropolitan Detroit, we now present—" and then nationality is mentioned. The station now has a Jewish, Hungarian, German, Italian, Greek, Ukrainian, Arabic, Russian, Polish, Lithuanian—and also an all-colored show!

● ● ● This, we indorse, as the best story of the decade... Because of its startling nature, the place and name of the second party must remain a secret... Joe Rines was driving along last week en route to visit some friends. He was stopped for speeding and inasmuch as his car bore "Mass." license plates, the cop asked when he was going back home... Joe, hoping to appeal to the officer's sympathy, said the following day, "Too bad that you'll have to come back next week to answer this ticket"... Joe, after some clever wordslinging, handed the cop a fin to settle the matter... Before pulling away, the motorcycle cop noticed Joe's new sun glasses, put on the market this year by Du Pont. He inquired Joe about them and was told the whole story. "You know," said the officer, pointing to his own, "these glasses are tiresome wearing them all day. What did those cost you?"... Joe said a dollar and added as a gag, "I'll sell them to you"... With this, the cop took out the fin just received from Joe, handed it to Rines, who gave the cop FOUR DOLLARS CHANGE—and then drove away!

● ● ● Beverly Freedland of the Three Harmonics and Curley Mahr of the Landt Trio were married yesterday in the heat... Another hook-up slated for Saturday is Carolyn Wolfenstein, pencil-pusher for John Schultz of Fanchon and Marco, to Fred Lippman... Night before last Eddie Lambert of Sam Fox Music and Whitney Rimes of American Airlines entered the hotel room of Lambert, and much to their consternation found the place occupied by a BAT with a 14 inch wingspread... After heaving packages of orchestrations at it, Rimes finally connected one which hit the head... Later, officials at the Zoo supplied the info that it was a rare brown bat... This, we suppose, was to have eased the boys' pains!... Eddie Garr was being heckled by a femme patron at the Riviera the other night. In the hope of quieting her, Garr yelled from the stage to a waiter, "Better give her a 'mickey'"... To which came this reply: "O.K. I'll take him" as she went for MICKEY Alpert!

ORCHESTRAS  
MUSIC

JOSEF CHERNIAVSKY takes over the baton of the "Music By" series over WOR next Tuesday at 8-8:30 p.m. He also will be heard the following week, Aug. 24.

King Kolomoku and His Royal Hawaiians are making quite a hit on the Tim and Irene program sponsored by Nozema over WOR-Mutual on Sundays. David Kaonohi, tenor with the aggregation, also has been coring.

Sammy Kaye, whose "swing and wavy" melodies are heard several times weekly over the WOR-Mutual network from Jenkinson's Pavilion, Point Pleasant, N. J., is putting the finishing touches on a new tune, entitled "We'll Ride the Tide Together."

"The Concert Hour," a new series of full-hour programs of works of great composers, featuring Helen Traubel, soprano; Rosa Linda, pianist; Benno Rabinoff, violinist, and the NBC Concert Orchestra under the direction of H. Leopold Spitalny, will make its bow over the NBC-Blue Network on Aug. 19 at 9 p.m.. The programs, to be heard weekly thereafter, will consist of compositions by such great composers as Debussy, Rachmaninoff, Rimsky-Korsakoff, and others who are familiar to the average radio listener and music lover.

Bill McCune and his orchestra, currently heard over WOR-Mutual from the Bossert Hotel in Brooklyn, was selected among the first three favorite bands in a poll in Westchester County.

Occupying first place in the contest was Guy Lombardo with 101,626 votes; second place went to McCune with 92,880 ballots, and third to Benny Goodman, swing specialist, with 89,590 ayes.

Sam Fox, president of Hollywood Songs, Inc., has just closed a deal with Keith Prowse & Co. Ltd., London, for the musical score of England's stage success, "Balalaika". Shuberts have acquired the American stage rights, with Broadway opening tentatively set for the Christmas season. Screen rights sold to Paramount.

Ted Lloyd, RADIO DAILY'S "Ol' Scoops Daily," and Lester Lee, vice-president of Artists' Syndicate of America, have placed their second musical composition, titled "Brother Rat," with Lester Santly of Santly Bros.-Joy Music Co. The duet's first number, "I'm Gonna Picket Your Heart," which was placed with Henry Spitzer at Marlo, is the song being worked on at present by that firm.

**PROGRAM REVIEWS**

**"King Lear"**

Fifth in the CBS series of Shakespearean programs was a rather heavy show for such a torrid Monday night. Signal from WABC was very weak, making it necessary to use all the volume available. To this listener it seemed as though the voice of Thomas Mitchell as the mad monarch was not a good microphone voice. Margo turned in an excellent piece of acting as Cordelia, the banished daughter. Radio adaptation was made by Archibald MacLeish with Brewster Morgan directing as usual.

Conway Tearle as the narrator did not sound as good as in previous broadcasts. Jack Smart, an old-timer to New York radio people, had the part of Oswald. Morris Ankrum played the role of Lear's friend.

To those who could hear the show with a good clear signal, program probably was on a par with the previous broadcasts.

**"The Fountain"**

Second presentation of the Eugene O'Neill cycle by NBC on Monday at 9:30-10:30 p.m., drew the less-known and earlier work of the author, "The Fountain." Naturally, it is neither as absorbing nor as strong a piece as some of the O'Neill favorites, and, coupled with an extremely warm evening, the radio offering probably got the worst of it. As a production, however, it was very well done. Ian Keith did ample justice to the leading role, supported by Francesca Bruning in the part of Ponce de Leon's beautiful ward.

Play concerns de Leon's search for the fountain of youth and is not hard to listen to from a rhythmic point of view. It reads well from this angle. Too bad, however, that the play and excellent work of Keith had to be aired on a hot night in August instead of a cool night later in the season. Cast generally did a worthy, conscientious job.

**"The Wise Man"**

Returning to the NBC-Red network at 2:30 p.m. yesterday after an absence of nearly twelve months bringing his sage remarks in a musical background with Alma Kitchell as soloist.

The talk portion is of the comforting and inspirational variety, with some good common sense and wisdom included, so it is quite absorbing. Miss Kitchell's vocalizing and the work of an instrumental group give the program a suitable setting.

The quarter-hour will be heard regularly on Tuesdays.

**Prominent Local Women**

"We Women," a discussion of the notable women in the city, is a new sustaining feature over WOWO, Fort Wayne, aired for 15 minutes at 7:30 p.m. Fridays, with Jane Vesey, member of a prominent local family, conducting the programs.

☆ **PROMOTION** ☆

**Market Data from WLBC**

Promotional Department of WLBC, Muncie, Ind., has just sent out a package containing complete market information on Indiana's Third Radio Market. Muncie Chamber of Commerce cooperated with the local station in supplying two brochures. All major advertising agencies in the U. S. received the information.

Establishment of consumer demand and its relationship to WLBC listening habits is part of a survey that is now being conducted by the WLBC Merchandising Department under the direction of Fred "Packhorse" Ayer, merchandising director.

**LOUISVILLE**

Bob Drake of the Jackson Family making plans for WHAS's annual radio day to be held at Fontaine Ferry Park late this month.

Both WHAS and WAVE are carrying a heavy schedule of political speeches.

Singing Sam Raborn now filling daily sustaining spot over WGRC. He formerly aired over KTAT, Fort Worth, under sponsorship of Montgomery-Ward.

Joe Easton, program director, and W. Lee Coulson, commercial manager, both of WHAS, went to New York on business.

Dolly Sullivan, Ruth Chatten and Dudley Musson, all of WHAS, vacationing.

Nate Lord, WAVE general manager, is in New York City on a business trip.

Staff changes at WGRC have shifted Bob McIntosh to sales department and office manager; Biff Carr, program and production manager, with Charlotte Falkner, Sara Lee and Rosalind Brown assisting. Jack Robertson, is a new announcer on the staff.

Arthur Harris, president North Side Broadcasting Co., operators of WGRC, is spending some time in Washington in the interest of his pending application for a regional wave length.

Bill Sherman, WGRC announcer, back on job after eight weeks in New York taking a special course in speech and radio.

Biff Carr, who conducts WGRC's "Curbstone Reporter" sponsored by Kay's Jewelry store, has been appointed state radio chairman for the American Legion.

**WRBL Service**

WRBL, Columbus, Ga., has an educational director whose job is to cooperate with all civic, educational, and religious organizations in Columbus. Nearly every organization in and about Columbus is said to have used WRBL's facilities without obligation.

**Recipe Book**

Martha Laine, directress of WFIL Women's Club of the Air, Philadelphia offers listeners a free booklet "The WFIL Exchange Book." Book represents an exchange of ideas among listeners, made up of all recipes and household time-saving hints submitted during the past year by club members. Contributors get credit mention for their material.

**New Commercial Announcement**

Star Radio Programs Inc. releases a mailing today on a new type of commercial announcement presentation. Four announcements will be tied into a five-minute dramatization and Star will supply stations with three scripts daily, five days a week.

**KANSAS CITY**

Arthur B. Church and Mrs. Church will leave next week with their son and two daughters for a three weeks vacation on the west coast.

Lou Kemper and Jack Grogan, for the past several years announcers and featured entertainers on the staff of WHB, have resigned to join WDDO, Chattanooga.

Roy Kearns, KXBY announcer has left for a vacation in Chicago and St. Louis, upon the return of Bruce Robinson, who has been vacationing.

Norm Souther, vice-president of Midland Television, has returned from a three-week business trip to New York, Detroit and Chicago, G. L. (Jerry) Taylor, president, has left with Mrs. Taylor for a week at Colorado Springs.

Four members of WHB's production staff, John Schilling, general manager, Dick Smith, announcer, John Wahlstedt, staff vocalist, and Al Stine, continuity writer, have left for a ten day fishing trip to Basswood Lake, Canada.

The Jubilesta radio committee made up of representatives of all six local stations and headed by Arthur B. Church of KMBC, met last week and presented to the Jubilesta directors a tentative plan for radio advertising of the fall festival which calls for a budget of approximately \$7,500, to be used for 120 programs and 180 announcements to be divided on an equal time basis between WDAF, KMBC, WHB, KCMO, KXBY and KCKN.

KCKN's daily five minute program, "Women in the News," with Virginia Wallace conducting, assumes a new form this week with the voice of Ruth Royal, station musical director, being heard wherever a direct quotation is used.

**ST. LOUIS**

Richard O'Brien and Dave Caughlan have joined the KSD sales staff.

Bill Durney, director of public relations at WIL, and Bart Slattery, the station's publicist, were guests on a preview flight of the American Airlines' new 21-passenger Fleet airliner.

**AGENCIES**

J. WALTER THOMPSON CO. is handling the increased Universal Pictures advertising and exploitation campaign, opening with release of "A Hundred Men and a Girl," in which Deanna Durbin appears.

MOORE & HAMM INC. has been appointed by Merit Food Co., Hackensack, N. J., to handle advertising of Dianaise (salad dressing).

DICK MARVIN, radio director of J. Walter Thompson agency in Chicago, is motoring east with family on vacation.

KIRBY HAWKES, radio director for Blackett-Sample-Hummert, is back in Chicago after a trip to the West Coast to arrange for the new Helen Gaghan serial for General Mills.

EDWIN A. NICKEL, formerly with Lennen & Mitchell and other firms, has been appointed sales manager of W. P. Woodall Co., mail advertising and selling.

WILLIAM ESTY agency, which is bringing Feenamint back to Mutual network soon, is now working on script show plan, instead of a musical.

**PHILADELPHIA**

Two new shows make their bow on WFIL this week. Allen Franklin, from Tulsa, is featured in "Hollywood High Hat," daily studio gossip. "Golden Rule," on Thursdays, has three classical artists, Florence Irons, mezzo-soprano; Dr. Warren Levers, baritone, and Louis Hershon, piano virtuoso.

Altho the dedication and full completion of WFIL's new studios will not be ready until middle of October, station will begin part-time operation from new site Sept. 1.

James Aull, KYW publicity director, back at his desk and busy at the puff sheets after a New England vacation.

James A. Willard Jr., WIP's Uncle Wip, has ordered a ventriloquist dummy, which will be christened "Oscar" with appropriate ceremonies.

Powers Gouraud is now heard at 11 p.m. on Sundays and 11:10 from Monday to Friday on WCAU for Yellow Cab Co. Larry Vincent has the 11 p.m. spot on other evenings.

In addition to Jan Savitt's Too Hatters, Rhythmaires and Singing Strings, KYW staff talent getting NBC Red solo airings include Arthur Hinett, organ; Carlile and London, piano duo, and Bonnie Stuart, vocalist.

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.



**C**L. MENSER of NBC program department off on a roving vacation in his plane. Howard Keegan handling "First Nighter," during his absence. Barbara Luddy star of "First Nighter," vacationing between Fridays in New York, where she is meeting John W. Gibson, west coast actor friend, who will do a guest turn on Fibber McGee show here Monday when returning west.

Burridge Butler, president of WLS, and J. E. Edwards of Prairie Farmer, motored to Phoenix, Ariz., last week to look after business at KOY.

Glenn Snyder, manager of WLS, vacationing at Mackinac Island.

George Dieffenderfer, formerly with Rambeau agency, and William Dooley, former secretary to Harry Mason Smith, commercial manager of WBBM, are new on the WBBM sales staff.

Virginia Seeds is leaving WLS press department to take up house-keeping. She is the wife of Jack Retting, Evening American reporter.

Dave Rubinoff and Marion Claire will headline Chicagoland Music festival in Soldiers' Field, Aug. 21. Henry Weber will be musical director.

Arthur Stringer left over weekend for Cincinnati where he takes over post of sales promotion for WLW. Wife and family will follow as soon as their Evanston home can be sold or leased. Stringer's latest radio activity here was handling publicity for National Radio Trade show in connection with Radio Manufacturers' convention in June. He formerly handled publicity for the New York and Chicago shows.

Dr. George F. Courrier, president of Hammond Calumet Broadcasting Corp., which operates WWAE and the new WHIP which is to open in Hammond around the first of next month, is expected back from European vacation next week. Dr. Courrier, like J. Oren (Buck) Weaver, WBBM news editor, is a clergyman.

Whitney J. Clement, former KYW salesman, has joined NBC sales force here taking spot vacated by Mel Wolens who went to WCFL as sales manager.

Frank Black will finish up his vacation which he is spending on his Pennsylvania farm and return here as director of the Carnation Contented hour on Monday, Aug. 23. Roy Shield is pinchperforming.

Mrs. Wendell Hall has joined the Red Headed Music Maker in New York City. Hall winds up on the Gillette show Aug. 29.

Norman Ross has been re-engaged as master of ceremonies of the North Western Railway's suburban hour on through April 1, 1939. Sponsor also took an option for additional year.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 57 in a Series

### WDBO—Orlando, Fla.

580 Kilocycles—1,000 Watts (Increasing to 5,000 Watts about Aug. 25)

**COLONEL GEORGE C. JOHNSTON, President**  
**HAROLD P. DANFORTH, Manager**

**W**DBO started operating some thirteen and a half years ago, in March, 1924, and the station has expanded steadily in both facilities and service. Its next step in this direction will be the dedication of a new 5,000-watt transmitter, about the end of this month. This follows the installation of new equipment with a 370-foot vertical radiator in January of this year. The radiator is situated in a swamp two and a half miles from the center of Orlando.

Station covers a rich citrus fruit and vegetable farming district, the area shipping annually more than 40 per cent of the total Florida harvest with gross of about 22 million dollars. Living standards in this region are comparatively high. Population is 266,972, with 37,685 radio homes and 131,897 listeners, including 69 per cent urban and 31 per cent rural.

WDBO is a full-time member of CBS. Station also maintains extension studios on a part time basis in Deland, with daily operation planned this fall. Sports and civic activities play an important part in program schedules.

Station has Transradio News service, 78 and 33 1-3 p.m. vertical and lateral transcription equipment and subscribes to WBS library. Paul H. Raymer Co. is its national rep.

## ☆ Programs That Have Made History ☆

No. 22—KPRC's Talks on Stocks.

**A**RATHER unusual program, and perhaps the only one of its kind in the country, recently passed its 1,500th broadcast over KPRC, the NBC affiliate in Houston.

Claiming to have established some kind of a record in addition to being in the different class, the program presents talks on ethical security trading.

The series is sponsored by Sterling

& Baker, brokers and investment counsellors of Houston, and consists of 1,000 word talks given by Kenneth A. Millican. There has been no break in the daily series since it started on Sept. 12, 1932.

Millican, who has been the commentator throughout, goes on the air each day at 3:15 p.m., and gives closing quotations in addition to his comment.

### BOSTON

E. B. Rideout, WEEL meteorologist, celebrated his twelfth anniversary at that station Saturday.

Walter Moore of the New York NBC press department visiting WBZ while on what seems to be a postman's holiday.

Gordon D. Norris of the WBZ sales staff away for a two weeks' vacation.

Winslow Porter, announcer at WMEX, is in the Eye and Ear Infirmary of the Mass. General Hospital with a mastoid infection. Frank Gillin is filling in.

Jack Brown and his orchestra, who recently returned from Europe, open an engagement at Nautical Gardens at Revere Beach, with an WMEX wire.

Four of the boys at WEEL have gone on vacation. They include George Webster at the transmitter, controlman John Buttrick, Del Castillo, production manager, and Johnny Rushworth, also of production.

Ed Lord has taken over the production assignments while Del Cas-

### SAN ANTONIO

KMAC is now picking up the guest bands via remote control from the Olmos Night Club nightly.

Bill Laurie, KONO chief wordslinger, has returned from a Dallas and Fort Worth vacation.

Jack Mitchell, KTSA sportcaster, is getting first hand fishing information from along the gulf coast line, and relays the info to the fishing fans each weekend.

San Antonio Express is now running Les Ketner's radio column five days weekly.

tillo is vacationing on Cape Cod. Irene Hanify pinch hitting for Del as organist on Neal O'Hara show.

John Shepard 3rd has returned from a vacation trip to Cuba.

Evelyn Towle, secretary to Lew Whitcomb, WEEL publicity chief, sails to New York tomorrow on a vacation trip.

Donald Van Wart, staff pianist at Yankee network, flew to Bermuda on the new Bermuda Clipper. He will return by boat.



**F**OLLOWING a look-see here, R. Heebner, chief draftsman for CBS, and William Lescave, architect for the new building which the network is erecting, will accompany Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, on a trip to San Francisco to inspect plans for construction work there. They are expected to leave at the end of the week.

Bob Harnack has been promoted to sound effects chief at KEHE.

Bob Longenecker assigned to his first full fledged producer's chore with CBS "Hollywood in Person" last week.

Paul Myers, KFI, headed for northern hideouts with the family in one of those "five rooms and bath" trailers. Bud Evans, Dorothy Graham and Oma Rhodes also basking in the sun somewhere.

Dennis King, Gail Patrick and Charles Brown, have been added to the cast of the CBS "As You Like It", being aired next Monday night.

### Becker Uses Femme Engineer

An unusual stunt was pulled by Bob Becker, who conducts the "Skyways Reporter" program over WAAT by wire from the American Airlines passenger terminal at Newark Airport. A stewardess of that line, Ann Margaret Becker, passed the exam for a commercial radio operator's license, and the same afternoon she replaced Art Beadle, the regular engineer on the broadcast. Miss Becker handled the remote set-up with ease and efficiency, according to Beadle, who hovered over her lest she make a mistake. The program uses three mikes, one which the announcer carries about the field on a 500-foot cord, one in an office for the commercial blurbs, and another for working in the terminal itself. The show has been airing under sponsorship since July 6.

### LINCOLN

Harry Johnson, named the most popular announcer on baseball in the minors last year, has been picked by NBC to chatter the national semi-pro baseballing from Wichita, Kas., soon.

It's Lyle "Pops" DeMoss for the second time. The genial program head of KFAB and No. 1 man on the street for Central States Broadcasting Co. string became father last week of his second boy, named Bobby.

For the first time in the history of the State Fair, local studios will have coverage competition. WOW, Omaha, will have lines down.

☆☆ *San Francisco* ☆☆

NBC taking the count here on remote dance pickups. Once cock of the roost, Mutual-Don Lee pushed them aside to snare the Sir Francis Drake and Mark Hopkins Hotel. CBS took the Fairmont and Palace Hotels leaving National with the El Patio ballroom and three niteries, the Deuville Club, Topsy's Roost and the Bal Tabarin. And it has to share El Patio with KYA.

Charles Runyon, NBC organist, and his bride, the former Lillian Sharp, station hostess, back from honeymoon.

Chief of Police William J. Quinn and NBC writer Dave Drummond both on vacation, so "Murder Will Out" is out at the station till resuming the 19th.

Phoebe Clark, radio actress wife of Claude LaBelle, drama ed. S. F. "News," plays in "Story to Be Whispered" which is world premiered at the Curran Theater Aug. 19.

Walter Sheets, local pianist, has

left to become pianist-conductor of a night club band in Singapore.

George Taylor, vocalist, and Clem Kennedy, pianist, debuted a new KJBS show Sunday.

When Mel Venter leaves "Feminine Fancies" for vacash Aug. 13, Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson will alternately emcee. Chester Smith, ork leader, plans no vacation.

KFRC pipes three quarters of an hour of dance music to the Mutual web Tuesdays and Saturdays. Roger Burke does 15 min. from the Sir Francis Drake Hotel and Nick Stuart gets a half-hour from the Mark Hopkins Hotel.

Agatha Turley, KYA soprano, back from southern Calif. Spots were filled by Edna de Nunzio during her absence.

Reiland Quinn, KYA production mgr., left Sunday on vacation tour of Pacific Coast.

☆☆☆ QUOTES ☆☆☆

MILTON BERLE: "It seems that radio has covered the afternoon and early evening hours with excellent programs. There is very little cause to dispute this fact, for we have a solid week packed with 'ace' entertainment between the supper hours and eleven p.m. But how about those late hours? Seems there are plenty of dialers still tuning in when the networks go to bed. It has been left almost exclusively for independent local stations to fill in this gap; but I think that radio might begin to point for these hours as extra revenue markets."

ZINN ARTHUR: "Styles in music change just as they do in clothes. Most musicians know and appreciate this fact. But just like in clothes the new style is merely last season's sensation redressed with a few more frills, laces, etc. The musicians also realize this fact, but does the public. It seems not, for with every new addition which a band makes towards the interpretation of a song, the public becomes 'taken' with the 'new and distinctive idea' and clamors for all bands to adopt it."

HUGHIE BARRETT: "The time has passed when orchestra leaders can palm off a blend of melody and dissonance on radio audiences and call it swing. Swing must have a recognizable pattern. It must have significance, like any other type of music. It must have shading and inflections. Then it becomes what I prefer to call "swing with a lilt."

MILT HERTH: "The white hot radio music purveyed by Benny Goodman, Tommy Dorsey, Raymond Scott, Bob Crosby and Glen Gray is welding the country into a nation of rapid-fire talkers. It is the opinion

of a group of speech experts I sounded out recently on that subject, who stated that one speaks faster, subconsciously, when listening to fast music—and fast music, hot music, is King of Radio today."

**Coming Events**

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

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

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

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.

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

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

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

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

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

... 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

"... You are certainly doing a grand job with the news in RADIO DAILY. You are certainly digging up the hot ones from day to day."

*Theodore C. Streibert*  
Vice-President

**WHBF**

Rock Island, Illinois

"... I have been following RADIO DAILY with great interest and I am sure it will prove very valuable to the industry."

*John W. Potter*

**RADIO TECHNIQUE**

New York City

"... RADIO DAILY is a great little paper, and it has a big future ahead of it."

*George Marshall Durante*  
Director

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## GUEST-ING

MRS. F. BRITTEN AUSTIN, wife of British novelist, on "Let's Talk It Over," Aug. 16 (NBC-Blue, 3:30 p.m.).

FIFI DORSAY and AL BERNIE, on "Broadway Melody Hour," tonight (WLN-WOR, 8 p.m.).

IDA LUPINO, on George Fischer's "Hollywood Whispers," Aug. 14 (Mutual, 10:15 p.m.).

GRACIE BARRIE, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). VIOLA PHILO, same program, Aug. 24. Both set by Herman Bernie.

BUNNY BERIGAN and orchestra, on "Saturday Night Swing Club," Aug. 14 (CBS, 8 p.m.).

JOAN EDWARDS, with Al Roth's orchestra, on "Contrasting Melodies," Aug. 16 (NBC-Blue, 9:30 p.m.).

W. C. HANDY, guest of "FNT," Aug. 13 (WBIL, 2:15 p.m.).

SHAW and LEE, on Al Pearce program, Aug. 17 (CBS, 9 p.m.).

DEL CASINO, on Mark Warnow's "Blue Velvet Music," Aug. 17, 8 p.m.).

JEANNINE MACY, balladist, on "Universal Rhythm," Aug. 15 (CBS, 9 p.m.).

MAUDE RUNYON, contralto, and FREDERIC BAER, baritone, on Columbia Concert Hall, Aug. 17 (CBS, 3:30 p.m.).

JOHN TASKER HOWARD, composer-author, on "Sunday Morning at Aunt Susan's," Aug. 15 (CBS, 9 a.m.).

## NASHVILLE

Jack M. Draughon, co-owner of WSIX, Nashville, spent several days in New York recently.

Jack Howard, president of Scripps-Howard Radio Inc., stopped off here for a business conference with radio station heads. While in Nashville he was a guest of E. B. Stahlman, Jr., official of Nashville Banner.

S. A. Cisler, station director of WSIX, spent the week-end in Memphis.

Frank Fottrell, former salesman on the WSIX sales force, has left the Nashville station to become affiliated with WHBQ, Memphis, in a sales capacity.

## ONE MINUTE INTERVIEW

### OZZIE NELSON

"Probably no phase other than popular music has been influenced more by radio than the dance. Millions of loud speakers throughout the land have trained dancers in the new modes. The public adapts its dance style to the new musical vogues, which radio introduces. I believe this is standardizing social dancing in this country and changing it from past peculiarities of sectionalization. And it might be the beginning of the end for the waltz."

## ★ Coast-to-Coast ★

TELL a kid he can't have candy and he'll stunt his growth trying to get an all day sucker. At least that is the observation of Bob Chase, better known to radio listeners as the skipper. Bob is now serving his eighteenth month as the Skipper of "Dawn Patrol" at WIL, St. Louis. "Dawn Patrol" is an all night affair six nights a week that caters to telegraph and mail requests for favorite platters, and has an audience that is national in scope. The Skipper made the mistake of playing several discs by the late Russ Colombo and Van and Schenk. He was flooded with requests for more of the same. Chase has explained many times that these records are played out as well as out-dated and cannot be replaced because both Colombo and Schenk has passed away. It doesn't work, though; they still want to hear them. Bob has also observed that because of the sudden swing to Hawaiian music, it is necessary to check the WIL vertical radiator each four a.m. to be sure it hasn't sprouted into a palm tree.

Al Pearce and Birt Fisher, manager of KOMO, Seattle, has been spending some of their vacation time fishing off San Diego.

"Midnight Matinee," a regular feature on Seattle's KOL schedule from 12 Midnight to 1 a.m. has an audience extending from Alaska to California. This fact is indicated by the fan mail received every day. The program, conducted by Alan Botzer, is made up of transcribed dance music and the latest news flashes. "Midnight Matinee" has been a regular feature over KOL for two years.

Stanley Aitschuler, foreign program director for United Broadcasting Co. stations. WHK-WJAY, Cleveland, is teaching Dick O'Heran, Irish tenor heard on WJAY's Irish Cultural Program, the words of several Jewish songs. Dick is practicing the traditional "Eli-Eli" and other Jewish tunes for a special show coming up in the near future.

Muncie, Ind.: "It's A Fact," newest program to hit the airlines, is based on oddities of all nature and is handled by Ottis Roush, chief announcer . . . Combs Blanford, staff announcer, has resigned and goes to WKBV Richmond, Ind., as head of local sales . . . Robert (Bob) Ebert, staff announcer, sporting a West Virginia curleque on his upper lip which is the envy of the station's entire personnel . . . Earl Kirk, auditor, threatening to be bare-faced for the first time in 35 years as a result of Ebert's mustache . . . Donald Burton, owner of WLBC, has been supervising all broadcasts from WLBC studios during the Greater Eastern Indiana Muncie Fair . . . Bill Craig, commercial manager, took a hand at announcing during the fair

week . . . Fred "Packhorse" Ayer, merchandising director, had charge of all publicity during the fair week for WLBC . . . Don Russell, local salesman, is now a television fan after seeing the "peep" shows at the fair . . . Francis "Jake" Higgins, special events announcer, interviewed "Blimp" Levy of Boston, 625-pound wrestler . . . Ed Pierre deMiller, news commentator, starts vacation this week.

Henry Hull in next Monday night's presentation of the Eugene O'Neill play, "Where the Cross is Made," over NBC-Blue network at 9:30-10 p.m., will be supported by Parker Fennelly, Helen Choat and Robert Strauss.

Ray Howell is slated to be manager of the new Yakima, Wash., station for which Shirley Parker has asked FCC permission.

WCHS, Charleston, W. Va.: Mortimer C. Watters, network director of the West Virginia Network, whose key station is WCHS, recently became the father of a girl. He is now on a New York trip . . . Gene Ferguson, business manager, is back from a Louisville vacation. While away, Gene, who emceed the weekly "Old Farm Hour" jamboree program, celebrated a birthday.

WSPD, Toledo: Robert Evans, announcer, was married Sunday in Akron to Irene Osborn, former vocalist with Maury Sherman's orchestra . . . Elsa Clement, lyric soprano, has joined the staff . . . Reta Ray of WSPD, Toledo, has returned from her Texas home and will be heard over the air at 4:30 p.m. each weekday afternoon except Thursday . . . Harold Betts ("Romantic Bachelor") has left for a stay in New York . . . Ruth Landwehr, often heard in sketches from WHIO, Dayton, made her debut with the WSPD Players in "The Ghost of Sioux Creek."

WESG, Elmira: "Day Dreams," a new live show, has resulted in an abnormal mail reply. Program, by remote from a local theater, features Harry Springer, organist; Edwin Frost, violinist and John Newhouse, reader. It's heard Monday, Wednesday and Friday at 9:15 a.m. . . . Hal Wagner, program director, caught the CBS "Saturday Swing Session" while spending part of his vacation recently in New York . . . Leo Bolby, formerly with WESG and now doing sports for Tydol at WGY, Schenectady, and WFBL, Syracuse, dropped in to pay his former associates a visit while here on vacation.

KLZ, Denver: Tom McClelland, chief engineer, hopped a plane for a visit with old buddies in his native

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

CBS, New York. CP for high frequency station on 31100, 346000, 376000, 40600 kc., 15 watts, unlimited.

Platt & Platt Inc., Poughkeepsie, N. Y. CP for station on 1310 kc., 100 watts, 250 watts day, unlimited, amended to 1000 kc., 1 kw. day, to local sunset at WHO.

Cadillac Broadcasting Corp., Detroit. CP for station on 1140 kc., 500 watts power, daytime operation.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for high frequency relay station on 38900, 39100, 39300, 39500 kc., 10 watts, unlimited.

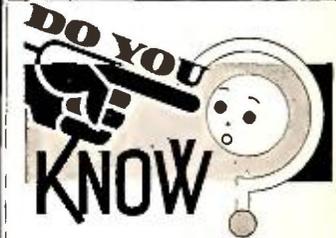
Valley Publishing Co., Harlingen, Tex. CP for station on 1200 kc., 100 watts, 250 watts day, unlimited.

Intermountain Broadcasting Corp., Salt Lake City. CP for high frequency stations on 150000, 200000, 250000 and 300000 kc., 5 watts, unlimited.

Kansas City . . . Bob Jensen, former studio chief engineer, has gone to Chicago as an NBC field man . . . Replacing Jensen at the studio is Ralph Sargent, who finds his transmitter spot occupied by Les Waterman, newcomer . . . Back from a vacation to points west is Henry Riblett to relieve Harvey Wehrman, who will depart for Chicago and Lake Michigan for two weeks . . . Fred C. Mueller, salesman, headed for Oklahoma City for vacation . . . Frank Quinn, commercial manager, back from lower California and points north . . . Bob Bradley is back from a fling on CBS as guest star of "Heinz Magazine" . . . Wes Battersea, production manager, has joined Raymond Keane Agency. Is still heard on his street broadcasts, however, as well as answer man for the "Infallible Pair" . . . Les Weelans returns as musical director after six weeks in Salt Lake City.

Jack Simpson, former NBC Chicago page, joins the announcing staff of WJDX, Jackson, Miss., on Friday. Simpson is the sixth graduate of the NBC announcer's school, conducted by Everett Mitchell, to be placed in an announcer's post.

WNEW has invited listeners who really liked the study of Shakespeare in their school days to attend their "Shakespeare a la carte" program. Listeners will choose their favorite passages and read them over the air. Broadcast is heard Saturdays at 8:15-8:45 p.m.



Maestro Ray Block always buys stock in the company for which he is doing a program.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 30

NEW YORK, N. Y., THURSDAY, AUGUST 12, 1937

FIVE CENTS

# Trend to Bigger Networks

## WHN-ARTA CASE HEARD BY BOARD IN WASH'N

Oral argument was heard in Washington on Tuesday before the National Labor Relations Board in the case involving WHN and the ARTA. The hearing is the result of a prior one held in New York before an NLRB examiner, when decision was reserved. Louis K. Sidney, Herbert L. Pettey and Irving Greenfield, attorney, attended the hearing for WHN.

Case involves a jurisdiction argument between the ARTA, a CIO unit, and the American Federation of Labor, with WHN regarded more or less in the middle on the labor situation.

## Approve Nominations For Radio Union Board

Actors Equity Ass'n and other groups affiliated and interested in the American Federation of Radio Artists, has approved the nominations for the national board of 40 chosen from the ranks of the various organizations.

It now remains for the International Board meeting of the Association. (Continued on Page 3)

## Set Dallas Conference On School of the Air

Dallas—Furthering the program for a school of the air in Texas, a radio institute will be held Aug. 16 at the geology building, University of Texas, according to Mrs. J. C. Vanderwoude, State chairman of the radio education. (Continued on Page 3)

## Catholic Radio Expo

Paris—La Central Catholique de la Radio will hold its first international congress and radio exposition July 15-18 at the Salle du bon Conseil. Catholic prelates from all over the world will be invited to participate. Purpose of the congress is to encourage morality by medium of the airwaves.

## Love's Labor Lost

Chicago—After almost a year of auditions, Standard Oil Co. of Indiana has dropped its plans for a radio show this fall.

Reason given for the decision was that no suitable network time on a regional web could be found.

## "LUX RADIO THEATER" ADDS CANADA OUTLETS

Lever Bros. has signed CKAC, Montreal, and CFRB, Toronto, for its "Lux Radio Theater" program which resumes on CBS Sept. 13, 9-10 p.m. Network now totals 58 stations. J. Walter Thompson Co. has the account.

## Victor Arden's Band For New Chevy Series

Victor Arden's orchestra is understood to be set for the next series of transcriptions in behalf of Chevrolet. Dave Rubinoff and Gus Haenschen made the previous waxings. Campbell-Ewald is the agency.

## Dallas Bouts on NBC

A blow-by-blow description of the Pan-American boxing championships will be broadcast from Dallas over the NBC-Blue network at 10-11 p.m. on Saturday. Hal Thompson, well known southwest sports announcer, will report the bouts for NBC.

# Senate Body Approves Broadcasting Inquiry

## WBRC Boosting Rate On Joining NBC Net

Birmingham—WBRC's new rate when it joins NBC on Jan. 1 will be \$160 per hour. Station is now associated with CBS and the rate is \$150. CBS is dropping WBRC in order that it may take WAPI, in the same town, in which CBS owns a 45 per cent interest.

## More Extensive Lists of Stations Being Used by Large Time Buyers on CBS—Night Shows Average 75 Outlets

## DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

Negotiations for working out a license agreement for the off-the-air recordings between the Music Publishers Protective Ass'n and the recorders have come to a halt and will be held in abeyance until after the AFM settlement with the ET manufacturers and broadcasters.

The off-the-air recordings concerned are those merely taken down during rehearsals or from a network show for reference and file work. (Continued on Page 3)

## ARTA Changes Its Name In Expansion Movement

The American Radio Telegraphists Association, the CIO union, at its national convention being held at the Hotel Edison voted to change its name to American Communications Ass'n. Union plans to launch a drive to enroll telephone workers.

## NBC Director Dies

Frederick Strauss of the banking firm of J. & W. Seligman & Co. and a member of the board of directors of NBC, died yesterday.

Trend toward bigger networks, currently and for fall commitments, reaches the unprecedented high average on CBS for nighttime shows of 75 stations, based on 26 shows using 50 or more outlets. Daytime average on seven shows using 50 or more outlets is 61 stations.

Leading the web time buyers in point of a large network is Chevrolet, which starts this fall with 97 stations. Ford Sunday evening "Universal Rhythm" follows up with 95, while Chesterfield is using 94 on both the Wednesday and Friday shows. With changes scheduled on Sept. 11, when the current Ford Sunday night show shifts back to Saturday and the Sunday concerts return, Ford will have two webs of 93 stations each plus the 95-station hookup each week.

Newcomer in Coca Cola fattens the station average with 93 outlets, while Vick Chemical Co., now lining up its stations will definitely use a web well above the 50 station mark. For purposes of striking an average, the Vick show was not included in the figures, but the Gillette Safety Razor show (leaving the end of the month) was used. Several other CBS shows (Continued on Page 7)

## Richfield Oil Program May Extend Eastward

Richfield Oil & Gas program starring Olsen and Johnson, now heard on a Pacific Coast NBC network, will probably be extended to the east in October. The agency is Hixson-O'Donnell, Inc., Los Angeles.

## Park Service Squawk

Arthur E. Demaray, acting director of the U. S. Department of Interior, National Park Service, has written radio stations asking them to eliminate the use of material in scripts which might prove disparaging to National Parks and monuments. Murder mystery plays have been using the park locales too much for their blood and thunder, says Demaray.

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent  
Washington—Acting on direct request of Chairman Burton K. Wheeler, fresh from his victory over new deal administration forces in Supreme Court battle, the Senate's powerful Interstate Commerce Committee in executive session yesterday voted to report favorably to the Senate the pending White resolution (Continued on Page 3)



Vol. 2, No. 30 Thurs., Aug. 12, 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. Mersecau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. 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, Aug. 11)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 3/4	170	170 1/8	+ 1/8
CBS A	29 3/4	29	29	- 3/8
Crosley Radio	18 3/4	18 1/2	18 1/2	—
Gen. Electric	57	56 1/4	56 3/4	+ 1/8
North American	27 1/2	27	27	- 3/8
RCA Common	10 3/4	10 1/2	10 5/8	- 1/8
RCA First Pfd.	71 1/4	70 1/4	70 1/4	- 1 1/8
Stewart Warner	18 3/8	18 1/4	18 3/4	—
Zenith Radio	37	36 1/2	36 3/8	- 1/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 1/8
-----------------	--------	--------	--------	-------

## OVER THE COUNTER

Stromberg Carlson	Bid 12 3/4	Asked 13 3/4
-------------------	------------	--------------

## Minor Wilson Joins NBC

Springfield, Ill.—Minor Wilson, former chief engineer at WCBS here, is now on the staff of NBC at the Chicago studios, WENR and WMAQ. Coming to WCBS from KPRC, Huston, and KXER, Mexico, Wilson was affiliated with the local station for some two years. During that time the station accomplished several technical improvements under his guidance, principal among them being the change from 1210 to 1420 kilocycles, giving the station a clearer channel on which to operate, the installation of the new vertical antenna, and improved high fidelity transmitter.

Don Burichter, second in charge during Wilson's regime, takes over the position of chief engineer at WCBS.

## Stanley M. Soule Dead

Twin Falls, Ida.—Stanley M. Soule, 28, radio technician and builder of KTFI here, died recently.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour  
 General Mills Sports Parade  
 Fox-Fabian Professional Parade

## Versatile Staff Solves Music Problems

Danville, Va.—WBTM, local independent station without any network program source, has never depended much on records or transcriptions for its musical programs. For seven years, besides finding and developing good local talent, the station has maintained a staff concert trio and two staff pianists.

The plan under which these professional musicians have been maintained has saved the station a great deal of money. Its violinist, a former theater and symphony orchestra player of wide experience, is a regular staff announcer at WBTM. Its cellist, also a former theater and symphony orchestra man, is the station's program manager and chief announcer. One of the staff accompanists does musical duty during the night hours and conducts the various women's programs in the morning hours, selling her own commercials. The other staff pianist—a swell popular singer—does musical duty during the day and is also a very efficient stenographer, typist and clerk.

By adding a few local instrumentalists and singers, the staff group is augmented to a concert ensemble for certain programs. Another of WBTM's staff announcers is a top-notch "crooner" with an exceptionally fine voice and personality. His song programs have a large following.

Under this plan of picking good musicians who can double other duties, WBTM has been able to provide itself with the services of professional musicians without the burden of an over-large staff.

## Famous One-Act Plays In Series Over WNYC

To take the place of its anti-war series, "We, the Living," which is going under World Peaceways auspices as a full hour show starting Sept. 2, WNYC will present a series of famous one-act plays, starting with "Chatterton," by Henry Arthur Jones, tomorrow at 8:15-8:45 p.m.

On Friday the WNYC Radio Playhouse Acting Co. will present "The Adding Machine," by Elmer Rice, as the second play in its series of 75-minute dramas, with Ted Cott directing and appearing in the cast, which also includes Jane Hoffman, Joseph Berger, Ruth Travers, David Koser and Arthur Irving.

"Once in a Lifetime," the Kaufman-Hart satire, will be offered Sunday at 12-1 p.m., with Jane Hoffman, Price Burlingame, Ruth Travers, Philip Nadel, Violet Cashwan and Cott again in a dual capacity.

## Airing Gold Cup Regatta

The Gold Cup Regatta, speed boat races, will be broadcast over MBS on Sept. 4 at 2-3 p.m. and Sept. 6 at 2:15-2:45 p.m. and 5:30-6 p.m. Steve Douglas and Joe Gentile of CKLW, Detroit-Windsor, will handle the broadcasts.

## Radio Set Prices Up

RCA, General Electric and Philco have notified their dealers via telegraph that a boost in receiver prices will be made shortly. Zenith has already announced \$2.50 to \$10 increases on its sets. Increases are necessary to offset the higher production costs, the companies state.

## A. J. Drenne to Collect

A. J. Drenne Co., Toronto, will collect the commissions on CKAC and CFRB being added to the CBS International Silver program. Young & Rubicam collects the domestic station commissions.

## "Lawrence of Arabia" Readied as Air Series

"Lawrence of Arabia," series of scripts based on a play of this title written in 1935 by Mary K. Brookes, is being considered by a national oil and gasoline account for a network program starting after the World Series baseball games are over, approximately between Oct. 15 and Nov. 1.

Account is desirous of having Ronald Colman do the lead, on live talent show, planned for 26-week run, and so far has been negotiating direct.

## "Parade" Temporary Sustainer

Mutual will air the "Passing Parade" with John Nesbitt for four weeks as a sustainer in cooperation with World Peaceways Inc. First show will be heard Sunday at 12 midnight. Show becomes sponsored by Duart Sales on Sept. 12 and will be aired at 8-8:15 p.m.

## Bob Burns for Dallas Expo

Dallas—Bob Burns has been engaged for an appearance at the Pan-American Exposition here, tentative dates being Sept. 18-19. Announcement was made by George Preston Marshall, director of the Pan-American Casino, following negotiations with Paramount.

## Georgie Price Picks Cast

Georgie Price has engaged Vivian Ruth, blues singer who was with Leo Reisman at one time, and The Key Men, quartet, for the cast of his "Passing Show of the Air," which starts a WOR-Mutual series on Sunday at 7:30-8 p.m. The orchestra will be under the direction of Morton Gould.

## Jimmy Blair Married

Walter "Buddy" Blaisdell, known on the air as Jimmy Blair, vocalist on the Packard summer show, was married a few days ago to Mary F. Burnett, who flew to the coast from Malden, Mass.

## COMING and GOING

LOUIS K. SIDNEY of Loew's Inc. and WHN went to Washington yesterday to attend the labor hearing before the National Labor Relations Board.

HAL MAKELIN of WIND, Gary, Ind., is in town.

LUCILLE MANNERS is summering at Point Lookout, L. I.

GEORGE SCHOTTLER of Remick leaves tomorrow for a two-week stay in Maine.

CLEM McCARTHY returns to Boston this week-end for another airing of the Constitutional Handicap via NBC-Red. He was there last week for a similar reason.

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston, in New York on business.

JOE RINES left yesterday for Springfield, Mass.

JOHN C. TREACY, assistant script supervisor of Star Radio Programs, arrived back in town yesterday after a Canadian motor trip.

WINI SHAW returned to New York from Saratoga yesterday.

EDDY DUCHIN leaves for Chicago today.

NILES TRAMMELL and FRANK RUSSELL, NBC vice-presidents, are in town.

FRED WEBER, MBS general manager, returned to his office yesterday after Chicago trip.

RAY GORRELL and DELL DELBRIDGE flew in yesterday from Detroit to confer with Charles E. Green, president of CRA.

BILLY SHAW of the CRA office in New York, leaves today for a two-week Southern business tour.

MARTIN GOSCH, who resigned his post as arbiter of radio at Warner Bros. studio to represent several radio names in a business capacity, is en route East by auto and plans to stop over in Chicago for agency confabs.

## "Ave Maria" Special Broadcast

"Ave Maria Hour" next Sunday will feature the colorful pageantry of The Feast of The Assumption, in a special outdoor broadcast from the grounds of Graymoor, over WMCA at 6:30-7 p.m. The dramatization will feature the lives of four Saints, and their shrines in Italy, France, Ireland and Mexico. Actors in the drama will wear the costumes of the times and country portrayed.

An augmented choir and symphonietta orchestra under the direction of Alfredo Antonini will provide music, while a cast of radio and Broadway stage notables will be heard and seen in a special script prepared by Harold Warwick. The production will be staged and directed by Charles La Torre, under the supervision of The Rev. Francis Anselm.



## Greetings from Radio Daily

August 12

Cecil B. DeMille Gus Van  
 Al Goodman Leonard Joy  
 Frank Ross

## DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

(Continued from Page 1)

Copyright owners wanted Harry Fox, general manager of the MPPA and agent and trustee in collecting transcription music license fees, to establish their property rights in the matter and set a nominal fee for future protective purposes.

## Approve Nominations For Radio Union Board

(Continued from Page 1)

ated Actors & Artistes of America to voice final approval. At a meeting this afternoon, the formality of giving the AFRA its charter may or may not come about. AFRA will be on its own once the charter is formally handed over, giving it jurisdiction over the entire radio field.

## Set Dallas Conference On School of the Air

(Continued from Page 1)

tion conference. Among the addresses scheduled are "Use of Radio in the San Antonio Schools," by Thomas Portwood, and "Why Radio in the Classroom," by B. H. Darrow, director of the Ohio School of the Air. Examples of broadcasts for the schoolroom will be given.

## WBAL Feeds NBC

Baltimore—A broadcast dealing with the construction of flying Clipper Ships, brought directly from the factory of the makers of the famous China Clippers, will be heard over WBAL in an exclusive program from Middle River, Md., today at 2-2:30 p.m. Broadcast will be fed to the NBC-Blue network. Brad Bradley will do the interviewing and the description work.

## GUEST-ING

NANCE O'NEILL, LUCY MONROE, CLYDE BARRIE and JOHN HENDRICK, on "Hammerstein Music Hall," Aug. 20 (CBS, 8 p.m.)

DR. HANS KINDLER, conducting Columbia Concert Orchestra, Aug. 19 (8 p.m.)

CORNELIA OTIS SKINNER, on "Sealtest Sunday Night Party," Aug. 15 (NBC-Red, 10 p.m.)

TODD DUNCAN and EVA JESSYE and Her Choir, on Ben Bernie American Can program, Aug. 31 (NBC-Blue, 9 p.m.). GREGORY RATOFF and CONNIE BOSWELL, on same program, first of this series from Hollywood, Sept. 7. Both deals set by Herman Bernie.

KAREN KEMPEL, on the Al Roth show, Aug. 16 (NBC-Blue, 9 p.m.)

MADGE MARLEY, on "Hollywood Show Case," Aug. 21 (CBS, 9:30 p.m.).

## NEW PROGRAMS—IDEAS

### Midnight Dance Party

One of the most popular sustaining features ever scheduled over WBT, Charlotte, is the "Midnight Dancing Party," which has been on the air little more than a month and has drawn mail and telephone calls, plus telegrams, from nearly every state in the union and Canada, Mexico and Cuba. On one night recently two telephone calls came from points as far apart as Jacksonville, Fla., and Montreal, Canada. Besides these two, there were nine others none of which came from North Carolina.

The appeal of the "Dancing Party" lies in its informality and cordiality and in the friendliness of the announcer who is acting as master of ceremonies. A telephone line has been run into the transcription studio and, as each call comes in, the announcer answers the phone and sometimes holds the receiver close to the microphone, giving the unseen audience a chance to hear what the caller is requesting.

A letter from one who said he listened every night said that he was having a date with his best girl more than a month from the time the letter was dated and would the announcer, please sir, play a very sentimental song for him. It would help him a lot if he would dedicate the song to the girl and tell who requested it, because she seemed to like another fellow better than she did the writer.

The "Dancing Party's" master as yet has no formal title but some have suggested that The Dixie Night Watchman, or the Dixie Bandmaster, would be excellent titles for the gentleman who presides each night.

### WOPI "Auction Campaign"

A novel program is the recently initiated WOPI, Bristol, feature known as the "Auction Campaign" W. A. Wilson, vice-president and general manager, reports 24 local concerns have already contracted for eight weeks on this show. Two 15-minute periods are devoted to a Roll Call of the participating firms, in addition to interspersing local news items throughout the broadcasts.

Then on every Monday, Wednesday and Friday evenings, three quarter-

### Similarity of Programs Menaces Radio Popularity

"The greatest menace that radio has to face today, is the sameness of programs. And this is due to the fact that sponsors are afraid to take a chance with a new idea. They have become so set in their ways that in spite of an influx of new ideas daily, the man-who-pays-the-bills usually winds up with an orchestra, a soloist, a guest star and a master of ceremonies. And then, to add insult to the injury already being done the listening audience, the advertising agency handling the account usually assigns a script-writer to that particular show who is already writing four or five other similar shows. And what happens? He gives them the same

hour shows are devoted to the actual Auction Sale at which time one article is put up for the highest bidder. After the merits of the product are described, the audience is advised to mail in their bid, with the winner announced on the following auction sale program.

The tie-up is the necessity of the winner to bring in the amount of his bid in Auction money, which he can only obtain from visiting any of the 24 firms sponsoring the auction.

### "Trouble Shooters"

"Trouble Shooters," conceived and presented by John K. Moses and Bud Sweeney, of WHKC's continuity staff, whereby listeners are invited to submit "pet peeves," favorite recipes, complaints of all nature, and any other interesting information, is gaining wide popularity among early morning listeners. "Trouble Shooters" also co-operate with Columbus Police Department in warning listeners of faulty street lights, dangerous crossings and other traffic problems.

### WBTM Expands Newscasts

WBTM, Danville, Va., long a subscriber to Transradio Press by short-wave, recently installed Transradio Teletype and is now giving its listeners an impressive schedule of newscasts hourly throughout the day and night. These are 5-minute newscasts with the exception of one morning, one noon and one night newscast which are 15-minute periods for resumes. WBTM's listening audience is enthusiastic about this news schedule.

### Automobile Auction

Novel and entertaining is an automobile auction broadcast over KFOX, Long Beach, Cal., each Monday, Wednesday and Friday evening. Repossessed cars and overflow stocks which have become a drag on various finance companies are put on the block for the highest bidder. A fast talking auctioneer who puts seven automobiles across the board in fifteen minutes of broadcast makes the program swift moving with many laughs.

kind of trite dialogue and advertising talk that he writes for the other shows, thus continuing the similarity.

"As soon as sponsors realize that the public is hungry for new ideas that can only be supplied by fresh fingers pecking away at the type-writer keys, then, and only then, will radio emerge from the mudhole of mediocrity into which it is slowly settling."—JOHNNY HAUSER.

In the heart of Radioland—Hollywood's most modern transcription studios

**THE AEROGRAM CORP.**

"from script to disk"

1611 Cosmo St. Hollywood

## SENATE BODY APPROVES BROADCASTING INQUIRY

(Continued from Page 1)

providing for a sweeping radio study and investigation.

RADIO DAILY was advised at Senator Wheeler's office that the committee voted to report the resolution "with very little if any controversy." No expert witnesses were called in to testify, it was said.

The measure provides for an allowance of \$25,000 to be expended by the special probing committee. Number of the investigatory committee will be set at the discretion of Chairman Wheeler when and if the Senate formally passes the measure.

Senator White left the Senate floor in the afternoon to reiterate to RADIO DAILY that he still hopes for senate action on his resolution to permit "summer-fall study" before second session convenes in January. White added he would not press for full Senate vote until early next week, when he will hold a special conference with Chairman Wheeler.

The Senate Committee action seized the radio spotlight on Capitol Hill from the House side, where the Connery resolution has been bottled within the Rules Committee all session despite bombastic speeches by a group of congressmen led by McFarlane of Texas and Wigglesworth of Massachusetts.

A sizeable group of new dealers would prefer that President Roosevelt appoint a "star iron man" to have the FCC chairmanship rather than have the Commission undergo a senatorial probing. They point to possible embarrassments due to the Roosevelt family's interest in radio.

Wheeler is recognized as one of the leaders of senate bloc agitating for FCC-radio-newspaper "clean-up."

In event rush of adjournment of Congress forestalls senate action on White resolution this session, the committee report will hold over to the January session.

NAB Managing Director James W. Baldwin declined to comment on the Senate Interstate Commerce Committee action.

### Writing for EAST COAST RADIO FEATURES LIMITED,

Harry S. Miller  
Milt Francis  
Harry C. Green

Hugh C. Ernst James B. Underwood  
President General Manager  
BRyant 9-4268-9 71 W. 45th St., N. Y.

## PROGRAM REVIEWS

**"Second Husband"**

This show, formerly heard over NBC but now on CBS is the regular tried-and-proven type of script program which the Blackett-Sample-Hummert agency uses for most of the accounts in the house. Story deals with Brenda (Helen Menken), a once-married girl from Montana who comes to New York and marries a rich man named Bryant Cummings (Joseph Curtin). Second episode of new CBS series told of trouble with a dress manufacturer who formerly employed Brenda as a designer plus a woman who was spreading false gossip about the marital life of the Cummings menage.

Menken and Curtin do a good job with the fast moving script. Program is designed to reach the mass population who are in the main good prospects for Bayer aspirin, the product advertised.

Script builds up to a climax and signs off leaving the listener anxious to listen to next week's version. Air Features Inc. produced. Show is heard Tuesdays at 7:30-8 p.m.

## SAN FRANCISCO

Bob Stevens, local KPO singer, gets his big chance today on the "Showboat" show, replacing Jack Haley. 'Tis said Meredith Willson, program's maestro, who like Stevens' voice, went to bat for him. It may be permanent, if Bob pleases.

Beryl Cameron is slated to replace Betty Kelly on "Woman's Magazine of the Air," while Betty warbles on KPO and KGO evening shows.

Starting Aug. 24, the Jack Moyles "Silhouettes" will be heard over KSFO, KNX and the full Pacific CBS net.

Bob Roberts, KYA manager, is now an Elk.

Vacating from KYA are Paul Schulz, chief engineer, and Josephine Avis, program department.

KGGChatter: S. H. Patterson, mgr., on a business trip to Colorado Springs, his home town . . . Bill Grove, chief technician, sitting in as exec . . . Shirley Shane is back from a Yosemite vacation and has resumed her "Feminine Parade".

KROW Items: Mice nesting in the main power transformer short circuited it Saturday morning putting the station off the air for an hour and 23 minutes. . . Scott Weakley, prod. mgr., went fishing in his boat Sunday, in San Francisco Bay, fell asleep, found boat on a mudflat and had to wait hours a high tide to lift him off . . . A 40-voice mixed Negro choir called the "Spiritual Serenaders" debuted Monday night with Marcus Hall, as soloist.

Zella Layne, NBC songstress, leaving the staff to devote all her time to singing with the Ellis Kimball's band at "Topsy's Roost." Also leaving is Dick Newton, pianist and vocalist,



● ● ● Bobby Breen has divorced himself from Eddie Cantor's wing and won't return to the nets with Banjo-eyes! . . . Elmer White has resigned as professional manager for Robbins thus starting the "Big Parade" and will take over the same title for Popular with Murray Wizel moving over to the mother-firm, Famous, where Sid Kornheiser becomes general manager. . . . Jack Benny's return date is Oct. 3. . . . Willie Howard with Will Osborne's band and Ed Smalle's "Seven G's" auditioned for a sponsor yesterday. . . . Mary Small with her "Junior Revue" starts as an NBC sustainer the 18th. . . . Gracie Barrie substitutes for Vincent Lopez on the Ben Bernie show. . . . Ray Perkins may not know it but he's to sign this week for transcriptions by N. W. Ayer. . . . Al Shayne walked out of the Pavillon Royal. . . . The NBC wire has been yanked out of the Steel Pier. . . . This is the first of a series of wire-yankings. . . . Sheila Barrett will be the first name to re-open the Boston Mayfair, Sept. 15. . . . Jack Osterman returns to "Hammerstein Music Hall" next month for a repeat within two months. Ralph Wonders asked Jack why he was appearing on the Benny Davis MBSHOW Sunday. To which Osterman replied: "Just to say 'hello' to 'Margie'!"

● ● ● In spite of the volume of business and correspondence which comes his way as president of KFOX, Long Beach, Cal., Hal Nichols has no desk and no private office. . . . His desk is his lap—his office is whatever section of the studios may be vacant at the moment. . . . Nichols goes on the theory that efficient routine does not necessarily need the pomp and circumstance of upholstered furnishings and placarded walls.

● ● ● Don't tell anyone that we said Casa Loma follows Phil Napoleon into the New Yorker! . . . Raymond Paige will definitely double between Hollywood Hotel duties and baton-wielding on Packard. . . . Nyra Nash is set for a fall show sponsored by a food concern. . . . Blue Birds will be signed by NBC. . . . Lanny Gray of Lucille and Lanny—is a Benedict—secretly! . . . Ruth Denning is at the Mirador. . . . Ray Heatherton goes commercial after Labor Day preceding the Vallee Hour. . . . Jerry Blaine is having his arrangements "streamlined" next week. . . . Mark Warnow is misbehaving with his boat. . . . Ted Hammerstein has developed a great mike personality in his recent airings. . . . What was that private conference at the Rockwell-O'Keefe office the other day?

● ● ● Catching the ball before it bounces seems to be the aim down at WRTD, Richmond, Va., judging from their show last Saturday in which announcer Bob Ehrman interviewed five youths who had just returned from a 8,500 mile trip. . . . Upon hearing that the boys, ranging from 15 to 17 years, had returned in their antiquated station wagon which cost them \$80, WRTD's staff got busy and arranged to have the boys air a description of their experiences during the journey. . . . The idea was conceived and aired within four hours—the show itself occupied a half-hour. . . . The boys told of what happened in Mexico, Los Angeles and Hollywood with one chap saying he was "disappointed in Joan Crawford". . . . Why?

who returns to his home in Reno.

NBC gets the "University Explorer" program exclusively. Formerly Don Lee, it gets three weekly night spots on the Blue net.

Bill Bowen, NBC technician, back at work after a six-month leave of absence caused by ill health.

Sam Dickson is producing "Gloria Gale" serial, now that Michael

Raffeto is with "One Man's Family" in H'wood.

Van Fleming is handling the Martha Meade and Hazel Warner program production.

The Williams Sisters bow off "Carefree Carnival" Satdee, head east immediately. Don Stuart, comedian on same show, gets his two-week offing after tomorrow.

## NEW BUSINESS

Signed by Stations

## WCKY, Cincinnati

Sherwin-Williams Co., participations on "For Women Only," five times weekly, 52 weeks, through T. J. Maloney Inc., N. Y.; Bartlett Pear Advisory Board, 14 spot announcements, through J. Walter Thompson Co., San Francisco; The Anderson Co. (Sleetmaster), weather reports, seven days weekly, Oct. 24 to Nov. 27, through Schwab & Beatty Inc., New York.

## WNEW, New York

Hofman Beverages, spots, through BBDO; General Supply Co. (electrical appliances), 52 weeks, through Scheer Adv'g Agency, Newark; Gang & Gang Inc. (furniture), 52 weeks, through Schillin Adv'g Agency; Michaels Credit Dept. Store, 52 weeks, through Schillin.

## NEW ORLEANS

Radio row reports Vince Callahan got mad, in a mild Irish way, when a night club entertainer referred to him as "my curly-haired darling."

Lionel Ricau, WWL announcer, has returned to take a vacation from a vacation. Ricau drove to Chicago and New York in a 1931 Chevrolet and got to the Holland Tunnel with no change in his pockets and no one there willing to cash a traveler's check. But trust an announcer to find a way. Beverly Brown of the same station is taking a sailor's holiday by using up the time to make transcriptions intended for elsewhere, and Program Director Jimmie Wilson, with Assistant General Manager Arthur C. Pritchard, are about to take off for two weeks in Florida.

"Fats" Taylor and his orchestra opened at Cotton Club after musicians' union here compromised on the claim it had against a former owner.

## AD AGENCIES

WILLIAM H. BENTON, formerly head of Benton & Bowles, who is to join the University of Chicago as vice-president in charge of public relations on Oct. 1, is expected in Chicago next week on his return from a trip to China and the Orient.

ROSS METZGER, radio head of Ruthrauff & Ryan, Chicago, is in Des Moines on radio business.

HOLLY SHIVELY, head of radio promotion department at Lord & Thomas, Chicago, is on a motor vacation.

FULLER, SMITH & ROSS will handle the account of Westinghouse Electric Supply Co., which plans an enlarged campaign this fall in the marketing of its radio sets.

## RADIO PERSONALITIES

No. 59 in the Series of Who's Who in the Industry

**I**N the early days of motion pictures, there was a great demand for the character who could bear marks of conflict; one who could duel to the death with brigands, and yet step front and center as immaculate as a Fifth Avenue beau brummel. That was C. A. McLaughlin, who is now general sales manager of the two United Broadcasting Co. stations in Cleveland—WHK and WJAY.

"Mac," always looking as though he just stepped out of a bandbox, has been everywhere and has done almost everything. His activities have carried him into many fields of endeavor, including newspaper, magazine and radio work. He has served in all as originator, leader and first-class salesman.

Born in the little town of Bellfontaine, O., he sang in the first movie theater there; went away to school to be a lawyer; joined the A.E.F. and spent 23 months in France; became a commissioned officer and traveled over every inch of the Western Front; returned to the U. S. and joined the staff of the Indianapolis Star; originated and published a magazine in Cincinnati; then spent five years rounding out his newspaper experience with Scripps-Howard.

Turing salesman, he was advertising and business manager of several newspapers; sold newspapers and typographical equipment throughout the northwest section of the country; entered the advertising agency business in Detroit. Then came two years in the heart of Detroit's big-time radio circles, with "C.A." handling some of the biggest automotive accounts in the business. Two years ago he came to WHK, and that is radio's gain.



Beau brummel with a colorful career.....



## Joyous Hearing

for Deafened Ears, with the

# CORONATION ACOUSTICON



Weight 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—so 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.

## ORCHESTRAS - MUSIC

**RED NICHOLS** and his orchestra yesterday began an engagement at Casino Park Ballroom, near Fort Worth, Tex., airing nightly over WBAP. Herman Waldman's orchestra, which holds the year's attendance record so far at Casino ballroom, will be back at this spot for another engagement in September.

Glenn Lee and his ork replace Carvel Craig by remote over KSL, Salt Lake City, with Lee opening at Starlite Gardens of Hotel Utah.

Newest musical aggregation to hit Southern California air lanes is Stompy Jones and his Swing Bandits who bring orchestral interludes to the KFOX variety show, "Hal Nichols and his School Kids," each Monday evening at 7:30. All under 18 years, these youngsters are sizzling loud-speakers with their unique arrangement of such tunes as "Swamp Fire," "House Hop" and "Night Ride." The ten Bandits are Long Beach high school lads, all members of the Scholarship Society, all with ambitions for further education. They are disciples of the Benny Goodman and Dorsey brothers preachments.

A new Ozzie Nelson broadcast schedule from the Astor Roof is as follows: WABC-CBS on Monday nights at 11 and Saturdays at 11:30. WOR-MBS will carry his music Sunday nights and Thursdays at 12. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Count Basie will replace Bob Crosby at the Ritz Roof, Boston, tomorrow. The colored band will have a WEEL wire.

The name of the winner of the \$1,000 prize offered by the Lake Placid Foundation for the best submitted chamber music composition will be announced for the first time, and the work itself played, during the NBC Music Guild program on Aug. 26 at 2 p.m. over NBC-Red network. Performance of the work, a quintet for piano and string quartet, will be a world premiere.

Shep Fields leaves New York today to start a week's engagement at the Atlantic City Steel Pier, and returns to New York for a Paramount Theater date starting Sept. 1. Set by MCA.

D'Artega, orchestra leader on the Jett-O show, has now been designated as arranger for all selections sung by Miss Froman on the program. D'Artega, before he became musical director of the Froman-Ross show, orchestrated for such bands as Paul Whiteman, Al Goodman, Rubinoff, Freddie Rich and others.

Herbert Mertz and all the members of his orchestra and string ensemble have left the confines of WJBK, Detroit, for three-week vacations. They return Sept. 1. Fred Fenton, WJBK organist, has also taken leave of absence for three weeks. Jimmy Stevenson, pianist, once again steps into the spot vacated by Ray Dauberger for two weeks. Jimmy will accompany Patti Osborn at 7:45 p.m. every Monday, will play for Uncle Nick's Kiddies Hour every day at 12 noon, and will present his own program on Wed. and Fri. at 7:30 p.m.



KFWB gets two new musical programs under way this week. "Hits Old and New," with Marion Mansfield, Fred Skinner and Leon Leonard's orchestra, takes the air for the first time Wednesday night, 7-7:30, and "Serenade in the Night" with Rene Williams' orchestra and Verna Osborne, comes on at 8:30 the same evening.

Bob Harmack is now chief sound effects man at KEHE.

"West Coast Church of the Air," Sunday feature of KNX and CBS Pacific Coast net, will present an all-Catholic service August 15, with the St. Brendan's Choir providing music and Rev. W. J. Mulane as principal speaker.

Carol Lofner and his musical organization will be heard on KNX from 11 to 11:30 a.m. Friday and Saturday, Aug. 13-14. Lofner is playing the Pasadena Community Dance this weekend, and at one time rated high in popularity among Western maestros.

KRKD plans removing control rooms, now located on the 13th floor of the Spring Arcade, to third floor studio, consolidating departments and permitting improved technical handling of programs, according to Willis O. Freitag, chief engineer.

Fred Grayston has been made purchasing agent at KNX, succeeding Roy Atchison, resigned.

New programs on KMPC are "Etchings in Song," Mondays at 6:15 p.m. presented by Don Shaw, son of Clarence Shaw, steward of Musicians Union, and "Our Moderns in Song," Thursdays at 6:15, featuring Paul Compton and Bernice Maullen.

Hollenbeck Heights Christian Church has an application pending with FCC for permit to build and operate a station. Asking 100 watts on 1170 kilocycles with unlimited time.

Alan Bode is being credited with producing many novel and weird sound effects necessary to the production of "Black Cat," mystery thriller on KFWB.

Herb Connor, writer of KHJ's "House Undivided," flew to New York to talk with interested sponsors about national release of his brain-child.

Emmy Van Hoff, singer, and Richard Tetley-Kardos pianist, both well known in the concert field, will debut on "New Horizons" over KNX tomorrow.

## FCC ACTIVITIES

### EXAMINER'S REPORT

WEAN, Yankee Network Inc., Providence, CP for increase in power to 1 kw. night, 5 kw. day L.S., unlimited. Be granted.

### APPLICATIONS GRANTED

Columbia Broadcasting System, Wayne, N. J. License to cover old transmitter formerly used in International Broadcast Station W2XE as an auxiliary 5 kw. transmitter.

## STATIONS OF AMERICA

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

No. 58 in a Series.

### WATL — Atlanta

1370 Kilocycles—250 Watts

**MAURICE C. COLEMAN, Mgr.**

**DICK PYRON, Production Mgr.**

**KEN KEESE, Program Director**

**ESTABLISHED** in 1931, WATL, Atlanta, principal city of the Southeast, serves one-third of all the radio homes in Georgia. The station is owned and operated by the Atlanta Broadcasting Co.

Under the guidance of Manager Maurice C. Coleman the station has met with constantly increasing success and, by reason of the service which it extends, enjoys a tremendous following in Atlanta.

In addition to producing local shows, WATL carries rebroadcasts of WLW and WSM features, to round out 18 hours of daily diversified programs from 6 a.m. to 12 midnight on week days and 24 hour service on Sunday.

WATL, as one of the three stations constituting the Georgia Network, recently installed complete equipment of the latest type—Western Electric transmitter, Truscon vertical radiator, RCA and Western Electric speech input—all High Fidelity. Other expansion moves have included recent additions to the staff and the giving of a liberal general bonus to all employees.

Business offices and studios are located in the well-known Henry Grady Building, while the transmitter is ideally situated on the outskirts of Atlanta.

J. J. Devine & Associates is the station's representative, while Adrian James Flanter, New York, acts as promotional counsel.

## ☆ Programs That Have Made History ☆

No. 23—WNEW's Alan Courtney's "Joy-makers"

**I**n less than two years, Alan Courtney and his daily "Joy-makers" program have captured a big part of the morning audience in the Metropolitan area. New York housewives listen to the WNEW "Joy-makers" as religiously as they rinse their breakfast dishes. The program has been kept constantly in the 11:30 a.m. to 12:30 p.m. spot almost since its inception.

More than 182,332 listeners have written in to become "Joy-makers." Each has received a membership card, entitling him (or more often her) to witness the broadcast. This figure was computed at the last census, taken June 1, 1937. And almost 1,000 persons a week have taken advantage of this offer.

The program is a cheery, informal variety show emceed by Alan Courtney, a clever ad-lib gag man. He jokes and sings and kids with his gang of entertainers, all radio troupers. Courtney handles all the commercials on his show. His is the third major program on WNEW with personalized sales talks. All Courtney's plugs are ad-lib and personify the heart-to-heart manner. In radio nine years, with behind counter, store and house-to-house selling experience, Courtney uses the method and approach of one of his sponsor's own salesmen.

Introduced to the airwaves Oct. 1, 1935, the "Joy-makers" have consistently purchased a variety of products. The extensive lists include: automobiles, food, clothing,

jewelry, cough remedies, dog food, proprietary medicines, sunburn remedies, financial services, beauty treatments, electrical appliances, etc. The sponsors have been Harold Motors, Riverbank Canning Co., Howard Co., Alkine Laboratories, Atlas Canning Co., Journal of Living, Dermal Chemical Co., Madison Personal Loan Inc., Antoine Beauty Parlors, Wozy-Wozy Melons, General Supply, etc., etc.

The replies to offers, response to stunts and the follow-through on the part of the "Joy-makers", audience is what really made station history. Riverbank Canning Co. offered a picture of Courtney and his Gang to listeners sending in a label from a can of tomato paste. With one announcement a day, since they were on a five-minute participation basis, Riverbank Canning reported that between Jan. 5 and Jan. 19 they received 11,853 labels.

Also, with one announcement, the Journal of Living offered the "Joy-makers" for 10 cents a booklet entitled "Seven Day Reducing Diet." Within two weeks 3,160 dimes were received.

The Howard Co. has used the "Joy-makers" to sell their clothing and jewelry since April, 1936. When a new Howard store was opened in Elizabeth, N. J., 3,000 card-carrying "Joy-makers" attended the opening, as a result of one announcement that Courtney and his Gang would attend. The crowd was so heavy police were called to clear the streets so



**JOE KIRTH**, Notre Dame All American tackle of 1930, is new on the sales staff of WJJD. He comes from WHBF, Rock Island, where he has been selling.

Hal Makelim, sales manager of WIND, is in New York on business.

Joe DuMond, creator of Josh Higgins of Finchville series, will be a house guest of Gov. Nelson G. Kraschel of Iowa at Des Moines on Saturday.

John Van Cronkhite of Van Cronkhite Associates is on a business trip to Detroit.

Franz Pfau, NBC staff pianist, has been signed for a series of Alka Seltzer Barn Dance broadcasts receiving John Brown.

Durward Kirby, NBC announcer, in Escanaba, Mich., to report the finals of world's birling (log rolling) tournament next Sunday.

Alex Robb, assistant manager NBC Artists Service, is back at work after being out a month, result of accident in railroad wreck.

Harry Kopf, NBC salesman, and Charles Phelps of N. Y. Office, are vacationing for the second season together in Europe.

Attilio Baggione, tenor who recently appeared on Chase & Sanborn program, has been signed by WGN-Mutual to an exclusive three year radio contract. He will continue to do concerts under NBC Artists Service bureau.

that the trolley and bus lines could operate.

Antoine operated two large beauty parlors when he began advertising on the WNEW "Joy-makers" program. Since his first venture with the Courtney show he has opened two additional stores. The stores report that their worst week brought 700 "Joy-makers" for beauty treatments.

Last September Courtney was induced to make personal appearances in a local movie house in West New York, N. J. The theater, never equipped for stage presentations, usually showed double features. To accommodate four and five stage shows a day, the theater only showed one feature for those two days. Nevertheless, Courtney and his Gang of "Joy-makers" broke all existing box office records for five years.

A unique merchandising feature of the "Joy-makers Club" is the Research Committee. Courtney has set up a board of 48 "Joy-makers" who meet in tri-monthly sessions. They act for the betterment of the program and approve the various products which are sold on the hour show. Their okay means the backing of 182,332 other members, including 60 per cent housewives.

**CBS DAYTIME SHOWS**

(Using 50 or More Stations)

	No. of Stations
Colgate-Palmolive-Peet (Supersuds) .....	57
H. J. Heinz Co. (57 Varieties).....	58
Lever Bros. Co. (Rinso).....	63
Lever Bros. Co. (Spry).....	51
American Tobacco Co. (Lucky Strikes).....	89
Pontiac Motor Co. (Pontiac Cars).....	56
Pet Milk Sales Corp. (Irradiated Pet Milk).....	54

**CBS NIGHTTIME SHOWS**

(Using 50 or More Stations)

Chevrolet Motor Co. (Chevrolet Cars).....	97
Ford Motor Co. (Ford—Lincoln—Lincoln Zephyrs)	
Sunday night .....	95
Tuesday night .....	93
Saturday night .....	93
Liggett & Myers Tobacco Co. (Chesterfields)	
Monday through Saturday .....	69
Wednesday and Friday .....	94
American Tobacco Co. (Lucky Strikes).....	89
Chrysler Corp. (Autos).....	83
Coca Cola Co. ....	91
General Foods Corp. (Swansdown Flour—Calumet Baking Powder)	77
Gillette Safety Razor Co. (Razors—Blades).....	91
Gulf Refining Co. (Oil and Gas).....	59
Vick Chemical Co. (Cold Remedies) Buying in excess of 50 stations .....	..
Texas Co. (Oil and Gas).....	88
Philco Radio & Tel. Corp. (Radios).....	58
Lever Bros. Co. (Lux).....	58
Lever Bros. Co. (Rinso-Lifebuoy Soap).....	57
R. J. Reynolds Tobacco Co. (Camel Cigarettes).....	79
Campbell Soup Co. (Tomato Juice) Wednesday.....	67
Campbell Soup Co. (Soups—Beans) Friday.....	67
Colgate-Palmolive-Peet Co. (Palmolive Soap).....	65
Colgate-Palmolive-Peet Co. (Shaving Cream).....	56
Colgate-Palmolive-Peet Co. (Dental Powder).....	56
Pet Milk Sales Corp. (Pet Milk).....	51
Phillip Morris & Co. Ltd. (Cigarettes).....	53
Nash-Kelvinator Corp. (Kel. Refrigerators).....	66

**Advertisers Are Using Bigger Number of Stations**

(Continued from Page 1)

signed for fall have not selected their web although it is understood they plan to buy in excess of 50 outlets. Under the wire on the 50-station mark are such accounts as U. S. Tobacco with 49 stations; Wrigley Co., 49, and Stewart-Warner with 47.

**Women's Musical Scope Is Now Much Enlarged**

"Radio has emphasized more than ever the fact that young women interested in music as a means of creative expression restrict themselves to one of three mediums of study—piano, violin and voice.

"Doubtless many of them were attracted to other orchestral instruments, but too often have been discouraged by family and friends who assured them, due to a casual prejudice, that they would have too little opportunity.

"I would suggest to those young women who prefer the intricacies of

**Del Casino Busy**

Del Casino, CBS singing star, returns to home ground next Monday, when he starts a new sustaining series on WABC-CBS at 5:30. The following evening at 8 he will be heard as guest star of the Mark Warnow program and on Wednesday evening he starts the first of his 10:30 broadcasts. Meanwhile, Casino will still be heard as the singing star of the Sunday night "Rippling Rhythm" show on WJZ-NBC Blue.

orchestral studies other than the conventional Big Three, that opportunity is increasingly open for the girl with unusual talent who is able to play tuba, trombone, drums or any of the numerous other band-instruments usually played by men.

"The advent of television will certainly bring about an unprecedented demand for feminine artists who are trained for all types of instrumental work.

"It's hardly necessary to point out that, although audiences are eager to listen to any group of talented players, they would be expected to find a studio full of charming women especially easy on the eyes."

—PHIL SPITALNY.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WMBH**

Joplin, Missouri

"... We find RADIO DAILY very interesting and very helpful."

*Robert W. Friedheim*

Assistant Manager.

**KCMO**

Kansas City, Missouri

"... RADIO DAILY fills a need in the industry and we want to compliment you not only on the variety of news it contains, but also on the way this news is handled."

*A. F. Schlieker*

Manager.

**RUDY VALLEE**

New York City

"... We have needed a daily radio newspaper for a long time, and you are doing a grand job. I hope RADIO DAILY will have a tremendous subscription."

*Rudy Vallee*

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## PROMOTION

### "Man-on-Street" Prizes

The "Man-on-the-Street" broadcast at WBTM in Danville, Va., presents two prize awards weekly. One prize, a gift of furniture, is given by the sponsor, Schewel Furniture Co. of Danville, to the winner of the best question sent in weekly. A cash prize is given weekly by WBTM to the lucky person whose name is drawn from a box during the broadcast. Names are those of all people sending in questions each week for use on the program. To get the cash award the winner must write a letter and mail it within 24 hours to WBTM stating that he heard his name announced as the winner. The mail volume on this program is almost overwhelming, and is the sponsor tickled!

## Viewpoints

### Urges College Courses In Radio Comedy Writing

"There should be courses started by colleges or the broadcasting chains to train writers in the art of radio comedy. In spite of the tremendous amount of junk perpetrated on the programs—and I plead guilty to being responsible for some of it—there is an art or definite technique to comedy program construction which must be learned. It is exceedingly difficult for the beginner to break in, so a prospective writer, no matter what his talent, has little chance to learn the trade. A practical course could be initiated in charge of some comedy writer or production man, with lectures once in a while by some of our more articulate comics such as Fred Allen. After all there are college courses in scenario writing and play writing.

"I think radio comedy writers should be better paid. I make out well enough myself, but not all of us get what we're entitled to. A writer should be sufficiently paid so that he can concentrate on one pro-

## ONE MINUTE INTERVIEW

### MITZI GREEN

"Radio hasn't encouraged juvenile actors very much. For some reason a young actor or actress has not nearly the opportunities on the air that a singer or musician has. Maybe I'm too young to know why, but it just doesn't seem right. It's hard enough for a youngster who aspires to the stage or screen. Radio is needed for a helping hand, just as it has already helped Don Ameche—but very few others."

## ★ Coast-to-Coast ★

**F**RANK J. KITCH, who has been connected with Transradio, also with WSPR and WMAS, Springfield, Mass., as news and sports announcer, is at present playing professional baseball in Canada and having a very successful season. Kitch plans to return to work for Transradio in October and may also return to do a daily sports show at WSPR in the fall.

Roland Bayeur, once employed as announcer at CKAC, Montreal, also Windsor, Ont., and WWJ, Detroit, is now chief announcer at CHLT, Sherbrooke, Quebec.

Ray Edwards, whose "Sheriff and His Posse", hillbilly show, was aired last year over WSPR and WMAS, Springfield, Mass., is now located at Sawyerville, Quebec, doing a weekly spot over CHLT.

KSL, Salt Lake City: Gene Halliday has been made music director.... Irma Bittner is now in charge of public relations department.... Rampton Barlow, baritone, leaves soon for a Hollywood fling.... Lowell Hicks, vibratone artist, and Bernice Horsely were married recently.... Sears-Roebuck is conducting an August promotional campaign direct from local store with six quarter hours weekly.... Union Pacific R.R. again picked KSL for coverage of the Sun Valley Rodeo on Aug. 14-15.

WSFA, Montgomery, Ala.: Howard E. Pill, secretary and general manager, has been elected president of the Montgomery Rotary Club. Bill Hunt of the commercial staff is back from Florida vacation.

"The Braggart", an original radio drama by Leon Ware, with Les Tremayne and Barbara Luddy in the

program and not have to spread his efforts on two or three, therefore being able to do his best on none. Sponsors recognize the importance of material in every way but a financial one. In this racket there is no artistic compensation. The reward has to be in terms of money.

"Sponsor interference should be kept down to a minimum. There are a few sponsors, thank heaven, who have sufficient confidence in their writers and production men to leave them more or less alone. But a great many sponsors insist on injecting elements which appeal to the sponsor alone, and bore the audience. The writer, being on pay roll, must comply or lose the program. A competent, established comedy writer and his comedian (comedians reverse that order) should have full sway on what comedy elements go into a program."

—MORT LEWIS.

starring roles, will be presented during Campana's "First Nighter" broadcast of Aug. 20, at 10 p.m. over the NBC-Red network.

Irene Rich will renew a former radio alliance when she appears with Henry Hunter as her leading man in the new weekly dramatic series to be broadcast from the NBC Hollywood studios beginning Sunday at 9:45 p.m. EDT over the NBC-Blue network. Hunter, under his birth name of Arthur Jacobsen, was a featured actor opposite Miss Rich more than a year ago when he was a member of the NBC dramatic staff in Chicago. Leaving Chicago for Hollywood, Hunter has steadily increased in motion picture prominence.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., spends his weekends at a dude ranch camp, which has become increasingly popular in that section, owing to frequent visits by the movie stars.

WOPI, Bristol, Va.-Tenn., broadcasts its Saturday Afternoon Matinee and Saturday Night Jamboree from its Radiatorium, which seats over 350 people. Shows are so popular that tickets of admission are sold.

Radio is for J. W. Woodruff Sr.—owner of Georgia stations in Columbus, Atlanta, and Albany — another facet in his active civic and charitable movements, and the promotion of Warm Springs Foundation.

Academy of Motion Picture Arts & Sciences, Hollywood, plans to line up radio actors for listing in its Players Directory Bulletin, which is issued for the guidance of studios, players, etc. Jack H. S. Fuld, New York representative, will contact networks in the east.

Lewis Charles, WOV-WBIL announcer, will celebrate three years as a radio announcer on Aug. 14.

Jimmy Murray, long a prominent sports personality around Pittsburgh, with the able assistance of Norman Twigger will microphone the season's activities of the Pitt Panthers football games this fall. In a mass audition held several days ago, Twigger and Murray were selected to describe the play by play activities. Games are sponsored by Atlantic Refining.

Ina West Banks, member of WBZA Players, Springfield, was married Saturday to James Spencer White Jr.

Jean Parker, sister of the network and movie star, Frank Parker, is

## Coming Events

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

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

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

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.

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

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

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

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

April 4-14, 1938: World Radio Convention Engineers (Australia), Sydney, Australia.

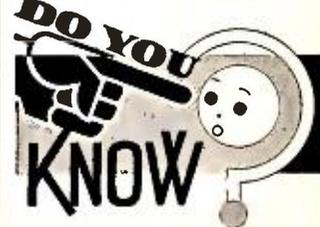
April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

being featured four times a week on WOV's "Good Morning Revue." Jean is heard on Mondays, Wednesdays, Fridays and Sundays at 11 a.m. Pat Rossi, popular supper club vocalist, is co-featured the same days. The program is also carried by WRAX, Philadelphia.

WFBR, Baltimore, is putting on a 15-minute review of the week news program at 10 p.m. Sundays, handled by Bob Hurleigh. A similar Sunday morning program is being aired by WBAL with Jerry Lee Pecht in charge.

**DO YOU  
KNOW**



"Pepper Young's Family" cast (Marion Barney, Jack Roseleigh, Betty Wragge and Curtis Arnall) have been working together for four years.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 31

NEW YORK, N. Y., FRIDAY, AUGUST 13, 1937

FIVE CENTS

## Gov't Looks Cold on Ascap Suit

### ONE-HOUR OAKIE SHOW IS RESUMING SEPT. 28

Jack Oakie returns Sept. 28 as head of the "Jack Oakie College" for Camel cigarets over CBS at 9:30-10:30 p.m. on Tuesdays. The program, being piloted through the summer by Benny Goodman as a half-hour, again becomes a full hour on Oakie's return, with the first half originating on the coast, and the second half switching to Goodman in New York.

### Chrysler Again Sponsors Football Series on WOR

Chrysler Corp., Dodge division, will again sponsor the eight games to be played by the New York Giants professional football outfit starting Oct. 3, broadcast over WOR at 2:15 p.m. with a minimum of two hours on the air for each show. The play-by-play (Continued on Page 3)

### Himber Studebaker Show On NBC-Blue Next Month

Richard Himber and his orchestra will again be heard over the NBC-Blue network in a half-hour spot under the sponsorship of Studebaker. Program will start sometime next month. Last season sponsor used the Monday 10-10:30 p.m. on the Blue network. Roche, Williams & Cunningham Inc., Chicago, has the account.

### Havrilla Leaving NBC

Alois Havrilla, one of the topnotch announcers, is resigning from NBC to free-lance, RADIO DAILY learns. Havrilla also has done commentating for movie shorts.

### Exclusive Ork

Sammy Kaye doesn't often hire new musicians for his ork. His aggregation still includes six boys who went to school with him. But when a replacement is necessary, applicants are required to fill out a questionnaire, which must prove satisfactory to all members of the band before the newcomer is taken in.

### Start Tele Unit

Boston—Construction has begun on a modern 441-line definition cathode ray television transmitter, the first of its type in New England. This equipment is being installed at the Massachusetts Television Institute under the direction of Robert E. Rutherford, formerly director of television research for Farnsworth Television Inc. of Philadelphia.

### SQUAWK TO NOTRE DAME AGAINST WLW TACTICS

Several protests have been lodged with athletic authorities at Notre Dame, charging WLW, Cincinnati, with corner cutting in connection with proposed broadcasts before, after and during Notre Dame football games. Notre Dame this year is prohibiting commercial sponsorship of games. Now the story is current that WLW Line proposes to sell a football show immediately before, after and during halves of game.

### Amer. Bird Products New Mutual Program

American Bird Products (bird food) on Oct. 10 starts a weekly program over Mutual at 11:45-12 noon Sundays. Show, titled "Canary Chorus," will be heard on WGN, KFEL, WJAY and WHKC.

### Cantor Back Sooner

Eddie Cantor, originally expected to return to the Texaco CBS program Sept. 19, is definitely set to resume Sept. 12, in the same Sunday spot at 8:30-9 p.m.

## Woodman to NBC in N. Y.; A. E. Nelson in KDKA Post

### "The Couple Next Door" Moves to N. Y. in Sept.

Chicago—"The Couple Next Door," which Procter & Gamble has on WGN and WLW, moves to New York next month, due to Harold Vermilyea and Dorothy Gish, headlining in it, having to go east for rehearsals in Broadway shows.

## Discouraging Outlook Seen by Radio Men After Washington Once-Over—Would Bow Out for Some Concessions

### J. P. FORD-CBS SERIES IS RETURNING SEPT. 14

J. P. Ford Co., Wyandotte, Mich. (cleanser) returns to CBS on Sept. 14, Tuesdays and Thursdays, 2-2:15 p.m., over 14 eastern stations. No talent selected as yet. N. W. Ayer & Son Inc., Philadelphia, placed the account.

### Radio Headliners Signed For Michigan State Fair

Detroit—Michigan State Fair will get a real whirl from big name radio orchestras and stars. Wayne King and his band will be in the city for the full ten days of the Fair, Sept. 3-13. Ethel Shutta will also be on hand for the full period. Edgar Bergen and "Charley McCarthy" will fly in for Sept. 5-6, and Ben Bernie and band will be there Sept. 3-4.

### Hecker-Mutual Dicker

Hecker Products (Silver Dust) is negotiating with Mutual for a daytime series of four quarter-hour shows weekly. Deal is expected to be signed within the next few days. Batten, Barton, Durstine & Osborn Inc. has the account.

Washington Bureau, RADIO DAILY

Washington—Visiting broadcasters anxious to get the lowdown on the government's attitude on further prosecution of the anti-trust action against Ascap, et al, express the fear that the government is not interested in going ahead with the case and apparently does not see what purpose will be served if it goes through.

Broadcasters state that the unofficial information they have gathered is that the possible resignation of Andrew W. Bennett is desirable to the government faction more or less opposed to the Ascap suit and that Mack Asbell, logical successor to Bennett, is of the opinion that the extra defendants in the action should be let out and that they are merely in to dress up the case and make it look better. Broadcasters, on the other hand, do not exactly agree with Asbell.

In the opinion of the radio men, it would be a better proposition for (Continued on Page 3)

### Restrict Commercials At Ohio State Games

Columbus—Ohio State University, which finally let down the bars on the broadcasting of its football games, has, however, strictly limited all stations as far as advertising is concerned, according to WCOL, which will carry the games for Griffin Manufacturing Co.

The University ruling permits only two minutes of advertising before the start of the game, 30 seconds between first and second quarter, one minute and a half between (Continued on Page 3)

### Memories of WHAS

Louisville—Credo Harris has published a book, "Microphone Memoirs of the Horse and Buggy Days of Radio", dedicated to R. W. Bingham, owner of WHAS. It tells of the pioneer days of radio, when Harris helped Bingham to install and operate WHAS, then one of the few broadcasting stations in the country.

(Continued on Page 3)



Vol. 2, No. 31 Fri., Aug. 13, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Witk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 <sup>3</sup> / <sub>8</sub>	170 <sup>1</sup> / <sub>8</sub>	170 <sup>1</sup> / <sub>8</sub>	—
CBS A	29	28 <sup>5</sup> / <sub>8</sub>	28 <sup>5</sup> / <sub>8</sub>	— <sup>3</sup> / <sub>8</sub>
CBS B	28 <sup>3</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>4</sub>	— <sup>1</sup> / <sub>4</sub>
Crosley Radio	19	18 <sup>7</sup> / <sub>8</sub>	19	+ <sup>1</sup> / <sub>2</sub>
Gen. Electric	57 <sup>1</sup> / <sub>2</sub>	56 <sup>1</sup> / <sub>2</sub>	57	+ <sup>1</sup> / <sub>2</sub>
North American	27 <sup>1</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>4</sub>	27	+ <sup>1</sup> / <sub>4</sub>
RCA Common	11 <sup>1</sup> / <sub>4</sub>	10 <sup>3</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
RCA First Pfd.	73	71 <sup>1</sup> / <sub>4</sub>	73	+2 <sup>3</sup> / <sub>4</sub>
Stewart Warner	18 <sup>3</sup> / <sub>8</sub>	18 <sup>3</sup> / <sub>8</sub>	18 <sup>3</sup> / <sub>8</sub>	+1 <sup>1</sup> / <sub>2</sub>
Zenith Radio	38 <sup>3</sup> / <sub>8</sub>	37 <sup>1</sup> / <sub>8</sub>	38 <sup>3</sup> / <sub>8</sub>	+1 <sup>1</sup> / <sub>2</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>	—
Majestic	3 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>4</sub>	— <sup>3</sup> / <sub>8</sub>

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 <sup>3</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>4</sub>

## Critics Pick Best Film In Final "Movie Pilot"

On tonight's final program in the 13-week "Movie Pilot" series sponsored by the Hudson River Day Line over WEA, the best motion picture of the past three months will be selected by Frank Nugent, New York Times film critic; Rose Pelswick, Evening Journal, and Howard Barnes, Herald-Tribune. Warners' "They Won't Forget" is understood to be the film they will choose.

The trio of critics were heard on alternate nights in the three-a-week program, airing their views on current films.

### "Amateur Hour" Traveling

WHN "Amateur Hour" under the direction of Jay C. Flippen returns Tuesday to Loew's Valencia Theater, where it will be presented from the stage. Other theater dates set are Loew's Paradise, Aug. 24, and Loew's Ziegfeld, Aug. 31.

## Radio Union Meeting Postponed

American Federation of Radio Artists postponed its scheduled meeting yesterday with the International Board of the Associated Actors and Artists of America, until next Monday. The AAAA meet was for the purpose of receiving ratification of the National Board, comprised of chosen members of the various units affiliated in the radio organization movement. Also, it is expected that the 4 A's will be ready Monday to officially deliver to the AFRA its charter giving it jurisdiction over the radio field.

AFRA through a spokesman yesterday stated that its current strength of membership including the Screen Actors Guild, Actors Equity, etc., gave it a possible 700 radio artists or potential ones.

## Whitney Made Conductor Plan Gala Dedication Of Louisville Symphony For New KTSA Studios

Chicago—Robert S. Whitney, Director of the Whitney Ensemble of NBC, and Chicago Federal Music Project supervisor, has been appointed conductor of Louisville Symphony Orchestra starting Sept. 1. Whitney has been on the air since 1922, starting with a trio on WMAQ. Other members of ensemble are his four sisters, Noreen, Edith, Edna and Grace. As FMP supervisor he was director of the Illinois Symphony Orchestra.

## Radio Club Contests

International Radio Club will conduct a series of Beauty-Talent contests over several of the affiliated stations between Oct. 1 and Nov. 15 to select 24 girls who will participate in the Final Contest at Havana for the title of Queen of the Radio Party. Eighth Annual Convention of the International Radio Club will be held in Havana Dec. 8-12.

## Weede With Miss Dragonette

Jessica Dragonette will have Robert Weede, Metropolitan Opera star, playing opposite her in "The Three Musketeers", being presented in two installments over CBS on Aug. 18 and 25 at 9:30 p.m. Weede takes the place of Charles Kullman, who has a Hollywood film commitment but will return to the program later.

## Dunham to Address Institute

Dr. Franklin Dunham, NBC educational director, will speak on "Radio and Public Response" before the fifth annual conference of the Institute of Human Relations which is being held under the auspices of the National Conference of Jews and Christians at Williamstown, Mass., Aug. 29-Sept. 3. His talk will occur on the final day.

## It's a Boy for Ed Curtin

Edwin P. Curtin, news editor of the NBC press department, Radio City, and Mrs. Curtin are parents of a 9<sup>3</sup>/<sub>4</sub> pound boy, born yesterday morning at Wadsworth Hospital. It is their first child.

## Harlan Read to Audition

Harlan Eugene Read, veteran commentator recently heard on CBS, is auditioning his new program, "The Teller of Tales" at two networks next Monday. He is now vacationing with Mrs. Read in Cape May, N. J.

San Antonio—An elaborate dedication is being planned for the new studios now being built in the Gunter Hotel and expected to be ready about Sept. 15. Plans for the studios were drawn by Chief Engineer William G. Edgerton and embrace the latest improvements including air-conditioning, an audience studio accommodating 150, two other studios, audition room, news and reception rooms, executive offices, etc. H. C. Burke is manager of the station.

## WMCA Adds 2 Salesmen

Two new salesmen have been added to the WMCA sales staff: Al Socolow, formerly connected with the New York American, and Newman Johnston of Barron Collier.

## CBS Airing Fair Event

CBS will air the official dedication ceremonies in connection with the opening of the World's Fair "Theme Center" on Monday, 3-3:45 p.m. Jessica Dragonette will open the program by singing "America". She will be followed by Grover Whalen, president of the World's Fair, Governor Lehman, Governor Hoffman, Mayor La Guardia and other dignitaries. At 3:30 p.m. a plane will fly over the group and drop a dedication message direct from President Roosevelt in Washington. A 21-gun salute from Fort Totten will also be a part of the ceremonies. NBC will also cover the event it is understood.

## Hill-McCarthy Again on Fight

Clem McCarthy and Edwin C. Hill will join forces once again as announcers of the Tommy Farr-Joe Louis heavyweight championship fight, which will be broadcast from the Yankee Stadium on Aug. 26, exclusively over the combined coast-to-coast Blue and Red-NBC networks under Buick sponsorship.

## Lanny Ross Takes Wife West

Boston—Lanny Ross was here early this week to take his wife, who recently underwent an operation at Massachusetts General Hospital, back to California.

## New Weekly Series on WBIL

"Copy", consisting of news dramatizations, starts Aug. 17 at 7 p.m. as a new weekly series over WBIL. Ted Cott will write and produce the series, with the Radio Playhouse Acting Company appearing.

## COMING and GOING

CHESTER H. MILLER, president of Transcriptions Inc., is prolonging his stay on his farm in Chalfonte, Pa., and won't return to his desk until Monday.

JERRY WALD returns to Hollywood today from New York.

EDDIE WOLPIN returns from his vacation on Monday.

RALPH KIRBERY flew to Philadelphia, Baltimore and Washington the other day in his own plane and is now settled comfortably at his home airport near Paterson, N. J.

JESSIE STOOL of Donaldson, Douglas & Gumble in Chicago, is due in New York next week.

LESTER LEE left early this morning for a motor trip to Canada and parts unknown to be away from the office for a week or two.

HARRY WILDER of WSYR, Syracuse, is in New York on business.

HENNY YOUNGMAN leaves today for Atlantic City to fulfill a personal appearance engagement there.

DICK INGRAM of the CRA office flew to Washington yesterday.

CONNIE BOSWELL planes today to Hollywood for her Campbell's radio vocals.

CLIFF CORBETT, WNEW assistant chief engineer, arrives back in town Aug. 23 from a vacation in Northern Ontario, Canada.

BILL MAGRATH, WNEW production chief, returns Monday from a Cape Cod vacation.

DAVE DRISCOLL, special events announcer at WOR, leaves today for vacation, going to see the home folks in Minnesota. En route he will do a "Let's Visit" broadcast from the Drake Hotel in Chicago on Monday night at 8:30-9.

BILL MALONEY of the WOR commercial publicity department goes on vacation today, dividing the two weeks between the New Jersey coast and New England.

DAVID CASFM, PHOEBE MINK, FRANK SCHIELE and RICHARD SPENCER, all of NBC press department, off on vacations today.

THEODORE H. VAN COTT of O. B. Hanson's office, NBC chief engineer, leaves on his vacation today.

JAMES RICH, musical director for WNEW, is vacationing at Beach Haven, N. J. He reports to the home office that he was successful in luring the Jersey fishes.

CHARLES POOLER of the CBS special events department leaves on a week's vacation today.

RUTH DANNER, secretary to Alfred H. Morton, NBC manager of owned and operated station division, is off on her annual vacation today.

## Edward Warren Weeks Dead

Springfield, Mass.—Edward Warren Weeks, radio engineer of the American Bosch Corp., died recently after a long illness.

## Mrs. Georgie Price in Cast

Georgie Price will also have the Missus in his "Passing Show of the Air," which debuts over WOR-Mutual at 7:30-8 p.m. Sunday.

## ' ' AT LAST !

...A medium for meeting casting problems! A search through the pages of The National Radio Register prompts a harried line to recognize suitable talent for shows. Most important, The Register makes it possible to reach them immediately!

Harry Vonzell  
Young and Rubicam

NATIONAL RADIO REGISTRY  
415 Lexington Ave., at 43rd, N. Y.  
Vanderbilt 3-8157

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## GOVERNMENT LOOKS COLD ON SUIT AGAINST ASCAP

(Continued from Page 1)

them to withdraw their support of the case and in return seek a concession from Ascap. As a result, several well known broadcasters left here ostensibly to visit Ascap officials in New York.

As an organization, the broadcasters, through the NAB, have voted at each annual convention to continue to support the action against Ascap and urge the government to bring the case to a speedy prosecution.

## Restrict Commercials At Ohio State Games

(Continued from Page 1)

accounts will be given by Stan Lomax. All games will come from the Polo grounds except the first with the Philadelphia Eagles, which will be played in Philly.

## 4 Special Sport Events Set on Mutual Network

Mutual yesterday concluded arrangements for the airing of four special sports events. Tomorrow at 7-7:30 p.m., via WGAN, Cleveland, the network will broadcast "The Parade of Champions," presenting champs from various fields including Eleanor Holm, Johnny Weissmuller, Tris Speaker, Johnny Kilbane, One-Eyed Connolly, etc.

Another Cleveland origination, next Monday at 5:30-6, will be the Professional Women's Swimming Championship Meet at the Great Lakes Exposition.

On Sept. 11 the International Lifeboat Races off Fort Hamilton, Brooklyn, will be aired, with Cameron King and Dave Driscoll at the mike, and on Nov. 27 the Army-Navy game will be broadcast from Franklin Field, Philadelphia.

## ★ Programs That Have Made History ★

No. 24—WXYZ-Mutual's "The Lone Ranger"

**THE LONE RANGER,** Western drama, originating at WXYZ, Detroit, and heard over the coast to coast Mutual network every Monday, Wednesday and Friday at 7:30 p.m. EDT, passed its 700th broadcast a few weeks ago.

Authored by Frank Striker, "The Lone Ranger" started in January, 1933, over WXYZ, where it has continued to be produced three times weekly since. During that time, Striker has written more than 3,000,000 words, or the equivalent of 30 novels of 100,000 words each. He has used over 21,000 pages, and as each actor, director and sound technician had a script of each episode, it is estimated that total pages have run over a half-million. The drama has filled 350 hours of air time. If the sentences

in the scripts were written in one continuous line, they would extend a total distance of more than 65 miles. Striker has used and retired four typewriters in the writing of the series, and consumed 250 typewriter ribbons.

From a wordage and story standpoint, the work entailed in the production of this series represents the lifetime writing of the average prolific fiction writer.

Striker's records show that during the time "The Lone Ranger" has been on the air, he has created and made use of more than 3,500 different radio characters.

Republic Pictures has acquired the radio drama for a 15-episode screen serial, to be released in the season of 1938-39.

## WOODMAN TO NEW YORK; NELSON IN KDKA POST

(Continued from Page 1)

KOA shift become effective on the same date, Sept. 1.

Woodman has been with NBC over five years serving some of his time in the New York office. It is understood that he will be placed in a new post.

Nelson has been manager of KOA since 1934 and was directly responsible for putting the station on a paying basis. KOA and KDKA are both 50,000-watt stations. The former is leased by NBC from General Electric and the latter from Westinghouse.

## Chrysler Again Sponsors Football Series on WOR

(Continued from Page 1)

halves, 30 seconds between the third and fourth quarter and two minutes at the close. At no time during the game must advertising compare or connect the university, the game, players, or activities within the stadium with the sponsor's product.

## Mary Small's Guests

First guests on "Mary Small's Junior Revue," which starts Aug. 18 at 8:30-9 p.m. over NBC-Blue network with Miss Small as emcee, the Junior Revue Choir and Ben Grauer as announcer, will include Buddy Jones, youthful journalist and author of the popular column, "Laffs in the News;" the Vass Family, singers of unusual songs; Arnold Eidus, 12-year-old violin virtuoso, and Janice Gilbert and Jimmy Donnelly, young dramatic stars, who will be supported in a one-act drama, "Orphans of the Flood," by Jay Jostyn, Linda Carlin and others. Honor guest of the program will be Helen Menken, radio and stage dramatic star. Harry Salter, former conductor of "Your Hit Parade," will be guest conductor, and Norman Cloutier and his orchestra will furnish the music.

## Prentice Jr. at WDRC

Sartell Prentice Jr., with "March of Time" for two years writing script and publicity material for both the radio program and the movie, has joined WDRC, Hartford, Conn.

## EAST COAST RADIO FEATURES LIMITED,

Complete Radio Productions Prepared and Produced from Script to the Air

TALENTED WRITERS MODERN FACILITIES EFFICIENT PRODUCTION

Hugh C. Ernst James B. Underwood President General Manager BRyant 9-4268-9 71 W. 45th St., N. Y.

## NEW PROGRAMS—IDEAS

### WSGN's "Ranch House"

"Around the Ranch House", a novel program recently started over WSGN, Birmingham, is garnering quite a bit of favorable comment. The show features cowboy bands, girls' trio, duets, soloists, and a philosopher and narrator, all harmoniously blended together.

WSGN's "All-Colored Amateur Hour", broadcast each week, has been moved to the Frolic Theater, local colored movie house. Audience is judge for the show, which awards cash prizes to winners. Colored listeners are going strong for the show.

### Shut-Ins' Opportunity Guild

A program of request music and news directed to physically handicapped men and women is aired weekly by WGES, Chicago under

the title of "Opportunity Guild for Shut-Ins".

Mrs. Malva Andre, founder and organizer, a shut-in herself until a recent operation, tells of the various activities and trades the shut-ins can find joy and also make money from. Poems and letters from the shut-in listeners are read with a different shut-in interviewed each week.

### Celebrities of the Past

WEBC, Superior, Wis., has inaugurated a 15-minute program, "Interviews With Celebrities of the Past," aired each Wednesday at 10:15 p.m. Students from the English and radio drama classes of J. Hooker Wright, with Robert Crawford acting as narrator, present the programs. First celebrity brought back, in fancy, was Benjamin Franklin.

### WCPO Paris-Trip Contest

WCPO, Cincinnati's News Station, is featuring a thrilling contest called "Stars of the Air." The front window of the WCPO news room window contains a very colorful display; ocean liner, circulars, world globes, etc., all to add a great deal of interest in this unique contest. The rules of the contest are as follows:

1. A picture of a well known radio star appears in the Cincinnati Post radio column daily.
2. To enter the contest, participant cuts out the picture every day and identifies the star on the "name line."
3. At the end of the contest, when the set of 56 pictures is complete, they are sent in all together in a unit, accompanied by a letter of not more than 50 words on "Why I would like to win the trip to Paris."
4. The contest is mentioned on the air over WCPO every day, and all instructions are repeated.
5. The complete set of pictures will be judged for the accuracy of solution and neatness of presentation.

Elaborate sets won't count more than an ordinary neat presentation.

6. The winner will be judged by a committee, of which the radio editor of the Cincinnati Post is chairman. The decision of the judges will be final.

7. The winner will receive an All-Expense Trip to Paris, France, given by WCPO.

8. No employe of WCPO or the Cincinnati Post or any member of their families is eligible to enter this contest.

WCPO has found that a contest over a station of its size "take" exceptionally well, and are a "go-getter" for business.

PROMOTION and PUBLICITY MANAGER available September 1. Five years' experience with leading network on all phases of promotion, trade publicity. Agency background. Write Box A-105, RADIO DAILY, 1501 Broadway New York City

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

### Greetings from Radio Daily

August 13

Buddy Rogers Olga Albani  
Harry A. Earnshaw Bert Lahr  
Mabel Todd

August 14

Abe Lyman Ed J. Herlihy  
John Holbrook

August 15

E hel Barrymore Virginia Arnold  
Edward Davies Albert Spalding  
Major Lenox R. Lohr  
Johnny (Phillip Morris)  
(Baby) Rose Marie

## AGENCIES

M. JULIAN FIELD, formerly with Young & Rubicam has joined the copy staff of Arthur Kudner Inc. Before joining Young & Rubicam, Field had been vice-president at Lennen & Mitchell and for several years was on the executive staff of the Columbia Broadcasting System.

MIKE STIVER, head of the J. Walter Thompson agency in Australia, is in Hollywood for a two-weeks' look around and checkup on available transcription programs suitable for Australasian clients.

KENYON & ECKHARDT is handling the account of Piel Brothers (beer), who have announced that their new advertising budget will be doubled, with radio among mediums being used.

DICK ARMSTRONG, formerly of the New York Herald Tribune, also a radio script writer, has joined the public relations department of Schenley Products Co.

ZIMMER-KELLER, INC., Detroit, has been appointed the agency for a campaign to be launched shortly in behalf of Michigan beer by the Michigan Brewers Association. The plans have not yet been completed, and it is not yet known whether radio will have a part in them. Slogan will be "What Michigan Makes—Makes Michigan."

JOHN L. COBB, formerly advertising and trade promotion manager of the Shell Oil Co. with headquarters in San Francisco, has joined the staff of Arthur Kudner Inc. in an executive capacity. Before going west, Cobb was director of public relations for the Atlantic Coast Line.

BATTEN, BARTON, DURSTINE & OSBORN is the agency for Cosmos Chemical Corp. (Sanovan, odorless household deodorant), which is to be distributed on a national scale this fall.

J. WALTER THOMPSON CO., handling the new \$250,000 campaign of the Washington State Apple Commission, Wenatchee, Wash., will start the drive next month. Radio was used to a large extent last year.

## GUEST-ING

DIXIE DUNBAR and VIRGINIA FIELDS, on "Hollywood in Person," Aug. 19 (CBS, 1:45 p.m.)

FAITH BALDWIN, on "Magazine of the Air," Aug. 18 (CBS, 11 a.m.), booked through Dorothy Worthington.

GELETT BURGESS, on Vitalis program, Aug. 16 (WHN, 8:30 p.m.); LUCIUS BEEBE, same program, Aug. 23; DR. WILLIAM E. AUGHINBAUGH, same program, Aug. 30; all set by Dorothy Worthington.

DOROTHY BURGESS, FORTUNE GALLO and SAM GRISMAN, on Chamberlain Brown program, Aug. 16 (WMCA, 1:30 p.m.).

BELA BLAU, co-producer of "Having Wonderful Time," on Bide Dudley's Theater Club, tomorrow (WOR-Mutual, 2:45 p.m.).

A. M. SULLIVAN, pioneer in serious poetry over the air, on Norman Corwin's "Poetic License," Aug. 16 (WQXR, 9:30 p.m.).



● ● ● A sponsor and agency are secretly "cooking up" the most radical change in local stations. Idea is to tie up WMCA, WNEW, WINS, WHN, WAAT, etc., for a half-hour and feature one act on this LOCAL hook-up!... J. C. Flippen's contract is up shortly and he won't re-sign. The colonel is set for the balance of the summer Gulf series and may head a fall show for the agency.... Archie Fletcher of Joe Morris is in the hospital for observation.... Though Jack (Local 802) Rosenberg is on vacation until Monday—he's in town daily doing his chores quietly.... Goodman Ace is having theme song trouble.... Walter Douglas has obtained fresh money for Donaldson, Douglas & Gumble, thus bringing Jessie Stool in from Chi to head the professional dept.... Sharri Kaye remains with Woody Herman when they go to the Normandie in Boston with NBC wires.... Ted Collins has Henny Youngman under a three-year pact, and the reports that "so-and-so" is handling the comic are false.... Kay Thompson and her girl choir have been signed to appear in Ed Wynn's Broadway musical, "Hooray for What!"... Eric Madriguera and his orchestra played dance music consistently for two hours in the dark—when the electrical storm cut the Surfside lights off the other night.

● ● ● The Colonel from Kentucky is in again!... He makes the plaintive plea that if anyone sees a little pig, answering to the name of "Pinky" running around the streets of New York, please phone Col. Jack Major at CBS.... Jack recently received a letter from his grandpa saying that his pet pig "Pinky" was lost.... Knowing the power of the radio, Col. Major began his broadcast last week by "hawg calling".... The last heard from "Pinky" was when he passed through Louisville headed East.... A liberal reward is offered.... Today being Friday the Thirteenth, WNEW will stage a "Man on the Street" broadcast with Ted Webb for all-superstitious people which will be sponsored by 20 Grand ciggies.... He will air his show from under the ladder of a Newark theater introducing people who will walk under it with him, break mirrors, spill salt or light three of his sponsor's ciggies on one match. Sponsor will supply mirror, salt, ladder and, of course, the ciarrets.

● ● ● Chevy auditions Don Voorhees and D'Artega's bands next week with Jane Froman.... Harry Horlick and his troupe featuring Frank Parker are under consideration by an auto sponsor.... Frank Black returns to his "Contented Hour" Aug. 23.... Raymond Paige auditioned with the Marx Brothers (who are just about set for a commercial) but can't take the job because of present commitments.... If Tommy Rigg's "voices" click on the Vallee hour—he will become Charlie McCarthy's "love interest" on the Chase & Sanborn show.... Yascha Bunchuk will be aired via CBS from the Casino.... By the time this reaches print, Patricia Gilmore may have affixed her signature on a Paramount contract—that's how anxious the flickers are for her beauty and talent.... The snobs at the Rainbow Room are becoming ordinary. They stand watching the clever piano-pounding of Jack Kelly in Al Donahue's crew.

● ● ● Herman Goodstein, engineer for WNBC, New Britain, Conn., planted a cucumber patch near the station's transmitter in Newington.... During the past several days he noticed that the cucumbers were damaged considerably by what appeared to be rats. He then decided to fix the rodents.... Herman put up four stakes in each of the four corners of the garden and strung wire from stake to stake after which he sent a charge of 800 volts of electricity from the transmitter house.... The other morning Goodstein went over to the patch and found to his amazement no rats—but a six-inch frog—deader than a piece of paper!

## PROMOTION

### Cardinals Autograph Wheaties

Six members of the famous Gas House Gang of the St. Louis Cardinals were enlisted by General Mills to further the cause of Wheaties in St. Louis. General Mills, the joint sponsor of all baseball broadcasts from Sportsman's Park, through KWK, home of the Browns and the Cardinals, signed Johnny Mize, first baseman; Joe Medwick, left fielder; Lon Warneke, pitcher; Don Guttridge, third baseman; Pepper Martin, outfielder, and Mickey Owen, catcher, for a one time appearance at 12 local grocery stores prominent in the sale of their product, Wheaties.

The players were divided into three groups of two each, and therefore their task of reaching 12 widely separated spots was considerably lightened. They made the Saturday appearances in order to autograph boxes of Wheaties for the youngsters who flocked from far and near to catch the signature of their Cardinal heroes.

Johnny O'Hara, KWK sports announcer who handles the play by play descriptions for the sponsor, was also a very busy man—running from store to store to introduce the players to the kids and the cash customers. Pepper Martin, faithful to his playing position in the Cardinal lineup, worked the outlying districts of East Alton and Granite City, Ill., across the river from metropolitan St. Louis.

### Wheaties Baseball Night

Promotion men of KWTO-KGBX, Springfield, Mo., got a better break than they bargained for in sponsoring a recent Wheaties baseball night. They got a huge crowd, admitted with paid admission and Wheaties boxtop. Had banners and a band. Gathered Springfield Cardinals (St. Louis farm) team around the mike to feed First Baseman Buzz Arlitt a bowl of crackling Wheaties. Arlitt told listeners-in he felt "just like a home-run." Stepped to the plate and knocked the ball over the fence for an easy round of the bases. Fans voted a case of Wheaties for the entire team.

### Baseball Announcer Contest

Considerable interest has been aroused by the General Mills (Wheaties) baseball announcers' contest. Ty Tyson, vet ballcaster for WWJ, Detroit is stepping away from the mike this week and trading assignments with other baseball announcers. During the week Harry Heilman of WXYZ, Detroit, Jack Graney of WHK, Cleveland, and Harry Hartman of WCPO, Cincinnati, will be on the WWJ mike in place of Tyson. Tyson and Heilman, meanwhile, will go to Cleveland and Cincinnati to handle games there.

After all the trading is over, fans are to be asked to vote for the best announcers, as they see them—and hear them.



Presently using KFVB's studio theater for "Show Boat," NBC is reported dickering for further use of the Warner facilities pending construction of the new NBC studios. Net is faced with something of a problem with the coming of fall and several new shows which, like Tyrone Power, are planned to go before an audience.

Danny Danker is back "home" from New York. Mel Venter will vacation from his "Feminine Fancies" chore on KFRC following tonight's broadcast, with the emceeing being done in turn by Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson.

Bert Fiske lays aside his baton long enough to resume his "Piano Paintings" on KFVB, Tuesdays and Thursdays, 1:45-2 p.m.

Ben Byers, formerly of Radio Guide, will handle publicity for "One Man's Family," which, despite all reports to the contrary, has moved to Hollywood to stay. Carleton Morse continues as author-producer.

Elza Schallert has been switched by NBC from former Friday spot to Wednesdays at 6 p.m.

Sandy Barnett, writer on Lux, back from vacation and rarin' to go on the new Lux series.

Tom Luckenbill, program supervisor of all J. Walter Thompson shows, is in town from New York accompanied by the family.

"Bud" Vandover, the Tom of the "Tom, Dick and Harry" trio at KHJ, was married recently at Crown Point, Ind., Chicago's Gretna Green, to Marge De Werth, dancer.

Carlton KaDell will play host to a group of high school classmates now living in Hollywood following Hal Kemp's broadcast tonight.

Forest Lawn will be back on KNX with "Reunion of the States" for 52 weeks starting Oct. 3. Will remote from Hollywood Women's Club and be handled by Edward Lynn and Bill Lawrence.

The Yacht Club Boys; Judy, Ann and Zeke Canova, Betty Grable, Bill Frawley and Ben Blue were among the entertainers who did their stuff before a Mutual mike at the premiere of Paramount's "High, Wide and Handsome" at the Carthy Circle last night. George Fischer and Lynne Overman alternated as emcee, and David Broekman supplied the music for this coast-to-coast Mutual event.

The Walkshow at the Egyptian Ballroom, Ocean Park, is still going strong over KMTR twice daily at 4:15-5 and again between 10:15 and 10:30 p.m. The hardy hoofers have been at it since July 2.

Sandy Roth is "conducting" a "swing concert" with transcriptions over KMTR, Saturdays at 5-6.

Minerva Urecal, nee "Mrs. Pasquali," drew a featured role in "Portia on Trial" at Republic. Thelma Weisser set.

One of radio's most versatile young-

## ORCHESTRAS - MUSIC

**G**EORGE HALL and his Orchestra will begin a series of Friday night broadcasts on WNEW at 8-8:30 tonight. This week marks the eight consecutive year that Hall's orchestra has been heard in the Hotel Taft. His WNEW programs will feature Dolly Dawn and the Dawn Patrol. Hall's musical aggregation has been heard coast-to-coast for the past eight years. They have recorded with all the major companies and have been seen in numerous movie shorts.

*Happy Felton, the genial orchestra leader, whose band airs nightly over WCAE, Pittsburgh, was forced to cancel a program suddenly Tuesday night, when Ranny Robertson his sax lead was rushed to the hospital with appendicitis.*

Aron Gersnow, flute soloist, who frequently appears with leading New York orchestras, will be guest artist on the "Voice of Firestone" program over the NBC-Red Network, Monday at 8:30 p.m. He is one of several guest musicians appearing on this program in the vacation absence of Margaret Speaks, soprano. Gersnow's solo will be "Caprice Tzigane."

*Victor Bay, CBS Shakespeare cycle musical director, will soon publish a folio of the centuries-old tunes he unearthed for the program. Bay has a large collection of the songs.*

Mark Warnow has over 500 arrangements of popular and classical tunes in his music library, not only on manuscript form but on records. The Blue Velvet maestro has been recording every one of his programs for years.

*Robert Emmet Dolan plans to write songs again in the Fall. Dolan was once under contract to a film studio as a songwriter. Among his outstanding songs is "Little By Little," still heard on the air as Little Jack Little's theme song.*

Rudy Vallee and his Connecticut Yankees arrive at Eastwood Park, Detroit, for a week's engagement starting Sunday.

*Griff Williams and ork, who close their run at the Trianon, Chicago, today, will probably return to the Aragon-Trianon and WGN this win-*

sters. George Wood Jr., has the unique distinction of being starred in several transcription programs which are marketed by his father under the title of Wood Radio Productions. Georgie probably holds the record of having appeared on more sponsored programs than any other 14-year-old entertainer in the business, and the disked series include "Song Spots" and "Hollywood Starlets," the latter being "interviews" with juvenile picture stars, with George as interviewer and commentator.

Julietta Novis, soprano, Paul

*ter. Ted Weems enters the Trianon on Aug. 27 with a WGN-Mutual wire. Freddie Martin will be at the Aragon starting Sept. 3 with a Mutual line.*

Stan Austin and his orchestra will broadcast via WOR from Donahue's in Mountain View, N. J., beginning the first week in September.

*Woody Herman and combine open Aug. 15 at Wildwood, N. J., playing a return engagement. Booked for three weeks by Rockwell-O'Keefe.*

George Hall and his ork, playing now at the Hotel Taft, have been set for indefinite period at the St. Nicholas Rink, N. Y., by CRA.

*Jackie Coogan and his musical-variety unit, featuring Lila Lee, dated for Aug. 25 at "The Club" in Hagerstown, Md., and booked for ten weeks of one nighters throughout the east by CRA. Arriving in New York, Coogan will dicker with the many radio offers that await him.*

Irving Rose and his music set by CRA for night of Oct. 2 at Webster Manor, N. Y.

*Lee Shelley and his orchestra return to the Willows in Pittsburgh on Aug. 20 for three weeks, and thereafter on optional periods. Set by Rockwell-O'Keefe.*

Jimmy Dorsey will lead his band from the stage of Loew's State Theater for week of Sept. 9. Set by Rockwell-O'Keefe.

*Mickey Alpert, whose music supplies the background for the elaborate revue, "Riviera Follies of 1937" at Ben Marden's Riviera, has had his engagement extended for the entire season at the Palisade night club. The Alpert aggregation, which features vocals by Lois Kay and Lou Valera and an occasional song by the bandleader himself, alternates on the reversible bandstand with Val Ernie and his Continentals.*

Russ Morgan and his ork have been set by CRA for week of Aug. 15 at Manhattan Beach. Morgan's music will be augmented by part of his radio "Phillip Morris" show in featuring the "Swing Fourteen" chorus, Bernice Parks and Louis Julian.

Keast, baritone, and an original radio drama, "R. F. D.," by James Bloodworth, will be heard with Frederick Stark and his orchestra on tomorrow night's "Ecstasy," which originates at KHJ and goes over the Mutual net.

Two youthful singers headed for stardom, Frank Tavaglione, 20-year-old California community opera singer, and Mona Lowe, well-known West Coast blues singer, will be heard on David Broekman's "Music of the Stars" program over KHJ-Mutual tomorrow.



Jack Holden, recently on WMAQ at 6:30 a.m. for Hooker Paint & Glass Co. as the Old Painter, returns for same sponsor on same station on a three-a-week basis Aug. 16.

Joe Dumond, creator of the Josh Higgins of Finchville broadcasts, will visit Gov. Nels Kraschel of Iowa at Des Moines tomorrow to discuss details of their appearance on the National Farm and Home Hour, Aug. 26.

Ed Allen, WGN announcer, is emcee of the floor show at the Empire Room of the Palmer House featuring the De Marcos and Dick Gasparre's music.

Eddy Duchin, who has been in New York for a fortnight because of the death of his wife following the birth of their son, is back in Chicago to direct his band, which opens today at Chicago Theater. Engagement for this week in Minneapolis was cancelled.

Al Vierra and his Hawaiians have opened in the Glass Hat of the Congress Hotel with an NBC wire.

Don Thornburgh, CBS vice president in Hollywood, due here today to pick up family visiting here. Plans to return west by way of Canada.

Henry Busse's band, at the Chez Paree, will give a half hour concert in Grant Park Band Shell Monday, Aug. 23.

Morey Amsterdam, producer and emcee of the NBC "Night Club," heads the "Broadway Passing Show" at the State Lake starting today.

Virginia Payne, who plays the role of Ma Perkins, is on vacation to New York, Montreal and Quebec.

Lulu Belle and Scotty are flying to Superior, Wis., Sunday for an appearance at the fair there.

Dorothy Barckman, press agent, flying to New York tomorrow on vacation.

Jess Kirkpatrick pinch-hitting for Quin Ryan on his "Marriage License Bureau" broadcasts. Ryan is off next week for an Alaskan vacation.

Lynn Chalmers, balladeer, and Lon Saxon, tenor, are new on WGN's vocal staff. Both were discovered through house auditions.

### Ida Bailey Allen Exploitation

Chain letters started as a stunt by Ida Bailey Allen listeners telling people to listen to her daily feature via WHN has grown in scope. Mrs. Allen announces chain letter idea on the air after project was started and other faithful listeners joined in the mailing. Writers tell friends to watch for certain features on the program.

### Connolly Sails

A. F. Connolly, vice-president of Dorland International Inc., sails for South America tomorrow to study markets for clients.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## KHJ and KFRC to Get New W. E. Amplifiers

West Coast Bureau, RADIO DAILY

Los Angeles—KHJ, key station of the Don Lee system, and KFRC, San Francisco, are to be equipped with the new Western Electric Type 110-A amplifiers, with delivery permitting installation and functioning by November, it was announced by Lewis Allen Weiss, general manager of the Don Lee chain.

This latest development of the Bell Laboratories is designed to serve a double purpose. Tests have demonstrated that both stations' signals will be vastly improved in their primary areas and noise levels reduced materially in secondary areas, through compression of program peaks without distortion. It is claimed that the new amplifier will compress 3db of program level, equivalent to an increase of 5 to 10 kilowatts in power, or 100 per cent increase in carrier power.

## KSFO Tower Completed

San Francisco — KSFO's new 400 foot antenna tower has been completed. The Truscon tower was erected under the direction of Hartzenger & Zane, engineers of New York.

Installation of the W. E. 5,000-watt transmitter is nearing completion, with new plant to be ready for service before Sept. 1. There is also being installed a "ghost engineer," technically known as an automatic peak volume limiter, which will increase signal intensity to equivalent of 10,000 watts.

## New Installations

Hartzenger-Zane Co. has completed installing a new 190 ft. tower for WFAS on the roof of the Roger Smith Hotel in White Plains, N. Y.

Firm also has installed a 350-ft. radiator for CBS station KSFO, San Francisco.

## Television Delay

Seattle — Delay in commercial television's arrival is due to manufacturers being loath to start making sets because of tremendous capital required and no assurance yet as to who will foot the bill, said Donald K. Lippincott of Farnsworth Television Inc., San Francisco, while vacationing up this way. He predicted that pure sound will never be supplanted.

## Station Improvements

Stockton, Cal.—KGDM has applied for CP to install new transmitter, make changes in antenna, increase power from 1 to 5 kw., change frequency from 1100 to 1150 kc., change hours of operation from day to unlimited and move transmitter.

Atlanta—WAGA has applied for license to cover construction permit as modified for new equipment, increase in power and move transmitter and studio.

Kilgore, Tex. — James G. Ulmer, president of KOCA, has applied for license to cover construction permit for equipment changes and increase in power.

Charleston, W. Va.—WCHS has applied for CP to install new transmit-

ter and vertical antenna and move transmitter 5 miles west of Charleston.

Gary, Ind.—WIND has applied for license to cover construction permit as modified, for changes in equipment and increase in power.

Philadelphia—WIP has applied for license to cover construction permit for new transmitter and antenna, and move of transmitter.

Monroe, La. — KMLB has applied for authority to install new automatic frequency control equipment.

Cleveland—WGAR has applied for CP to make changes in equipment.

## Long-Distance Contact

Eric Palmer Jr., Brooklyn radio amateur and operator on several expeditions, who recently joined the staff of WQXR, reports a new radio transmission record. Using a home-made low power short wave transmitter under the call letters, W2GRB, a 11,000-mile contact was established with H. Cooper at Gleneig, Adelaide, South Australia. The transmitter, using only seven watts of power and which was designed for portable work, was reported in Australia as being heard, "strong and clear" in spite of its extremely low power.

## Radio Tower Ordered

Major Edwin H. Armstrong, radio inventor and professor of electrical engineering at Columbia University, has placed an order with American Bridge Co. for a 600-ft. steel antenna tower.

Structure will be of lattice-work design and will be erected atop the N. J. Palisades to be used as a sending aerial, or a support for an aerial system, in connection with Major Armstrong's development of the "frequency modulation" type of short wave broadcasting.

## Harry Grelck Joining NBC

Harry L. Grelck joins the NBC engineering staff on Monday. He was formerly with WOV.

## Canada Buys More Battery Sets

Sale of battery receiving sets to Canadian farmers totaled 17,768 for the first six months of this year. This compares with 9,642 sets sold in the similar period of 1936. Increase in farm income is responsible for the uptrend, which also may indicate that a good number of the Canadian farmers are buying their first radio set.

During the month of June more battery sets than alternating current receivers were sold in Canada. The actual figures were 9,150 battery sets to 5,821 a.c. sets.

## Koehler's New Job

Glenn Koehler of the University of Wisconsin engineering department has been named consulting radio engineer, on a part time basis by the state-owned stations, WHA and WLBL.

## Bixbee Turns Movie Actor

Pittsburgh — Giff Bixbee, WCAE's personable young microphone diagnostician, has been signed to do a series of screen commercials for a number of local movie houses.

## 441-Line in Germany

Berlin—Three television transmitters for the 441-line pictures are now under construction in Germany. One is being built here, another on the Brocken and the third on the Feldberg.

## New KOIL Transmitter Being Dedicated Sept. 13

Omaha — KOIL's new RCA transmitter and vertical radiator will be completed about Aug. 20, but dedication ceremonies will be delayed until the week of Sept. 13.

In charge of dedication ceremonies is a committee composed of John Henry, general manager of Central States Broadcasting Co.; Bob Cunningham, chief announcer; Paul Hamman, advertising manager, and R. Bruce Wallace, publicity chief.

The new transmitter and 310-foot tower are located in Iowa, two miles east of the South Omaha bridge. The new equipment will increase KOIL's daytime power to 5,000 watts, night power remaining at 2,500.

## New KOTN Antenna Is Up

Pine Bluff, Ark.—KOTN has just completed erection of a new vertical antenna atop the Simmons National Bank building. The antenna towers more than 300 feet above street level, and is by far the tallest structure in southeast Arkansas, and will be fed by a concentric transmission line.

R. J. Whitworth, chief engineer, was in charge of installation and moving of transmitting and studio equipment.

Reports indicate that KOTN's primary coverage has been more than doubled.

## WJBK's New Studios

Detroit — WJBK's new studio is nearing completion. The room will be especially used for the use of Herbert Mertz and his 45 piece concert orchestra. All large dramatic shows which Jerry Fairbanks will direct will also emanate from there.

Station has recently made application for a change in frequency from 1550 kc. to 1515 kc., to assure better coverage with less interference from other stations.

## WIND's New Transmitter On

Chicago—The new 350-ft. antenna at WIND's Gary transmitter has been placed in operation. Station now has a three base system which will greatly improve reception of the station throughout the Chicago metropolitan area.

## 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

# ☆ Program Reviews ☆

## Harry Rose in "GOING TO TOWN"

(Sustaining)

WJZ - NBC Blue Network,  
Wednesdays, 8:30-9 p.m.

### VARIETY SHOW TURNS OUT TO BE A MUCH BETTER MUSICAL PROGRAM.

Bill Wirges' orchestra. Barker instrumental trio, Norsemen quartet and Carol Weyman, guest vocalist, turned in an excellent musical show. Harry Rose, comedian from vaudeville and also a radio emcee, did a rather poor job in the same capacity here. Jokes were unfunny and he was late many times with his lines. As with most programs of this type, Rose needs better material. His delivery is okay.

Show took time to dramatize "Things That Never Happen." How this got by Phil Carlin's office, we would like to know. Show had another supposedly funny-man billed as Congressman Ray Murray in typical vaudeville hokum chatter. George Givot has done this stuff for years and he didn't make the top rung of the radio ladder.

### Richard Maxwell

This daily morning CBS tenor-philosopher strikes a pretty consistent average as a dependable dispenser of "Cheer and Comfort". In addition to a pleasing personality and excellent voice, Maxwell has a fine choice of hymns and of course numerous requests are included.

Maxwell is an entertainer with a mission, and his talks between hymns dwell on the less fortunate youth of the day, such as orphan asylum inmates who are released at adolescent age to go out into the world on their own, and the value to the community in helping these young boys and girls either to get jobs or by adopting them.

### Herzer and Zayde

A talented team of pianists, Clifford Herzer and Jascha Zayde, provided a sizzling quarter-hour over WQXR at 6:45-7 last night, the highlight being "The Carmen Fantasy", by Abram Chasins. Taken from the Bizet operatic work, the composition as arranged by Chasins is interspersed with a brief touch of mod-

ern music, but never loses the vein of the main theme. The general effect is quite fascinating. This was a repeat of the number, which was requested by listeners following a recent airing.

Preceding the main work, the pianists warmed things up with "Danse Macabre".

### Briefly

"Musical Oddities", presented by Alma Lubin with her own comments, illustrated at the piano and by recordings, is an unusual quarter-hour over WQXR on Wednesdays at 5-5:15 p.m. Persons interested in the study of music, particularly will find it entertaining and instructive.

Another recently initiated WQXR musical shot, "Lyric Cameos", at 6:45-7 p.m. on Wednesdays, does a very nice job of combining vocals with verse. John Salters, actor, and Betty Baxendale, lyric soprano, manipulate the lyrical lines and notes in entertaining fashion.

"Hello, Peggy", Drackett Co.'s new serial on NBC-Blue network, got off to a mild start this week, despite a good cast. Program will be evaluated after another hearing or two.

Dick Himer did a snappy stint of conducting on Wednesday night's "Your Hit Parade" over the NBC-Red network. Though the "most popular tunes of the week" routine has sounded a bit monotonous on occasion lately, the last Wednesday program seemed a bit different.

Norman Corwin has developed his "Poetic License" program into quite an interesting affair over WQXR on Monday nights. Selections are better, the readings are more natural, and there has been some enjoyable novelty in recent presentations.

"The Prince of Pilsen", revived by Jessica Dragonette and Charles Kullman over CBS on Wednesday night, was one of the most entertaining of the operetta series being presented by Miss Dragonette. Which is saying a good deal.

## COMING EVENTS

Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.

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

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

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.

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

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

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

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

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## WORLD BROADCASTING SYSTEM

New York City

"... Your coverage of the Chicago convention entitles you to a five-year subscription. Put me down and send the bill each year."

A. J. Kendrick

Vice-President.

## KWTO

Springfield, Missouri

"... RADIO DAILY is a splendidly edited publication, fills a great need in the radio publication field, and, in our opinion, is destined for a very bright future."

John E. Pearson

Promotion Manager.

## WNEW

New York City

"... This is one time when, in spending \$5.00 for a subscription to RADIO DAILY, I know I am getting my money's worth. I am sure that RADIO DAILY will be a huge success in filling a real need in this industry of ours."

Martin Block

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

KANSAS CITY

Murillo Scofield, formerly at WDAF, has joined the KCMO announcing staff to fill the place left vacant when Lee Roberts was advanced to program director. Margaret Converse has been added to the staff as receptionist.

Vacationers: C. E. Salzer, chief engineer at First National Television Inc.; Harry Kaufmann, WDAF program director, and Ruth Sullivan, secretary to Ellis Atterbury of KCKN.

H. Dean Fitzer, general manager of WDAF, and Frank Barhydt, WHB publicity chief, have returned to work following brief vacations.

W. H. Webb, vice-president of the J. O. Young Advertising Co., has returned from a business trip to Tulsa.

KCKN has put two new live talent musical shows on the air. One, featuring the voices and stringed music of three Mexican youths, directed by Augustin Zamora, is called the "Rio Grande Serenaders" and is heard on a 30 minute Sunday spot, while the other, featuring a stringed ensemble made up of Evelyn Smith, Jack Brown and Lloyd Shanks, is a quarter hour show known as the "Three Islanders," three times weekly.

M. F. (Chick) Allison, KMBC publicity director, leaves Saturday for a two-week vacation at Great Bend, Kas., with his parents.

"QUOTES"

DONALD K. LIPPINCOTT: "Television will never supplant pure sound. Television must appeal to both the ear and the eye. It must be received in a semi-dark room. It's not possible to mind the baby, sweep the rugs or play bridge while you're listening to a television program."

HI ALEXANDER: "What the radio audience is going to want this Fall in its programs is a new comedy approach to entertainment. The old surefire stuff, while still interesting, has been worn threadbare."

ONE MINUTE INTERVIEW

FRANK MUNN

"Radio is rapidly becoming music's Fountain of Youth. The enjoyment of music is closely associated with memory, and hearing old songs, once loved yet now almost forgotten, opens the dam for a warming flood of haunting recollections that gives the average listener one of his greatest thrills. Today the demand for more and more musical numbers has spurred singers and orchestras to revive familiar melodies of other days, arrange them for the modern listener, and give them the new life they deserve."

★ Coast-to-Coast ★

THE story of Ichabod Crane, revived in operetta form under the title of "The Headless Horseman," written by Stephen Vincent Benet with music by Douglas Moore, will be presented Aug. 22 at 8-8:45 p.m. on NBC-Blue Network.

KOMA, Oklahoma City: Raymond S. Ramsey, sports announcer and commentator, leaves shortly for Northwestern University, Evanston, Ill., to take an advance course in football tactics. . . Catherine Cunningham, formerly at KWTO, Springfield, Mo., is a new member of the production department.

Ed Harvey, who recently took up his new duties as program consultant for the New York State Network, gets lonesome now and then for his old WCAE gang.

WCPO, Cincinnati, is auditioning new talent, including musicians, singers, etc.

Al Iosa, engineer at WBRV, Waterbury, is back from Old Orchard, and Dave Helper, studio director, has departed for parts unknown.

Charlie Wright, program director at WELI, New Haven, is relaxing in Vermont.

Mary Ford, WELI soprano, is now Mrs. Edward Morrissey.

Mrs. Ida Bailey Allen, whose "Homemakers of the Air" is a daily feature on WHN, has almost completed her three act play with a kitchen background. She is going to ask her listeners to name it.

Phyllis Roque, who was named as the "most looked-at" girl in New York, is now singing every Sunday evening with WHN with Don Albert and his orchestra.

Johnny O'Hara, Sportscaster at KWK, St. Louis, who handles all home games of the Cardinals and the Browns, was the honor guest at the Centennial observation of the village of Mascoutah, Ill.

Mary Lou Meyer, Toledo member of "The Smoothies", girl-trio at WWJ, Detroit, was married recently to George W. Thompson.

Jerry Belcher will take his portable microphone into the home of a family of Hollywood extras for an interview during his "Our Neighbors" broadcast Sunday over the NBC-Blue network. The program will be heard at 3:30 p.m. EDST this Sunday only. On the following Sunday, it will return to its regular time 1:30 p.m.

WSGN, Birmingham: James Evans is back from Miami, where he got a

coat of tan, also visited Bill Pennell of WIOD. . . Bob McRaney, production manager and organist, has a new son, named Michael Perry. . . Ira Leslie is the new commercial traffic manager. . . Walter Membrey, traveler and adventurer, has joined the announcing and newscasting staff. . . new short wave relay transmitter WAXD recently granted the station is now doing duty. . . WSGN again gets exclusive broadcast privileges from Alabama State Fair, with elaborate plans for coverage under way. . . All out-of-town games of Birmingham Barons are being aired via wire, with Henry Vance, veteran sports writer, detailing the plays.

The Devore Sisters were unable to appear in last night's "Moon River" program specially designed by WLW as a salute to KGW, Portland, Ore., on the occasion of the dedication of the new 625-foot transmitter at the latter station. Sydney Mason, narrator on "Moon River," and Herschel Luecke, organist, just back from Europe, prepared special dedicatory numbers.

WHN has completed plans with Dr. H. M. Partridge of the radio division of New York University to broadcast

SAN FRANCISCO

Hal Burdick's "Night Editor" has been renewed for another 13 weeks. George Breece, musical director of KFBK, CRS affiliate in Sacramento, visiting KYA with his wife. They're here on vacation.

The "S. & W. Junior News" show has been extended till Sept. 15 with the sponsors looking around for a different type of vehicle than the dramatic show to fill a morning spot.

Betty Marino, (Mrs. Lloyd Yoder) directed the combined string trios of the Hotels Canterbury, Wilshire-Drake and Maurice at the former hotel's anniversary.

Beryl Cameron, NBC singing star, back from Hollywood screen test.

KGGC, soon to adopt a 24-hour sked, is planning to get a new studio, perhaps in the Furniture Mart or one of the hotels.

People's Baking Co. start "Bill, Mack and Jimmy" on Aug. 16. Disk was waxed in south by Freeman-Lang Co. A flesh commentator will freshen it.

Johnny Wolfe of "Jingletown Gazette" will spend this weekend in Hollywood, coming back Monday.

Kenneth, Spencer, Negro bass leaves Sept. 1 to attend the Eastman School of Music in New York.

a weekly series of dramatizations of famous novels and non-fiction books directly from the Washington Square College of N.Y.U. The program, known as the "N.Y.U. Literary Forum of the Air," will start Oct. 7.

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. 32

NEW YORK, N. Y., MONDAY, AUGUST 16, 1937

FIVE CENTS

## WOR Signs Guild Terms

### NAT'L BISCUIT MAY USE NETWORK ON NBC SERIAL

Chicago—National Biscuit Co. is thinking about expanding its serial, "Dan Harding's Wife," now aired over WMAQ locally and on a sustaining basis over NBC, to network proportions in the fall. Show is written by Ken Robinson, NBC continuity editor here. Handled by McCann-Erickson.

### 19 More Stations Sign Disked Bakery Serial

The following 19 stations have been added to the list which will broadcast "The Freshest Thing In Town," transcribed radio serial, this fall: WWNC, Asheville, N. C.; WSB, Atlanta; KRNT, Des Moines; WFBR, Baltimore; KFEL, Denver; KIEM, Eureka, Cal.; WHBF, Moline, Ill.; WJIM, Lansing; KROC, Rochester, Minn.; WBRE, Wilkes-Barre; WKBN, Youngstown; WFIL, Philadelphia; KSOO, Sioux Falls, S. D.; WEAU.

(Continued on Page 6)

### Detroit Outlaws Devices Interfering With Radio

Detroit.—Machines or apparatus interfering with radio broadcasts, short or long wave, are outlawed under a city ordinance just put into effect. Interference will be determined by police department experts, who will or-

(Continued on Page 3)

### F. & F. Laboratories Serial

Chicago — F. & F. Laboratories (cough drops) is going for a new serial titled "Jenny Peabody." May be both transcription and split network. Through Blackett-Sample-Hummert.

### Burps on Air

New Orleans — Spaghetti went on the air over WWL the other day through the courtesy of a Vieux Carre Italian restaurant which tossed a spaghetti eating contest. Entrants had to eat a pound first to qualify, and WWL put the contest on the air with the announcer particularly worried how to get the sound effects on the air and keep the burps out.

### WWJ Celebration

Detroit — In celebration of its seventeenth anniversary next Friday evening, WWJ is staging a special program in its studios at 9:30 p.m.

Invitations to the formal affair have been sent out by William J. Scripps, manager of the station.

WWJ is one of the three oldest stations in the country.

### P. & G. TRYING SERIES IN FOREIGN LANGUAGE

Procter & Gamble, through Blackett-Sample-Hummert, is starting a foreign language program for Oxydol. Program will be in Polish and begins today over WJBK in Detroit.

Foreign Language Division of Van Cronkhite Associates, Inc., Chicago, is handling the new Oxydol program which is understood to be a test program for Procter & Gamble.

Program will be two daily five-minute spots of Polish news concerning women. Contract is for 52 weeks.

### Nationality Broadcasts New WJAY Commercial

Cleveland—C. A. McLaughlin, sales manager for WHK-WJAY, announces the Kurtz Furniture Co. has signed a contract with WJAY providing for its first series of commercial radio broadcasts, bringing Clevelanders a new daily nationality program. Starting today the show will be featured in the WJAY 2:30-2:45 p.m. spot with Margaret Halmos, prominent local

(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

### ... WLW Line Expands

M. H. SHAPIRO

EXPANSION of the WLW Line to Chicago and Detroit gives it the definite classification of a "network," with plenty of room for speculation also as to where the next extension will branch out. . . . Logically, it may be New England, and away from the spots more densely penetrated by the 500,000 watts of WLW. . . . Transamerican otherwise seems to have taken a spurt. . . .

Consistent trend toward larger networks is particularly exemplified in

### Announcers and Producers Are Granted Increases in Wages and Reduction in Working Hours

### INDIANA BROADCASTERS FORMING ORGANIZATION

Indianapolis—At a meeting called by Donald Burton, owner of WLBC, Muncie, and held here last week, formation of an Indiana Broadcasters Ass'n was started, with Eugene C. Pulliam of WIRE being selected as temporary chairman.

The meeting took place at the Indianapolis Athletic Club, where Pulliam was host to the visitors.

William W. Behrman, general manager of WBOW, Terre Haute, is recommended for appointment as di-

(Continued on Page 6)

### "Universal Rhythm" Spot Is Relinquished by Ford

Ford Motor has given up the Saturday, 9:30-10 p.m., spot on CBS which it intended to use for "Universal Rhythm" beginning Sept. 11. Pet Milk has taken the period for

(Continued on Page 8)

### "Kitty Keene" Live Show

Chicago—"Kitty Keene Inc." goes live over NBC Red starting Sept. 13. Procter & Gamble will continue to use it for Dreft in most of the same markets, adding about two or three new ones. Transcription series also continues. Through Blackett-Sample-Hummert.

American Guild of Radio Announcers & Producers on Friday signed an agreement with the Radio Quality Group Service Inc., the WOR program subsidiary, whereby all WOR announcers and producers will be granted increases in salaries and a reduction in hours. Salary clause goes into effect immediately. Other conditions of contract start Sept. 1 and run for two years.

Negotiations between Alfred J. McCosker, president, and Theodore C. Streibert, executive vice-president, representing WOR, and Roger Bowser, Howard Barnes and John Hayes

(Continued on Page 8)

### NEA PROGRAM SERVICE BEING STARTED SEPT. 27

NEA Service Inc., which starts sales this week of its program service based on the same type of features used in 800 newspapers throughout the country, has set Sept. 27, as the delivery date for the first of its features.

All material will be specially produced.

(Continued on Page 8)

### KFRO Starts Contest On How to Raise Rates

Longview, Tex.—James R. Curtis, president of KFRO, has invited advertising agencies and station reps to participate in a contest on "How to Improve KFRO Rates." Curtis offers \$25 for the best constructive criticism. Contest closes Sept. 15.

### Zenith Radio Mystery

Chicago—Details of the Zenith Radio show starting Sept. 5 on 80 NBC stations are being kept a close secret. Only information forthcoming is that it will be a daring and novel idea of a scientific nature with studio audience participation. First three shows will be teasers, the full idea being revealed in the fourth.

(Continued on Page 2)



★ THE WEEK IN RADIO ★

... WLW Line Expands

(Continued from Page 1)

Vol. 2, No. 32 Mon., Aug. 16, 1937 Price 5 C's.

JOHN W. ALICOATE : : : Publisher
DON CARLEGILLETTE : : : 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. Merseman, Treasurer and General Manager; Chester B. Babin, Vice President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmlay, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. 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, Aug. 14)

N W YORK STOCK EXCHANGE
High Low Close Net Chg.
Am. Tel. & Tel. 170 1/4 170 1/4 170 3/8 + 7/8
Crosley Radio 20 3/4 20 1/8 20 3/4 + 3/4
Gen. Electric 58 1/2 58 58 3/4 + 3/8
North American 27 3/4 27 1/4 27 3/8 + 1/4
North American pfd. 54 54 54 + 1/4
RCA Common 11 3/4 11 1/2 11 5/8 + 1/2
RCA First Pfd. 74 3/4 74 3/4 74 3/4 + 1/2
Stewart Warner 18 7/8 18 3/4 18 3/4 - 1/8
Zenith Radio 40 3/8 39 3/4 40 3/8 + 1 1/8
NEW YORK CURB EXCHANGE
Hazeltine Corp. 16 3/8 16 3/8 16 3/8
Majestic 3 3/8 3 3/8 3 3/8 + 1/4

KFXD Modernization
Nampa, Ida.—KFXD, with main studio here and remote studios in Boise and Caldwell, is carrying on a modernization program, having last year constructed a \$5,000 studio and building in Caldwell and this year is rebuilding its Nampa plant. When completed, KFXD will have one of the most modern and unique broadcasting systems in the northwest. The present Western Electric equipment is being augmented with the latest in the same make, making this station 100 per cent factory built. The installing of all equipment is under the able supervision of Eddie Hurt, KFXD's chief engineer.

FRANK DEGEZ CUSTOM CLOTHES
46 WEST 48 ST. NEW YORK
BR YONI 9-9746
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.

the latter organization mostly repeating and continuing the same type of discussion that prevailed during the session of the AFM Executive Board. In Washington, the NAB, with the backing of the leading webs, sent out a communication charging unfairness in the methods of the AFM. In the case of WHN, which seems to be in the middle of the ARTA and AFL controversy, argument was held before the NLRB and decision reserved. ARTA incidentally, voted to change its name to American Communications Association. Also from the Capital came Senate approval of an inquiry into the broadcasting industry. Some New Dealers prefer a "strong man" to be made head of the FCC to forestall such an investigation and avoid possible embarrassment due to the Roosevelt family interest in radio. A group of broadcasters fearing the government is not very much interested in prosecuting its anti-trust action against Ascaph, et al, is seeking to withdraw support of the suit

Van Cronkhite Acquires Dunkel Football System

Chicago—Van Cronkhite Associates Inc. has secured exclusive sales and programming rights to the Dick Dunkel Football Forecasting System. Dunkel, chief radio buyer for Benton & Bowles, is currently in Chicago for conferences with VCA sales executives. Understood the deal was completed several months ago, but announcement withheld until VCA localized plan for radio station use. Dunkel system is going into its third year for Atlantic Gasoline in 18 eastern states over CBS, NBC and regional networks. According to John Van Cronkhite, VCA president, radio broadcasting rights are now available for all states west of Ohio and the Carolinas. Atlantic Gasoline state that in 1936 over 700,000 persons came into Atlantic stations each week for the Dunkel forecast sheets.

Joan Blaine Back on Air
Joan Blaine, former star of "Tale of Today" over NBC out of Chicago, flies from New York to Detroit next Sunday to inaugurate the fall course of Sunday evening full-length dramas over WWJ. She will be starred in "Jane Clegg," by St. John Ervine. Wynn Wright will play opposite her.

Skelly's "Missing Heirs"
Chicago—Skelly Oil has decided to go for "Court of Missing Heirs," if it can find suitable facilities. May be either transcription or network. Through Blackett-Sample-Hummert agency.

Alex Gray in Chicago
Chicago—Alex Gray, baritone, has opened at the Palmer House, Empire Room.

and see if Ascaph will appreciate it. . . . FTC notified the popular music industry that a hearing on its fair trade practice code would be held early in October. . . . Combined network gross billings rise 27 per cent for the first seven months of 1937 as compared to same period a year ago. . . . NBC daytime billings rose 38 per cent in July against a year ago, while daytime gross for the first seven months was up 74.2 per cent. . . . New Orleans outlets went on record as being opposed to a policy which would eliminate spot announcements and program break etc. . . . as proposed by WWJ, Detroit. . . . Squaw lodged with Notre Dame charged WLW with corner cutting around the non-commercial football games. . . . Understood that Kellogg is interested via Transamerican for broadcast series. . . . American Federation of Radio Artists continues to set its organization and will probably receive formal jurisdiction over the field from the 4 A's this week. . . .

Warning Issued by NAB On Misuse of Fan Mail
Washington Bureau, RADIO DAILY
Washington—Warning against creating vast sucker lists compiled from radio fan mail was issued by Managing Director James W. Baldwin of the NAB, who, in the latest NAB Reports, cites cases of organizations frankly seeking to obtain such information. Baldwin requested that all members refrain from either renting or selling letters received in answer to broadcast offers, or the usual run of fan mail.

KOA Personnel Shifts
Denver—A. W. Crapsey has been appointed commercial manager to work with Robert H. Owen, who was promoted to manager of KOA following the transfer of A. E. Nelson to Pittsburgh. James R. MacPherson was named merchandising director. C. A. Peregrine succeeds Owen as engineer in charge, Walter L. Morrissey replaces Peregrine as control supervisor and Clarence Moore remains as program director.

Girl for A. B. Chamberlain
A. B. Chamberlain, CBS chief engineer, is the father of another girl, born Friday in the Park East Hospital, where mother and newcomer are doing nicely. This makes two boys and two girls for Chamberlain. Latest is named Nora Angil, after her two grandmothers.

Ray Perkins Renewed
WOR has renewed the contract of Ray Perkins, comedian and emcee featured on the "Hi There, Audience!" variety show Sundays at 8:30-9 p.m. Embassy Trio, girl group, also has been re-signed.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., and LEON LEE, advertising director, have returned from a short trip to Providence, Waterbury, New Haven and Boston, setting dates for the various Atlas shows in that territory.
ALFRED NILSON, WOR remote engineer, vacationing up the Hudson.
CLEM MCCARTHY, NBC sports commentator, will cover Joe Louis' camp at Pompton Lakes, N. J., on Aug. 24.
ED SULLIVAN returns from abroad today on the Normandie.
INA CLAIRE sailed Saturday for Bermuda.
DICK HENRY of the Wm. Morris agency arrives on the Normandie today.
WALTER WADE, Chicago advertising agency executive, is expected in New York early this week.
IRVIN REIS, director of the Columbia Workshop, sails Aug. 25 on the Washington for England to visit the BBC studios, Dublin's Radio Athlone and the Radio Avro of Holland. He will study foreign drama methods.
EDDIE GREEN, colored comic, left for Hollywood on Friday.
GERTRUDE BERG of the famed "Rise of the Goldbergs" arrives in New York on Aug. 19.
E. P. H. JAMES, sales promotion manager of NBC, left for Denver on Saturday to make a talk before drug trade convention tomorrow.
BILL NEAL, trade news division of NBC, left Saturday on two-week vacation.
MOLLIE BAYE of the Kass-Tohrner office, radio producers, has returned from a week-end at Atlantic Beach.
GRAHAM McNAMEE picked Rocky Point Inn, Fourth Lake, in the Fulton Chain of the Adirondacks for his vacation.
BOB FRENCH of WHKC, the Mutual affiliate in Columbus, has returned to that city after a brief visit in New York.
PIERRE DE LANUX, French economist and radio commentator, sailed Saturday from New York on the Champlain for France.
HAL MAKELIN of WIND, Chicago, has returned to that city from New York after a successful trip, closing several large contracts.
JIMMY SCRIBNER, whose one-man show, "Johnson Family," starts on the Mutual network Aug. 23, is visiting his home town, Norfolk, Va., where he is gathering material for his programs.
FRANK FOSTER of Hearst Radio left Saturday for a two-week vacation on Cape Cod.
STATION EXECUTIVES in town late last week to confer with CBS station relation executives over AFM terms were: George Smith, WWVA; O. J. Kechner, WMMN; Sam Woodward, WFBL; Tom Lyons, WCAO; Allen Simmons, WADC, and M. Wheeler, WESG. More station men will be in town this week.

NEW AND BETTER TIME for the COLONEL FROM KENTUCKY (Col. Jack Major) 4-4:30 EDST Mondays, WABC-CBS Network

**AGENCIES**

ROLAND MARTINI, vice-president of Gardner Advertising Co., New York, is in Hollywood for two weeks on agency affairs, including a conference with Jack Proctor on the Marion Talley-RyKrisp show and a forthcoming new one.

ADVERTISING agency execs. seem to be having a "gathering of the clan" in Hollywood. Louis Brockway and Bryan Houston, Young & Rubicam; Al Whitman, Benton & Bowles, and Leigh Crosby of Chicago office of Blackett-Sample-Hummert, all on coast, as well as group of General Foods tycoons conferring with J. W. Nicholson, supervising radio for General on the Coast.

MAC WILKINS, president of Mac Wilkins & Cole Inc., with headquarters at Portland, Ore., has been appointed a member of the national committee on radio broadcasting of the American Ass'n of Advertising Agencies.

GREY ADVERTISING AGENCY INC. is handling the account of Pinaud Inc., which plans a newspaper and magazine campaign for its "Setup" shaving lotion.

BRIGGS & VARLEY INC. is the agency for Shick Dry Shaver Inc., planning a promotional drive.

MILT SHAPIRO and Sam Bushman are opening an agency in the Jefferson Building, Philadelphia, servicing the trade as advertising counselors for advertising, publicity and promotion.

FROM CHICAGO: W. B. Henri of Henri-Hurst-McDonald agency vacationing at Lake Geneva, Wis. . . . Jack Hurst of same agency has departed for month on his ranch in Wyoming . . . Ted Vanderbie and Walter Rubens of Vanderbie & Rubens are in Detroit to talk with a client . . . Walter Wade of Wade agency to New York in connection with waxing of Alka Seltzer series at World Broadcasting system . . . Buckingham Gunn of J. Walter Thompson agency and his bride have moved into a newly completed garage apartment in Evanston . . . Ed Aleshire of radio department of H. W. Kastor & Sons on vacation . . . Ronnie Ames of Fred Waring crew in town in connection with forthcoming opening of the crew at Drake Hotel.

HENRY T. EWALD, head of Campbell-Ewald, Detroit, is again spending a few hours daily at his office, after being laid up for some time due to an eye trouble.

BARNES & AARON, Philadelphia, is handling the Pennsylvania state publicity campaign.

15 years experience in advertising—retail, agency and radio promotion for leading network. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.

**NEW PROGRAMS—IDEAS**

**WHEC Covers the Front**

WHEC, Rochester, has really covered the waterfront. Since early July, an average of three broadcasts weekly have been aired from Ontario Beach Park, a municipal park on the shore of Lake Ontario. Kind of broadcasts have been as varied as the many points of interest at any combination swimming beach, park, and port of entry. Swimmers have been interviewed, man-on-the-street idea has been used everywhere from the merryground to the lake itself; vacationists going and coming via the Canada Steamship Docks have provided the best of material for interesting sidelights.

History of the Port of Rochester and interesting facts concerning the lake itself have provided an educational side to programs. WHEC's short wave pack transmitter has been used to send out lessons in swimming and life saving directly from life-guard boats out on the lake.

Program Director Morden Buck and Ken French were almost lost to the station when interviewing people on a Canada Steamship—they failed to hear the warning blast. A quick sign-off and a quicker leap-off saved the day.

Programs have proved popular sustaining features, and considerable favorable comment has followed.

**News from Audience**

A new program that is gaining the attention of both men and women listeners in the south-wide audience of WBT, Charlotte, is the Carolina News Reporter, a sustaining spot featuring Lina Covington Harrell. Miss Harrell gives a condensed, but pointed, quarter hour of comments on news that she picks up from day to day and which her audience is sending to her in steadily increasing volume. The first fan letter she got after her first day's broadcast from

10:45 to 11:00 a.m. was from a man who congratulated her on the smoothness of her voice and welcomed her to what he called his exclusive list of "must-be-heard" programs.

**"New Games and Old"**

New feature to hit the air over WTMJ, Milwaukee, last week, is "New Games and Old." Built to entertain the thousands who enjoy parlor games of any kind, "New Games and Old" presents a program utilizing a studio audience which plays the games the master of games requests. Word Building, Ghosts, Animal, Mineral or Vegetable, and a lot of other popular games come in for their turn. Bill Evans, newest WTMJ announcer, M.C.'s the show, and does a grand job. This should be a real stunt for sponsorship.

**Yes or No**

Variation of the Professor Quiz idea, KFOR, Lincoln, has a program for 15 minutes nightly called "Mr. Yes-and-No." It's handled by J. B. Lake and J. Gunnar Back. Stunt calls for three statements made to each person interviewed which can be answered yes or no. If the one questioned answers all of them correctly, he gets a prize. Although the questions are surprisingly simple, very few hit all three right. It has a good listening audience.

**Golf Clinic on Roof**

A Sunday afternoon "Golf Clinic of the Air," broadcast from atop the Merchandise Mart, Chicago, with a "studio" audience of 500, is being launched by WENR, to continue as long as weather permits. Duncan MacPherson, golf pro, is head man. He will interview famous golfers, and there will be illustrated golf lessons, a limerick contest and music by Roy Shield's orchestra. Ken Fry is handling details.

**Detroit Outlaws Devices Interfering with Radio**

(Continued from Page 1)  
der cessation of apparatus which violates the ordinance. Violation will be punishable by \$500 fine or 90 days in jail or both. The ban does not apply on apparatus or devices used in interstate commerce or authorized or licensed by Federal law.

**KGER Appoints Rep**

West Coast Bureau, RADIO DAILY  
Los Angeles—Wilson Robertson Co. has been appointed national representatives for KGER of this city and Long Beach.

**Bill Lane Starts Agency**

Syracuse—Bill Lane has resigned as commercial manager of WSYR and will open his own advertising agency. Lane, former secretary to the Mayor, is Republican candidate for president of the Syracuse common council.

**GUEST-ING**

JAN PEERCE, on "Music Hall of the Air," Aug. 22 (NBC-Blue, 12:30 p.m.).

MARION TELVA, on "Magic Key of RCA," Aug. 22 (NBC-Blue, 2 p.m.).

RAMON NOVARRO, JOE COOK and DORIS KERR, on Gulf summer program. S-pt. 19 (CBS, 7:30 p.m.).

NORMAN CORDON, Metropolitan opera bass-baritone, on "Hit Parade," Aug. 21 (CBS, 10 p.m.).

LUCY MONROE, CLYDE BARRIE, NANCE O'NEILL and JOHN HENDRICK, on "Hammerstein Music Hall," Aug. 20 (CBS, 8 p.m.).

JOEL McCREA HUMPHREY BOGART and ANDREA LEEDS, in scenes from "Dead End," on "Hollywood Hot 1," Aug. 20 (CBS, 9 p.m.).

VIVIENNE SEGAL, on Bide Dudley "Theater Club," Aug. 17 (WOR-Mutual, 2:45 p.m.).

ELISSA LANDI, on "Sealtest Sunday Night Party," Aug. 22 (NBC-Red, 10 p.m.).

WILLIE HOWARD, MAUREEN O'SULLIVAN, JOHN McCLAIN, ship news reporter, and third appearance of TOMMY RIGGS and BETTY LOU, on Rudy Vallee program, Aug. 19 (NBC-Red, 8 p.m.).

ARTHUR CREMIN, director of New York School of Music, discussing "Talent Tests" on Vivian Shirley's program, Aug. 17 (WNEW, 2:45 p.m.).

SHEILA BARRETT and VIOLA PHILO, on Ben Bernie program, Aug. 24 (NBC-Blue, 9 p.m.).

SHIRLEY ROSS, on "Your Hit Parade," Aug. 25 (NBC-Red, 10 p.m.).

JUDY STARR and RED SKELTON, on "Broadway Melody Hour," Aug. 18 (WOR-WHN, 8 p.m.).

**Ritz-Carlton on Air**

The first venture in radio by the world famous Ritz-Carlton Hotel of New York will start on WQXR today when the hotel begins spot announcements to advertise its Japanese Gardens. Contract was placed through J. Walter Thompson.

**Lutheran Hour to Use 33 Stations on Mutual**

The Lutheran Hour, which starts Oct. 24 at 4:30-5 p.m. as a Sunday series on Mutual, will use a total of 33 stations. Programs will originate in St. Louis. Agency is Kelly Stuhlman & Zahndt, St. Louis.

**EAST COAST RADIO FEATURES LIMITED,**

The ideal auxiliary for advertising agencies who have no radio facilities.

Modern in equipment and ideas.

Hugh C. Ernst President  
James B. Underwood General Manager  
Bryant 9-4268-9 71 W. 45th St., N. Y.

**Under Same Management**

★ ★ ★

**WSYR,**  
Syracuse, N. Y.

**WJTN,**  
Jamestown, N. Y.

**WNBX,**  
Springfield, Vermont

★ ★ ★

Represented by  
**PAUL H. RAYMER COMPANY**

## ORCHESTRAS MUSIC

AL DONAHUE is spending much money in the development of his orchestra and organizing a show unit within the organization. Entertainment features now include Durdelle Alexander, male glee club, String Choir and instrumental solo novelties with Donahue himself as singing and violin soloing emcee. All novelty numbers are arranged around Durdelle and include special costumes and tricks to match. Activity is said to be in readiness for going on the market as radio commercial outfit, Donahue never having worked in this capacity heretofore. Bag of new tricks will be broken in on the New Orleans Hotel Roosevelt engagement before being sprung on local audiences in the Rainbow Room beginning October 12.

Fred Waring troupe disbanded in Chicago on Friday for two weeks' vacation before opening at Drake Hotel with a Mutual wire. Fred and Tom went first to New York. Rosemary Lane hot-footed it back to California to be screen tested for Warner's "Hollywood Hotel." Priscilla Lane went to visit friends and relatives in Indianola, Ia. Ferne (Buckner) the Fiddler to Santa Fe. Johnny Scat Singer Davis left the troupe in California for more work at Warners, and Gene Conklin, tenor, left the crew for a west-coast sustainer.

Fran Allison's NBC theme tune, "I've Only a Song to Bring You," especially written for Fran by Lou Webb, WMT Waterloo staff organist, has been accepted for publication by Will Rossiter of Chicago. "Two Silhouettes in the Moonlight," another Webb composition, has also been accepted for publication. It will be featured sometime soon by the Cadets, NBC Blue entertainers. Lou is organist for Libbie Vaughan's Magic Kitchen program.

Leon & Eddie's "Isle of Pago-Pago" Revue will have a talent lineup including Three Variety Boys, Corliss and Palmer, Kathleen Maye, Diosa Costello and her Cuban Bongo Drummers, La Verne Troupe; Haines, Tate and Simpson, Aloha and Her Hula Girls, Billy Reed, emcee, and Lou Martin and his ork.

Bernard Barton and his National Attractions of Washington are now located in New York, handling Edgar Hayes bookings. The Hayes ork, with Joyce Tucker, started its first tour last week at Youngstown, O.

Jimmie Lunceford and his orchestra started their first vacation in four years yesterday. They open Aug. 29 at Roton Point, South Norwalk, Conn., and will tour to the coast, arriving at Sebastian's Cotton Club, Culver City, Oct. 4.



### PETTY CASH VOUCHER Week ending August 13th!

● ● ● Saturday... We hear the most startling bit of news—yet failed to print it all week. Jack Pearl's straight-man and partner of the airlines, Cliff "Sharlite" Hall, will call "finis" to the relationship and team up with Sid Marion, former burlesque comic. The duet is now being submitted to agencies and sponsors... Pearl apparently does not know of this sudden reverse—being over 3,000 miles away—enjoying himself on the continent!

● ● ● Sunday... Word comes from WBT, Charlotte, that Announcers Caldwell Cline, Bill Bivens, Lee Kirby and Reginald Allen concocted an impromptu version of a bridge party, giving the in-anities, chatter, etc., that goes on during a game—and got Charles Crutchfield, program director, all "hepped up" into airing just such a show. They haven't set a date for the broadcast so we decide to write for a recording when it's done... That night over to the Riviera, where Eddie Garr is doing the funniest imitation of his career—that of Roy Atwell describing the yacht races... Mickey Alpert rushes to the phone a second after he's through airing—to phone his fiancée, Kathryn Rand, for criticism. He's elated because she says it's great. What did he expect?

● ● ● Monday... Joe Rines phones. He wrenched his hip and wanted a doctor, but we sell him the idea to visit the Sunken Gardens and hear Willie Farmer's band... Thence to the viewing of the Jack Benny flicker where the top air comic merits the addition of "screen"—for the first time.

● ● ● Tuesday... With the Mervyn Rosenthals we visit Barney Gallant's Village spot, where Betty Bowker pounds the piano in a fascinating manner... Later we find Milton Berle, the "loneliest man in town," sitting at a sidewalk table of Dave's with Judy Malcom, Freddie Rich and writers Hank Garson and Al Lewis. Berle and the writers knock themselves out cross-firing imbecilic wordage—but before the guys in the white jackets come around, we go over to Jack Osterman's where Ralph Wonders and Jules Alberni are amazed to find Jack the greatest singer around... Benny Davis resents our criticism on his voice and we regret saying a word.

● ● ● Wednesday... "Billy & Gay" on WMCA's Sachs show are being criticized by listeners for imitating Kay and Buddy Arnold. They ARE Kay and Buddy!... Luther Weaver of Weaver & Associates of St. Paul writes that August J. Sommer of his city is Fan No. 1 of "One Man's Family." Sommer writes that he hadn't missed more than four shows since it first came thru from Frisco which he got via KOA, Denver, when it was a sustainer.

● ● ● Thursday... Back in '32, Rudy Vallee was criticized by Jerry Wald for wearing smoked glasses, but today, at NBC, Rudy hands Jerry his blinkers—because Wald has to avoid recognition NOW... Harry Horlick complains that he's been on the A. & P. show for 14 years and people think he's an old, grey-headed guy. He really began when he was 21... After he was on the air for 10 years for the one sponsor—he was afraid that the job might not be STEADY!

● ● ● Friday... Decide to save money on parking in a garage, so we leave the car on Broadway—unknowingly in front of the Finance Co. building. It wasn't there when we came back, so we have to pay an installment PLUS a "service charge" for removing the car!

TOTAL EXPENSE... \$35 for a payment and \$25 for "servicing the Car!"

AUDITOR'S REMARKS: Request denied! That's enough for a down payment on a NEW CAR!

## NEW PATENTS

Radio and Television  
Compiled by  
John B. Brady, Attorney  
Washington, D. C.

2 089 174—Starter for Cool-Type Tubes. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

2 089 218—Glow Discharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.

2 089 260—Grid Detection Circuit for Wave Lengths Below One Decimeter. Hans Erich Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.

2 089 270—High Frequency Amplifier System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 271—Electrical Coupling System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 409—Phase Correcting Means and Method. Russell S. Ohl, Little Silver, N. J., assignor to B-1 Telephone Laboratories.

2 089 540—Mercury Vapor Rectifier. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 541—Electrode Lead-In for Metal Vacuum Vessels. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 542—Electric Vacuum-Discharge Apparatus. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 546—Cathode Ray Tube. Bernard Phineas Dudding Oxhey, and Leslie Connock Jesty, Wembley, England, assignors to The General Electric Co., Limited, London.

2 089 555—Electrical Discharge Device. Albert W. Hull and LeLand B. Snoddy, Schenectady, N. Y., assignors to General Electric Co.

2 089 561—Selective Transmission System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wirel Radio Inc., New York.

2 089 568—Diversity Receiver. John B. Moore, Riverhead, N. Y., assignor to RCA.

2 089 588—Television Apparatus. Denes von Mahv, Berlin, Germany.

2 089 637—Signal Receiving Systems. George P. Adair, Takoma Park, Md.

2 089 639—Intelligence Transmission. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2 089 647—Tube Element Shock Absorber. John J. Gauber, Newark, N. J., assignor to Arcturus Development Co., Newark, N. J.

2 089 654—Electrical Discharge Device. James D. Le Van, Watertown, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co., Newton Mass.

2 089 677—Devices for Tracing the Movements of Objects. Leon Ladislaus von Kramolin and Hans Joachim Spanner, Berlin, Germany.

2 089 692—Cathode Ray Tube. Erwin Drenwanz, Berlin, and Ernst Bruch, Berlin-Reinickendorf-Ost, Germany, assignors to General Electric Co.

2 089 695—Oscillation Generator. George W. Fyter, Stratford, Conn., assignor to General Electric Co.

2 089 781—Keying. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2 089 785—Transmission. Christiaan Jan de Lussanet de la Sabloniere, Eindhoven, Netherlands, assignor to RCA.

2 039 811—Keying. George Emerson Pray, Oceanport, N. J., assignor to RCA.

2 089 817—Indirectly Heated Cathode. Paul W. Stutsman, Watertown, Mass., assignor to Raytheon Production Corp., Newton, Mass.

2 089 830—Light Sensitive Apparatus. Lars O. Grondahl, Pittsburgh, Pa., and Paul H. Geiger, Ann Arbor, Mich., assignors to The Union Switch & Signal Co., Swissvale, Pa.

### Radio Education Fund

Washington Bureau, RADIO DAILY

Washington—A sizeable portion of the annual authorization of \$100,000 to establish and run a Division of Fine Arts in the Federal Office of Education, as set forth in a bill he has introduced, will be allocated for radio, Congressman McGranery says.

### Eighth Year for Jack Miller

Jack Miller starts his eighth year as accompanist and conductor for Kate Smith when she starts her new CBS series on Sept. 30.



**K**MTR, long cramped for space in Dalton Finance headquarters and using rooms in Hollywood Knickerbocker Hotel for live talent shows, has made an arrangement with Frank Purkett of Associated Cinema Studios to use one of the four ACS studios at certain hours of the day for live broadcasts. Another room is being fitted up for transcription programs but Purkett emphasizes that arrangement will not curtail Associated Cinema facilities nor affect CBS rehearsals presently utilizing studio space. Purkett further stated that the deal is a temporary one and effective only until Vic Dalton can build a new KMTR or find adequate quarters under one roof.

Jane Rhodes, vocalist with Johnny Green on Packard show was guest of Al Poska on "Listen, Ladies" over KEHE last Friday.

Bill Hay, announcer for Amos 'n' Andy, off for day or two account of throat infection. Joe Parker capably subbing.

Gogo DeLys was laid up with a touch of food poisoning for a few days but recovered sufficiently to assure appearance on "Hollywood Showcase" Saturday.

H. A. Beauchamp and Son sponsoring KNX-Fletcher Wiley "Sunrise Salute" for limited time to see if super-salesman Wiley can sell bird food with that convincingly-neighborlike voice of his.

Dorothy Lansberg, secretary to Don Thornburg at CBS, off to New York for two weeks' vacation. Probably do a "busman's holiday" stunt and visit Radio City.

Eddie Albright's Family moves into the sponsored classification on KNX, Sept. 30, with Chamberlain Laboratories contracting for 52 weeks, six times weekly, at 8:15-8:30 p.m.

Wilbur Hatch gets his first vacation in 15 years when he takes a British weekend—Thursday to Monday—at San Clemente with his family.

Jack Kapp, president of Decca Records, is in town for two weeks of observing the local situation.

KHJ will broadcast the fourth of the series of programs picturing progress on the Colorado River aqueduct from Parker Dam Saturday, 6-6:15, over the Mutual network.

Sybil Chism, organist who looks like a movie star and who learned all the pedals and stops while playing organ in Fox-West Coast theaters, sneaked into an NBC audition the other day and took one of those new-fangled Hammond electrics in hand to such good purpose that she Vox Humana-ed herself right into the organist's spot with "One Man's Family."

Columbia Artists Inc., with Larry White in charge, moved into the Equitable building last week, joining the radio procession into the Taft,

## RADIO PERSONALITIES

No. 60 in the Series of Who's Who in the Industry

**V**ICTOR M. RATNER, 33-year-old director of sales promotion for the Columbia Broadcasting System, is one of radio's "old timers." He joined CBS less than three years after the formation of its network and since that time has been in close contact with developments in the industry.

Ratner was born in New York City on June 10, 1904. He attended Columbia and Michigan Universities and entered the advertising field soon after graduation.

He resigned from the vice-presidency of the J. L. Arnold Co., a small advertising agency, on Aug. 4, 1930, to become assistant to Paul Kesten, now CBS vice-president and then sales promotion director. Mr. Ratner became director of the department in November, 1935.

Ratner is married and lives in New York City. His hobby is a Vermont farm which he seldom visits because of the pressure of his work. He is a wide reader of works on modern science and is the author of many articles on radio broadcasting.



Reads books on science, and writes on radio....

### Time and Stations Set On "The Passing Parade"

John Nesbitt's "Passing Parade," which Duart will sponsor on Mutual starting Sept. 12, will be heard Sundays at 9-9:15 N. Y. time over WOR, WGN, CKLW and WAAB, and at 12:15-12:30 a.m. N. Y. time over 10 Don Lee network stations. Between now and Sept. 12, program will be aired as a sustaining.

### Bill Goodwin Joins Esty

West Coast Bureau, RADIO DAILY

Los Angeles — Bill Goodwin, CBS producer-announcer, has resigned and is joining Wm. Esty agency as first aide to J. Savington Crampton on Jack Oakie's College. Understood Goodwin still retains announcing assignment on Camel as well. Harry Holcombe returns to New York to handle the Benny Goodman end of the program, which will be piped from the East to dovetail with the Oakie cavortings here.

Equitable, Guaranty and Security buildings.

Eddie Anderson did the Bill Robinson role in "One Mile from Heaven," 20th-Century-Fox, on "Hollywood Hotel" last Friday.

Charles Judels was signed for six additional guestings with Burns and Allen following his click last Monday night.

KEGR briefs: Lee Wynne has changed duties from announcer to director of public relations . . . Gordon Mills, formerly at KFI, KFVD and KGFJ, is an addition to the announcing staff . . . Clate Roberts has joined as news editor, coming from KOL, Seattle; he will supervise handling of Transradio teletype news, via teletype recently installed . . . Station now features five-minute news periods every hour and a 20-minute summary at night . . . New RCA turntables have been installed to handle the WBS transcriptions now being used.

### WTAQ-WHBY Dedication Sponsored for 14½ Hours

Green Bay—Fourteen and one-half hours of broadcasting dedicated to the opening of the new WTAQ-WHBY studios atop the Bellin Building are being sponsored by Green Bay merchants, the programs starting yesterday and running through today. WTAQ was also saluted by a half-hour dance music program played by Jay Freeman over CBS at 9:30-10 last night.

A sustaining feature over both WTAQ and WHBY today will be the interviewing of staff members and department heads by the Managing Director of the stations, Rev. Father James A. Wagner, O. Praem. In these interviews staff members will tell of their particular duties in connection with the operation of the two radio stations.

### Workshop Plays from Abroad

Columbia Workshop will air two plays from abroad next month. "Death of a Queen," adapted from Hillaire Beloc's "Marie Antoinette," will be transmitted from the BBC studios Sept. 12 at 7-7:30 p.m., with Val Gielgud as guest director. "Riders to the Sea," by James M. Sygne, will be acted from the Radio Athlone by the famous Abbey Players, Dublin, Sept. 19 at the same hour. Irving Reis, impresario of the Workshop, will direct the latter play. He sails next week.

### F. W. Fitch Co. Renews

Chicago—F. W. Fitch Co. of Des Moines has renewed time for its Jingle program on NBC-Red for a year effective Sept. 5. Talent, however, may be changed. Show is now using Ranch Boys and Morin Sisters.

### Don Gordoni at the Roxy

Don Gordoni, son of Lillian Gordoni, who writes and directs "Big City Parade" in Chicago, is singing in the current stage show at the Roxy Theater in New York.



**V**IRGIL IRWIN of WAAF staff back to work after a minor operation. Estelle Barnes, WAAF pianist, started vacation Saturday.

Charles (Chuck) Tyler of McCann Erickson staff off on a business tour of various points in Illinois and Wisconsin.

George Livingstone of CBS Press department to New York office for combined business and vacation trip.

Harry Mason Smith, commercial manager of WBBM, has sent out a folder setting forth that WBBM's gain in local advertising last year is more than that of all other major local stations combined, and that it is 74 per cent above that of nearest competitor.

O'Neal Ryan, vice president of Blackett-Sample-Hummert, on a business trip to Detroit.

A. J. Kendrick, v. p. and g. m. of World Broadcasting System, enjoying a week in Wisconsin woods.

Ross Metzger, radio director of Ruthrauff & Ryan, on a business trip to Holland, Mich.

N. W. Ayer and Rubinoff reported warming up a deal.

Harriet Widmar, first woman to play on the Amos 'n' Andy show, becomes a regular member of the Fibber McGee show today.

Donna Reade of "Young Hickory" is recuperating from an appendectomy.

Morey Amsterdam, emcee of NBC Night club has had word that his wife, Mabel Todd, who has just finished work in "Varsity Show," now must stick around Hollywood six months longer to perform in "Hollywood Hotel."

Ken Fry back from vacation. Lew Cowan, p.a., plans to leave today for Atlantic City vacation.

Marvin Eichorst, NBC studio-field engineer, has been promoted to relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to engineering staff.

A. D. Scott, NBC production director, off for a Hollywood trip.

Dorothy Frundt of NBC staff visiting Radio City and motoring through New England.

Jim McEdwards of NBC sales promotion is touring northeast. Buell Herman, also of sales promotion staff, is touring the west coast.

George Watson and Paul Luther have taken over the "Meet the Missus" interviews on WBBM while Tommy Bartlett vacations.

Pat Kennedy, tenor, is emceeing the show at the Lido theater. He also has a program on WCFL.

Ken Robinson, NBC continuity editor, off to the north woods on vacation.

### Chevy Auditions Cherniavski

Joseph Cherniavski, who conducted the Rogers Silver "Musical Camera" program on NBC, is auditioning for Chevrolet.

## PROMOTION

### Tall Corn Sweepstakes

The Iowa State Fair Board and WHO in Des Moines have joined forces in the WHO-Iowa State Fair National Tall Corn Sweepstakes. Four hundred dollars will be divided among winning contestants, plus a special trophy awarded by Gov. Nelson G. Kraschel. Prizes will be awarded following a tall corn parade in front of the grand stand Wednesday afternoon, Sept. 1, and the proceedings will be broadcast over WHO. Governor Kraschel has been asked to present the prizes.

### Pet Club Winners on KCKN

Fifty Kansas City, Kas., children, winners in pet contests held at public parks under direction of City Recreation Department, were guests of "Uncle Jim"—staff announcer Randall Jesse—in the KCKN studio at a regular broadcast of the KCKN Pet Club. Uncle Jim led the group in singing "Hail, Hail, the Gang's All Here" and awarded three picture books as prizes for the "loudest" singers.

The children told Uncle Jim about their prize winning pets and he gave each guest a carton of ice cream which had been promoted from a local ice cream company.

Some children brought their pets with them and the center of attraction was Evelyn and Dorothy Ward with their pet skunks, "Perfume" and "Stinky."

Since the city-wide pet contests had received wide publicity in local papers, KCKN had "all" of the local listeners while this program was on the air.

### Novel Theater Commercial

Stations airing programs from theaters may get an idea or two from a stunt that is creating widespread comment in Miami, on the French Benzol Dry Cleaners Amateur Night program broadcasting from the Paramount Theater, over WMAQ.

Movement on the stage is used to make the commercial broadcast copy attractive to the theater audience, while the dialogue and description liven up the copy for the air.

Example: to bring out the fact that special equipment was responsible for new low prices for dry cleaning. Walt Svehla, announcer, bets Norman MacKay, m. c., that he can cross the entire stage without touching a foot to the floor. He exits and appears riding across stage on a bicycle. Punch commercial follows MacKay's remark . . . "but you had special equipment." . . . "Yes and special equipment makes it possible for French Benzol to," etc.

Enlivened copy results in audience accepting the plug as part of the show, and description of the scene, with the dialogue gets message across effectively to the radio listeners.

WQAM and the Paramount are planning shortly to use a special small set, built as a large television screen with costumes, make-up and action to present the one-minute commercial.

## NEW BUSINESS

### WOR, New York

Atlantis Sales Corp. (Colman's Mustard), Rochester, N. Y., through J. Walter Thompson; Miles Laboratories (Alka-Seltzer), Elkhart, Ind., through Wade Adv'g Agency, Chicago; Florence Stove Co., Gardner, Mass., through Wm. B. Remington Inc., Springfield, Mass.; Weston Biscuit Co., Passaic, N. J., through Radio Adv'g Associates, Passaic, N. J.; Lewis-How Co. (Tums), St. Louis, through H. W. Kastor & Sons, Chicago.

Renewals: Standard Brands (Royal Baking Powder) and Remington Rand (typewriters).

### WPTF, Raleigh

Comet Rice, "Women's News Review," through Freitag Adv'g Agency. Also on WIS, Columbia.

### Nationality Broadcasts New WJAY Commercial

(Continued from Page 1)

musician and speaker, as announcer and emcee. Miss Halmos will bring to the microphone prominent Hungarian speakers during the first two weeks of the program. After that, other nationalities will be featured in two-week periods.

Basic idea behind this new series of nationality broadcasts is to build a show appealing to housewives. This will be the theme of all the shows and topics discussed by participating experts. Talks will be heard on health, raising children, and subjects of interest to the foreign homemaker. Stanley Altschuler, director of foreign programs for WHK-WJAY, will supervise the series.

### Indiana Broadcasters Forming Organization

(Continued from Page 1)

rector from Indiana to the NAB. Recommendation was forwarded to John Elmer, NAB president.

Burton was chairman of the meeting, and among others present were Martin and Clarence Leich of WEOA and WGBF, Evansville; Franklin D. Shurz of WSBT, South Bend; W. A. Knapp of WBAA, Lafayette; R. R. Baker of WTRC, Elkhart; William A. Clark and Robert Bausman of WIRE, Indianapolis, and William Craig of WLBC, Muncie.

### New WIL Vocalists

St. Louis—WIL has added two femme vocalists to the already impressive list of soloists on its "Today's Winner," music-sport review. They are Gail Reese, formerly with Dick Messner's band and over NBC and WOR, and Fern Wadlow, local soft-ball player who was discovered through her habit of singing under the shower.

### Parker Starts Sept. 12

Parker Watches on Sept. 12 will start a 13-week campaign over two MBS stations (WOR and WGN), Sundays, 11:30-11:45 a.m. Program will be called "Sunday Morning Quarterback" and will feature Benny Friedman. DeGarmo Corp. has the account.

### WIND, Chicago

Dina-Mite Co. (cereal), "Bill Mack and Jimmy," juvenile serial; Chamberlain Laboratories, Des Moines, through Coolidge Adv'g Co., Des Moines.

### KFRU, Columbia, Mo.

Philco, in behalf of Artophone Co., St. Louis, three news periods daily.

### WOW, Omaha

Chicago Engineering Works, "Modern Miracles," disks.

### WALR-Theater Hookup Draws Record Turnout

Zanesville, O.—WALR hit a new high in local activity the other day when the station staged its first annual all star revue in connection with the city's first Hollywood premiere at the New Weller Theater.

One entire city block was roped off and guarded by local police to eliminate parking in that particular downtown area. A battery of flood lights, movie cameras, microphones, amplifiers with a background of palms and other attractive marquee decorations added to the exterior scene. Two local auto dealers furnished 12 new cars with chauffeurs who transported ten big radio acts from the station to the theater.

Aside from a seven-piece Don Weiss Swing Band, WALR counted 60 performers in the 10 acts. Ginger Rogers, Shirley Temple, Joan Blondell, Ann Harding and Kay Francis were most capably impersonated by winners in a previous Hollywood impersonation contest and they added to the glamor of the Hollywood premiere as they were ushered from the arriving cars to be interviewed before the microphone and movie cameras under the marquee of the theater.

Don Ioset, managing director of WALR, estimated that the affair drew the biggest crowd jam experienced here in many years.

Roc Lee, a WALR announcer, directed the stage performance, assisted by Nate Milder, who emceed the acts, and Louise Prior, who accompanied at the grand piano.

### Two Towers Erected

Hartenstine-Zane Co. Inc. of New York has completed installing two new radio towers, located on each seaboard.

A 190-ft. tower was constructed for WFAS, White Plains, N. Y., and a 350-ft. radiator for KSFO, San Francisco.

## ★ F. C. C. ★ ACTIVITIES

### EXAMINER'S REPORTS

J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, d/b as J. K. Patrick & Co., Athens, Ga., CP for new station, 1310 kc., 100 w., 250 w.l.s.; be granted.

Roberts-MacNab Co., Bozeman, Mont., CP, 1420 kc., 100 w., 250 w.l.s.; be granted.

Gallatin Radio Forum, Bozeman, Mont., CP, 1420 kc., 250 w.; be denied.

Press-Union Publishing Co., Atlantic City, CP for station, 1200 kc., 100 w., 250 w.l.s.; be granted.

Voice of South Dakota (KGDY), Huron, S. D., CP, for change of frequency and unlimited facilities (requests facilities of KWTN); be denied.

Dr. Finn Koren, Robert J. Dean and M. W. Plowman, authority to transfer Voice of South Dakota (KGDY) to Greater Kampeska Radio Corp.; be granted.

### APPLICATIONS RECEIVED

Broward Broadcasting Co., Fort Lauderdale, Fla. CP for station on 1370 kc., 100 w., 250 w. day, unlimited.

Portland Broadcasting System Inc., Portland, Ore. (WGAN). Authority to transfer control of corporation from Estate of George W. Martin to Lloyd C. Greene and Wm. N. Campbell.

Wm. F. Huffman, Wisconsin Rapids, Wis. CP for station on 580 kc., 250 watts, unlimited.

Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., Carlsbad, N. M. Voluntary assignment of license to Jack W. Hawkins and Barney Hubbs.

### 19 More Stations Sign Risked Bakery Serial

(Continued from Page 1)

Eau Claire, Wis.; WJBO, Baton Rouge; WSAZ, Huntington, W. Va.; KSTP, St. Paul; WDBJ, Roanoke, Va.; WKRC, Cincinnati.

Based on the adventures of Johnny Lawrence, age 8, "The Freshest Thing In Town" series of 130 transcriptions was originated by Frederic W. Ziv, Inc., advertising agency of Cincinnati, for clients in the bakery field.

### McAssey to Schwimmer & Scott

Chicago—C. P. McAssey, who resigned as sales manager of WCFL, two months ago, has joined the radio department of Schwimmer & Scott agency.

### Boy at Jack Fulton's

Chicago—It's an eight pound boy at Tenor Jack Fulton's, born Thursday at Evanston hospital. Fulton is the headliner of Wrigley's "Poetic Melodies" on CBS.

### Marquardt Marries

Chicago—Maynard Marquardt, general manager of WCFL, is back from a brief honeymoon. He eloped with Louise Litton, a dramatic coach.

### 4 Stars for "Henry IV"

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Huston, Brian Aherne, Humphrey Bogart and Walter Connolly have been set by CBS for "Henry IV," which will be aired Aug. 23 at 9 p.m. EDST under direction of Brewster Morgan.

Due to film work, Wendy Barrie will be unable to appear tonight in "As You Like It," so Elissa Landi is taking her place.

# ☆ Program Reviews ☆

## "HELLO PEGGY"

Drackett Co. (Drano)  
WEAF — NBC - Red Network,  
Wednesday and Friday, 11:45-12  
noon.

Ralph H. Jones Co., Cincinnati

### WEAK SCRIPT PUTS BIG HANDICAP ON ABLE PLAYERS IN THIS SERIAL.

It is almost unbelievable that such an inconsequential script (as evidenced in the first two installments) could be used for a major network program, even at the comparatively early hour of 11:45 a.m., but here it is. Main characters in the setup include a hotel telephone operator, a newspaper reporter who is her boy friend, and a couple of bellboys.

So, to begin with, there is a pretty stereotyped situation. But it is the trivialities that they talk and fuss about, principally the jealousy-provoked tiffs between Peggy and her fellow, that hold the interest and entertainment value down to a low level. The characters indulge in the usual small talk that may be found in such situations in real life, but that doesn't make attention-holding fare on the air.

Cast is very good, with Eunice Howard as Peggy, Alan Bunce as the reporter, and Lawson Zerbe and Dick Wallace as the bellhops.

## "BLUE SERENADE"

Sustaining  
WMCA, Thursdays, 8:15-8:45 p.m.

### GOOD MUSICAL COCKTAIL IN A BLUES VEIN WITH BRUSILOFF ORCHESTRA SCORING.

WMCA's new musical director, Nat Brusiloff, has initiated himself over that station with a program that is sufficiently distinctive, off the over-beaten path and altogether entertaining. Vocal talent in the show includes Libby Hall, Clifford Lane and the Vocaleers. They do their stints very pleasingly, fitting a smoothly modulated brand of blues harmony into the orchestra background.

Solo numbers, choral ensembles, hot and sweet trumpets and other tidbits were interspersed in a manner that made the first program a genuine listening delight.

But it was the orchestra itself that stood out. Brusiloff gave it tempo and solid body without making it run wild. Which means that it entertained instead of jarring.

Brusiloff has made a swell start with a program of big-time potentialities.

## \$200,000 WFIL Studios Being Occupied Sept. 1

Philadelphia.—WFIL's new \$200,000 studio plant will be opened for broadcasting Sept. 1, according to Donald Withycomb, gm. Located on the 18th floor of the Widener Bldg. in the heart of mid-town, the new plant is now three-fourths completed. Formal dedication of the studios will be deferred until decorative work is finished, probably late in October.

WFIL also has on option the remaining wing of the floor not now in use and also has plans drawn up for an auditorium studio seating 700 to be erected on the roof in about two years. Architects are drawing plans for television studios for the optioned space.

## Eddie Green for "Show Boat"

Eddie Green, colored comedian, has been set by the Hesse-McCaffrey office for series of bookings on Maxwell House "Show Boat," and will make his initial appearance on the program Aug. 19. Comedian is now enroute to Hollywood.

## KOIL Buys Property

Portland, Ore.—R. Roy Hunt, general manager of KOIN, announces that the station has bought 10 acres from the Pittcock estate adjacent to its present transmitter site. Technical improvement in the ground wave will be effected.

## Ed Hurley Resigns

Ed Hurley has resigned from the publicity department of Artists Management Bureau Inc.

## WBT Covers Golf Meet On Charlotte Course

Charlotte—WBT has made extensive plans to cover the annual southeastern open golf tournament for professionals, to be held at Myers Park Country Club, Charlotte, Aug. 24-25. The tournament will see in action some of the most noted golfers in the South and the galleries, no doubt, will witness the best golf being played in Dixie. The Myers Park course is admittedly one of the toughest in the country and was laid out by Donald Ross, famous golf course designer, to include tricks to tax the skill of experts.

Immediately following the pro tournament will be the annual invitation series for amateurs, Aug. 26-29. Outstanding players from every city in the South have signified their intention of competing and the exclusive broadcasts arranged by WBT will come direct from the field.

## Andy Love Singers Renewed

Andy Love's "Griffin Chorus" has been renewed for an additional 13 weeks on the Tic-Toc Revue, sponsored by Griffin Mfg. on the NBC Blue Network, Mondays 7-7:30 p.m. Renewal runs through Nov. 8. Nelson Hesse and William McCaffrey handled the booking.

## WOR Program Time Shifts

Two WOR programs change time today. The Allie Lowe Miles Club will be heard 9:30-10 a.m. Tuesdays and Thursdays and 10:30-11 Fridays, while Dave Driscoll's Transradio News for Bristol-Myers goes on at 4-4:15 p.m.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## FRANK P. GATTERI

Tampa, Florida

"... RADIO DAILY seems to be quite the thing down here in Tampa. I have heard a lot of favorable comment out of stations WDAE and WFLA."

Frank Gatteri

## KROC

Rochester, Minnesota

"... Please enter our subscription for RADIO DAILY. We feel that it is a medium of vital importance to the radio public, and particularly to those who engage in the business of broadcasting."

Gregory Gentling  
Vice-President.

## NATIONAL BROADCASTING CO.

San Francisco, Calif.

"... RADIO DAILY seems to be doing a very good job and supplies an entirely different service from other radio publications."

Don E. Gilman  
Vice President

RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

# ANNOUNCERS-PRODUCERS GET BETTER WOR TERMS

(Continued from Page 1)

with Frank Knight as alternate, the AGRAP bargaining committee, have been going on for the past six weeks. Wage increase clause contains provisions for graduated increases in scale for the future. Terms also call for a 40-hour elapsed week, plus increased benefits for its members in respect to vacations, leaves of absence and preferential re-employment.

Other terms of contract are: two weeks' notice of discharge; all disputes between WOR and its AGRAP men must be arbitrated; management must classify its producer section so that senior directors will build and direct the more important shows and receive the highest salary.

WOR is the third New York station to sign with the AGRAP in the past few months. WMCA and WABC are the other chapters. Bower is president of the AGRAP-WOR group; Barnes, vice-president, and Ray Winters, secretary and treasurer. Roy Langham, AGRAP president, refused to say what the union's next move would be. Union is said to have a large membership in other stations around the country.

## "Universal Rhythm" Spot Is Relinquished by Ford

(Continued from Page 1)

its fall series that gets under way in October. Pet formerly had signed for the 8-8:30 period the same night.

"Universal Rhythm" is now being heard at 9 p.m. on Sundays, but will have to move out of the spot when the "Ford Sunday Evening Hour" returns Sept. 12. Whether Ford intends to cancel the "Rhythm" show entirely or switch it to another CBS spot is not announced. Network has a contract with Ford covering three shows, the two mentioned and the Al Pearce and his gang half-hour.

## ONE MINUTE INTERVIEW

JOHN J. ANTHONY

"Radio is raising the cultural level of America at a faster rate than ever before in the history of our nation. As a means of doing 'good,' radio is supreme. We who are alive today are indeed a fortunate people for having at our command an instrument through which we have been able to bring nations and peoples closer to each other than ever before. The world's mind is being improved and because of this the world's actions will be bettered. All this is directly due to the lasting influence of radio."

# ★ Coast-to-Coast ★

**L**EO BOLLEY, Tydol aircaster over LWGY, Schenectady, has quite a schedule. On Monday, Wednesday and Friday he has the 6:45-7 p.m. sports program over WGY, and then hops a train back to Syracuse for a late night airing over WSYR. Leo has just returned from his vacation in New England and a turn at the races in Saratoga.

*Al Poska, chief announcer of KEHE, Los Angeles, is in Lincoln, Neb., visiting his parents this week. Poska was formerly chief announcer of KFAB.*

WOW, Omaha: Manager and Mrs. John J. Gillin, Jr. are vacationing at Lake Tanacomah in the Missouri Ozarks, being guests of Mr. and Mrs. John Shary of Texas at the latter's summer home . . . News Editor Foster May has returned from a short vacation in Colorado . . . Helen Lewis vacationed at Excelsior Springs, Mo., while Betty Bauer and Lois Green went to Lake Okoboji, Ia. . . The program of the Rev. R. R. Brown, radio pastor, was broadcast from Lake Okoboji during the World Radio Congregation's annual convention . . . Evelyn Mason, recently resigned day hostess, and her husband, Fred Gilmore of Omaha, are honeymooning in the west.

*Joe Hasel, WNYC's tennis sports commentator, will be at the mike Aug. 20-21 for the airing of the Wightman Cup Tennis Matches from Forest Hills, L. I.*

WICC, Bridgeport: Garo Ray, chief operator, began vacationing yesterday . . . Anne-Marie Rowe and Mack Parker have birthdays this month.

*Star Radio Programs, at a meeting last week presided over by Burke Joyce, discussed plans for new fall programs. "Adventures of Dexter Randolph," serial, is now ready, arranged for one-man production.*

Herbert Mertz and his orchestra and string ensemble of WJBK, Detroit, are out of the city on three-week vacations. Organist Fred Fenton of the station also is away on vacations. They return early in September.

WCAE, Pittsburgh: Dorothy Devlin, star on many programs, leaves this week for New York with high hopes . . . Cliff Daniel will visit his old boss Ed Harvey in New York while on vacation . . . Norman Twigger is bound for Marblehead, Mass., and some deepsea fishing with former WCAE Chief Engineer Harry Bixbee Sr. . . Jimmy Murray will sub for Twigger on the writing end, with Carl Dozer as the voice . . .

*Dorothy Yellig and Vera Neding are new staff additions.*

Stanley Altschuler, foreign program director of WHK-WJAY, Cleveland, scored another laugh last week, at the expense of Don Dewhirst, WHK-WJAY baritone. He asked Dewhirst to sing Gounod's "Song of the Golden Calf" on a nationality program. Dewhirst refused. He is very sensitive about his curly golden hair.

*Bob Hope, the golf bug, hit the pill around plenty last week to come in third in the 10th annual Green Meadow Invitation Tourney at Harrison, N. Y. He feels grand, not so much because he came in third, but because he beat Babe Ruth and collected a sizable bet.*

KFRU, Columbia, Mo.: Margaret King, Musical Clock Girl, will spend two weeks in Chicago vacationing . . . Also on recess list the last half of August are Dave Frederick, continuity writer, and Foster Browne, accordionist.

*Steve Douglas, Joe Gentile and Art Sutton of CKLW will be at the mike for the Detroit Gold Cup Regatta, Sept. 4-6, airing over Mutual.*

Charles Scanlon, former Broadway tenor and now a Bridgeport nitery owner, is readying a WICC sustaining series.

WMCA programs are now being included on the radio channel of Hotel Lincoln, giving the station five midtown hotel connections.

INS claims it was two minutes ahead of the other press services in flashing the news that President Roosevelt had named Senator Black for the Supreme Court. George R. Holmes handled the INS story on Black.

*Walter Howard, announcer at WBRY, Waterbury, is on the sick list.*

Jack Henry, WBRY's New Haven super, starts vacation this week.

*Bill Treadwell, who writes the Uncle Don Radio program, has been signed for two shorts to go into production shortly.*

Clyde Burke, young baritone featured with Nat Brusiloff's orchestra on WMCA Sunday nights, is going places this fall. He is already scheduled for a series of appearances on "Hammerstein Music Hall" in September and is auditioning for "Hit Parade" as well as making screen tests for Hollywood.

*Joan Irving has resigned from the WOR engineering department as a result of her marriage to Edgar S. Hassard.*

# NEA PROGRAM SERVICE BEING STARTED SEPT. 27

(Continued from Page 1)

cessed for radio use, for every type of program, commercial or sustaining. As per policy recently announced, service will be exclusive in each market area and the features will be offered only as a group, according to Stephen Slesinger Inc., exclusive NEA radio representatives. Maxwell Hage, who has been supervising production, will henceforth devote all his time to sales and promotion. Cost of service will be gauged according to outlet power and market area.

E. R. (Jerry) McGill, producer and writer, will be radio editorial supervisor. McGill recently wrote the "Bambi" radio continuity for Helen Hayes, "The Cavalcade of America," the Packard show and other network productions.

## Fidler as Film Producer

*West Coast Bureau, RADIO DAILY*

Los Angeles—Jimmy Fidler branches out as a film producer as well as chatterer. His "Hollywood Parade," compilation of slips from good and bad ones of another decade, was previewed the other night and was good for many laughs, as always. Dead and gone stars passed in review, but the subject was sympathetically and capably handled by Ralph Staub, producer and long in charge of short subjects production for Columbia, and a series of three or four is planned.

## Merchants' Co-op Program

Portland, Ore.—Merchants and business men of Vancouver, Wash., will cooperatively sponsor shows from the Castle Theater of that city by remote control over KXL.

## Kenneth Higgins to Marry

*West Coast Bur., RADIO DAILY*

Hollywood—Kenneth Higgins, radio producer, and Lucille Lund, film actress, will be married late this month.

## Corinna Mura at Saratoga

Corinna Mura, WOR-Mutual vocalist, has been signed for the rest of the season at Arrowhead Inn, Saratoga.

DO YOU KNOW

Frank Moore Studio Players presented a 90-minute airing of "Romeo and Juliet" via KFAB, Lincoln, ten years ago. Moore is now ace cameraman for Chicago Tribune.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 33

NEW YORK, N. Y., TUESDAY, AUGUST 17, 1937

FIVE CENTS

# Cantor Heads Radio Union

## VARADY OF VIENNA GOES ON 10 MUTUAL STATIONS

Varady of Vienna starts over Mutual Broadcasting System on Sept. 26 at 1:30-2 p.m., using Ted Weems and his orchestra. Agency is Bag-galey, Horton & Hoyt Inc., of Chicago and stations now on the schedule are: WOR, WGN, CKLW, WFIL, WOL, KWK, WHKC, WBAL, WCAE, WHK, WGR and WSAI. Account has been on WOR, fed by WGN.

## Nebraska Broadcasters Elect John M. Henry

Grand Island, Neb.—New officers of Nebraska Broadcasters Ass'n elected last week are John M. Henry, general manager of Central States Broadcasting, Omaha (KFAB-KOIL-KFOR), president; Clark Standiford, KGFV, Kearney, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; Frank Manchester, WAAW, Omaha, and L. L. Hilliard, KGKY, Scottsbluff, directors.

WAAW was taken into the organization at this meeting and only KMMJ, Clay Center, still remains out of the body. Johnny Gillin, Omaha, WOW, is the retiring president.

## Harpo Marx and Jessel Mentioned for Old Gold

Harpo Marx conducting an orchestra and George Jessel emceeing a variety show is the latest set-up reported under consideration by Old Gold. Tobacco account takes to the air Aug. 29 via CBS with a monster show to announce winners in its "name cartoon contest." Shep Fields has been assigned the baton on this occasion.

### Long Subject

Columbia, Mo.—Men who happen to listen to the daily "Women's Radio Edition" over KFRU the past week probably learned how important a woman's ruby lips really are.

Beth Barclay, the program's expert on beauty and charm, spent an entire week advising her feminine audience on the proper application of lipstick.

### A Man of Color

Greensboro, N. C.—WBIG, the Edney Ridge station, has a colored minister as janitor and handy man. The Rev. Charlie Walker, in addition to his duties of keeping the offices and studios of WBIG spic and span, is a grave-digger, hearse driver and soloist at funerals; also frequently gives the funeral oration. He claims never to have had a complaint from any of his clients! Despite the Rev. Walker's mortuary accomplishments, he is quite a beau brummel in the colored district in Greensboro. In addition, Rev. Walker sometimes sings on WBIG's early morning Silly Hour.

## U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

West Coast Bureau, RADIO DAILY  
Los Angeles—Mike Stiver, for seven years in charge of the J. Walter Thompson office in Sydney, Australia, arriving here last week-end en route to a new assignment in London, gave a RADIO DAILY reporter an earful of facts and figures anent broadcasting and listening in the land down under.

Australasia, it seems, has a com-  
(Continued on Page 8)

## Atl. Refining Network For U. of P. Games

Philadelphia—Atlantic Refining has set up its own independent network for the airing of the University of Pennsylvania pigskin play-by-plays from Franklin Field. WCAU serves  
(Continued on Page 2)

## KWK and KSTP Are Among New WLW Line Possibilities

### Oregon Curbs Liquor Ads

Portland, Ore. — Oregon State Liquor Board has adopted new prohibitions against liquor ads, including tabu of any liquor over the radio on Sundays or during daytime hours on weekdays, and any liquor at all not sold by the state board monopoly.

NEA Service, Inc. . . . the world's greatest newspaper feature service. Advl.

## American Federation of Radio Artistes Elects Officers—Local Charters Granted New York, Los Angeles

### KDAL, DULUTH, JOINS CBS FAMILY ON SEPT. 5

Dalton LeMasurier, general manager of KDAL, Duluth, and Herbert V. Akerberg, CBS vice-president in charge of station relations, have closed a deal whereby KDAL on Sept. 5 becomes the CBS affiliate in Duluth.

KDAL is owned by the Red River Broadcasting Co. and operates with 100 watts on 1500 kcs. Station will be saluted by CBS on the night it joins the network. Frankie Masters and his orchestra will do the honors at 12 midnight.

A. T. & T. reports that WEOA lines are now being installed and station will be able to join on the same date  
(Continued on Page 2)

## Pinkham Campaign Is Starting Sept. 27

Lydia Pinkham radio campaign is scheduled to get under way on Sept. 27 over 40 network and spot stations. Transamerican is in on the deal and is extending the WLW Line out to Kansas City. Understood that about 10 stations will be on the line. KWK, St. Louis, is one of the new line extensions as is WXYZ, Detroit.

Program will feature Dr. Sayles Taylor (The Voice of Experience), used by Wasey Products for a num-  
(Continued on Page 2)

## KWK and KSTP Are Among New WLW Line Possibilities

Reliable information indicates that station KWK, St. Louis, will be added to the WLW Line in September, with further Midwestern expansion a strong possibility. Although not confirmed by Transamerican, it is understood that another possibility for the line is KSTP, while still another  
(Continued on Page 8)

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advl.

Eddie Cantor was elected president of the American Federation of Radio Artistes at the first official meeting yesterday afternoon at Actors Equity Ass'n quarters. Vice-presidents are: Lawrence Tibbett, Norman Field, Helen Hayes, Yascha Heifetz and James Wallington. Recording secretary is Lucille Wall, while George Heller, was made treasurer.

Local charters were granted to New York and Los Angeles, and a sub-committee which will actively engage in further radio artist organization work will be announced at the next AFRA meeting to be held Aug. 23. On this date, an executive secretary will also be chosen.

Various members of the National Board were present at the meeting. There are 35 members of this board now, with 10 more to be chosen. Those present at the meeting included Frank Gillmore, Mark Smith, George Heller, Richard Bonelli, Joe Laurie Jr., John McGovern, Florence Malone, James Melton, Norman Field and Paul Stewart.

The AFRA made formal applica-  
(Continued on Page 3)

## Isaac A. Levy Defends Members of the FCC

Philadelphia—Isaac A. Levy, head of WCAU, has come to the defense of the FCC. Declaring that the commissioners are all of a "very high grade," Levy says "they are men of experience, learning and integrity. I have never heard complaints that they are recognizing claims for frequencies beyond those specified in licenses or that they have permitted  
(Continued on Page 3)

### Censored

New Orleans — Though New Orleans Item ran a front-page 6-column layout on winner of "WDSU-NBC-Blue Net Gown" in connection with inauguration of new NBC-Blue setup here, station and network letters were omitted from story due to newspapers' ban on radio publicity. But Prexy Joe Uhalt of WDSU got the letters into a store ad.



Vol. 2, No. 33 Tues., Aug. 17, 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. Mersereau, Treasurer and General Manager; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 16)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170 1/2	170 1/2	+ 3/8
CBS A	29	29	29	+ 1/2
Crosley Radio	21	20 1/2	20 1/2	- 1/4
Gen. Electric	58	57 1/2	57 1/2	- 1/8
North American	27 3/4	26 3/4	27	- 3/8
No. American Pfd.	54	53 3/4	53 3/4	- 1/8
NCA Common	11 1/2	11 1/2	11 1/4	- 3/8
RCA Pfd.	73 1/2	73 1/4	73 1/4	- 1 1/2
Stewart Warner	18 5/8	18 1/2	18 1/2	- 1/4
Zenith Radio	40 7/8	40	40	- 5/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	13	14		

## GUEST-ING

LUPE VELEZ, BRIAN AHERNE and FRED JAGEL, on "Kraft Music Hall," Aug. 19 (NBC-Red, 10 p.m.).

JACKIE COOPER, on Al Pearce program, Aug. 31 (CBS, 9 p.m.).

ALLAN JONES, third guest appearance with Werner Janssen, Aug. 22 (NBC-Blue, 7:30 p.m.).

MARJORIE RAMBEAU, interviewed by Elza Schallert, Aug. 18 (NBC-Blue, 10 p.m.).

CHICK YORK and ROSE KING, celebrating 30th year in show business, interviewed by Bide Dudley, today (WOR, 2:45 p.m.).

VIRGINIA REA, on "Hit Parade" Oct. 30 (CBS, 10 p.m.).



## Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.  
250 Park Avenue New York

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 14, 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
I Know Now (Remick Music Corp.)		33
Sailboat in the Moonlight (Crawford Music Corp.)		32
My Cabin of Dreams (Irving Berlin Inc.)		31
Stardust on the Moon (E. B. Marks Music Co.)		26
Where or When (Chappell and Co.)		26
First Time I Saw You (Santly Bros.—Joy Inc.)		25
Satan Takes A Holiday (Lincoln Music Co.)		24
It Looks Like Rain (Jos Morris Music Co.)		23
Stop You're Breaking My Heart (Famous Music Co.)		23
Can I Forget You (Chappell and Co.)		21
I'm Feelin' Like a Million (Robbins Music Corp.)		21
Whispers In The Dark (Famous Music Corp.)		21
That Old Feeling (Leo Feist Inc.)		20
Have You Got Any Castles, Baby (Harms, Inc.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Me, Myself and I (Words and Music Inc.)		18
Merry Go Round Broke Down (Harms Inc.)		17
So Rare (Robbins Music Corp.)		17
Yours and Mine (Robbins Music Corp.)		17
You're My Desire (Mills Music Inc.)		16
Afraid to Dream (Miller Music Inc.)		15
Remember Me (Witmark and Son)		15

## Places AFM ET Case Before Adv'g Agencies

Because radio departments of advertising agencies hire a large percentage of the regularly employed members of the American Federation of Musicians, E. V. Brinckerhoff & Co. Inc., transcription firm, has published the AFM's radio demands in booklet form for mailing to all members of the American Ass'n of Advertising Agencies.

Brinckerhoff points out that, despite the huge sums spent by agencies for music, they were not invited to attend the recent sessions of the AFM executive board at which the ultimatum to broadcasters and ET manufacturers were presented.

Booklet contains, beside the AFM demands, copies of communications sent by NAB to stations regarding the situation.

## Atl. Refining Network For U. of P. Games

(Continued from Page 1) as key station for the net, carrying the Penn games for the second consecutive year for the oil company. Station will pump the plays to WPG, Atlantic City, and a web of Pennsylvania stations. WHP, Harrisburg, WCBA, Allentown; WKOK, Sunbury; WBRE, Wilkes Barre, and WGBI, Scranton. Big Turkey Day classic with Cornell will add four more stations to the home made net—WOR, Newark; WTIC, Hartford; WTAG, Worcester, and WJAR, Providence.

## Eugene Ford Joins WHN

Eugene Ford, managing director of Loew's Capitol Theater, Washington, yesterday was appointed assistant to Louis K. Sidney of WHN, effective Aug. 30, and will work in production at that station.

## Tom Terriss is Starting New "Adventures" on NBC

A new series of "Vagabond Adventures" will be started Saturday at 5-5:50 p.m. over WEAf-NBC-Red by Tom Terriss, who for years made movie travelogues under this title.

Terriss plans something new in the way of presentation, the vivid flashes of his colorful past being made stronger by the addition of an orchestral accompaniment and singers. Instead of the ordinary introduction, he plans to make this a part of his reminiscences.

## Pinkham Campaign Is Starting Sept. 27

(Continued from Page 1) ber of years. Disks will be made by RCA-Victor.

Present plans call for five quarter-hours weekly. WLW is all set to take the program at 1:30-1:45 p.m. Other stations have refused the program because of "copy difficulties."

KEHE, Los Angeles, and three other Hearst stations are a part of the disk schedule. There is some talk of extending the WLW Line to the west coast and include the Hearst-McClatchy network, but this is uncertain. Erwin, Wasey & Co. has the account.

## KDAL, Duluth, Joins CBS Family on Sept. 5

(Continued from Page 1) as KDAL. Phil Napoleon's orchestra will salute the station on Sept. 5, 11:05-11:30 p.m. Both stations will be listed on the CBS rate card at \$125. Network now totals 106 stations.

## COMING and GOING

HARRY VON ZELL is taking a three-week vacation on the coast, with Jay C. Flippen substituting for him starting next Sunday on the Gulf summer show over CBS.

BOB TROUT, CBS special events announcer, has left for Roanoke Island to handle his network's end of the President's speech at the Virginia Dare celebration today. NBC also is airing the talk.

DON SEARLES of WIBW, Topeka, is in town for several days.

JIM WADE of New York office of Furgason & Aston, station reps, back from vacation in Maine.

ETHEL EVERETT has returned from an eight-week vacation abroad.

FRANCES PALEY, otherwise Lee Francis, vocalist on WBBM, Chicago, is at the Ambassador in Los Angeles for two weeks.

BLOCK and SULLY are en route to New York, where they will finish some unfinished business and return to Hollywood.

PAUL W. WHITE, head of CBS department of public affairs, is due in Hollywood on Thursday to confer with Fox Case, who has the same portfolio on the Coast.

CLARK LUTHER of WOC, Davenport, Iowa, is in New York.

TOM GOOCH of KRLD, Dallas, is expected in New York before the end of the week.

LESTER SANTLY of Santly-Joy Music returned yesterday from a week-end at Saratoga.

BING CROSBY is expected east this week.

JONIE TAPS and MACK MILLAR are scheduled to fly to Hollywood the first of next week.

RAY SAUNDERS, WHN announcer sailed yesterday for Nova Scotia.

GEORGE NOBBS, production man for WHN, flies to the Ozarks next Friday, on vacation two weeks.

LANNY ROSS leaves for Hollywood on Aug. 23.

DICK INGRAM of Rockwell-O'Keefe arrived in New York yesterday from Washington.

LOU MINDLING has left his MCA New York office to make a week's tour of all MCA offices and the Coast.

RAY GORRELL and DELL DELBRIDGE returned yesterday to their Detroit CRA offices.

CHARLES E. GREEN, president of CRA, left yesterday for Ft. Worth to visit Paul Whiteman and the Dallas CRA office.

H. L. McCLINTON, account executive on the Ford account for N. W. Ayer & Son, returned to his desk yesterday after a month's vacation. He is in Detroit today conferring with Ford executives.

Station executives in town today to discuss AFM terms with CBS station relations heads are: EDNEY RIDGE, WBIG; JOHN C. MCCORMACK, KWKH; N. L. O'NEIL, WSJS; DALE ROBERTSON, WIBX; LUTHER L. HILL, KRNT; CLARK A. LUTHER, WOC, and C. T. LUCY, WRVA.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town for the remainder of the week.

## Issue Book on Magic

Thomas J. Webb Coffee Co., sponsors of Bob Hawk's Foolish Questions on WAAF, Chicago, is giving listeners a book on magic tricks and how to do them.

Promotion job wanted by experienced advertising and promotion man. Five years with leading network on network and local station promotion. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.

## ISAAC A. LEVY DEFENDS MEMBERS OF THE FCC

(Continued from Page 1)

concentration of stations in certain areas and refusing equitable service to others." At the same time, however, Levy made it clear that he recognized both the right and duty of Congress to call for a radio industry investigation.

Meanwhile the latest developments at Washington included a statement by Senator Wallace White to RADIO DAILY that he is preparing a report, giving reasons, etc., to be presented soon in behalf of his resolution for a sweeping radio probe. The Senate Interstate Commerce Committee last week reported the resolution favorably. Congressman W. D. McFarlane also has a new resolution before the House Committee on Rules calling for a "house-cleaning" in the FCC. Same committee still has the Conery resolution under consideration.

From the FCC camp, Commissioner George Henry Payne last week sent a letter to Powell Crosley Jr. of WLW demanding an accounting and asking various pointed questions about that station's 500,000-watt monopoly. The information was originally requested when Crosley was a voluntary witness at the informal engineering conference of the FCC last year, but was never supplied, despite subsequent reminders, Payne states. Crosley has now been given until Sept. 13 to reply. Data asked includes company's financial statement, broadcasting time devoted to Crosley products, rates charged advertisers, amount of time sold, whether rates were increased since granting of 500,000 watts, etc.

## AGENCIES

**NORMAN FRANKEL**, formerly with the Freitag Advertising Agency, Atlanta, where he was in charge of the radio department since 1934, has been appointed account executive and radio director with Houck & Co., Roanoke, Va. Houck has just been named to handle the account of Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton.

**C. DONALD WING**, account executive for McCann-Erickson since 1934, handling the Ford Motor Co. account in Missouri, Kansas and Iowa, with offices in Kansas City, has been transferred to the company's Detroit offices.



**NEW YORK'S FASTEST GROWING STATION**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## NEW PROGRAMS—IDEAS

### "Accent on Science"

"Accent on Science" is a new Tuesday series being inaugurated this week over WNYC at 8 p.m. by The American Institute of Science. First program features Dr. Clyde Fisher, head of the Hayden Planetarium.

### "Flying Americans"

KTAT, Fort Worth, is doing airport interviews under the title of "Flying Americans." Joe Pierson is at the mike.

### Blair As KQW Rep.

John Blair & Co., effective Sept. 1, takes over the national representation of KQW, San Jose. Possibility that rep will open an office in Los Angeles to service the Don Lee account, which they assume on Jan. 1, 1938.

### Stations Now Getting 24-Hours-Daily INS

WMCA will immediately inaugurate a 24-hour-a-day service for news with the INS. Announcement from the station followed confirmation by King Features Syndicate that INS has absorbed Universal Service and will in future offer a day and night service to radio stations and newspapers.

WNEW, the only 24-hour station in the city, also subscribes to INS 24-hours-a-day.

### KFYO Staff Changes

Lubbock, Tex.—Albert Woas, formerly with WPAD, Paducah, Ky., has joined KFYO here as announcer and in charge of dramatics. Woas recently passed an RKO screen test, and joins the RKO Junior Players on his graduation from Texas Tech.

Bruce Collier, formerly continuity editor of KFYO, has joined the sales staff of the same station, replacing Harold Scott, who has accepted a position on KGGM, Albuquerque, N. M.

### "Get Thin" Gets Sponsor

"Get Thin to Music" sustaining on Mutual, will be sponsored by Wallace Biscuit Co. beginning Sept. 27, Mondays through Saturday, 10:30-10:45 a.m. Show will be heard on WHB for three weeks from this date and WGN joins on the commercial after that. Last season show was commercial in spots and fed as a sustaining to other stations. Agency is Reincke, Ellis, Younggreen & Finn Inc. of Chicago.

### Daughter for Harry Fox

Six pound daughter was born yesterday to Mr. and Mrs. Harry Fox at Doctor's Hospital. Fox is general manager of the Music Publishers Protective Association and Mrs. Fox, the former Yetta Blau, was until recently with the MPPA for more than 15 years. Mother and daughter are reported as doing nicely.

### Palmistry

"What Does Your Palm Say?" is the title of a new bi-weekly series being conducted by Doris Field, palmist, over KHJ, Los Angeles.

### "I'm from Missouri"

KFJZ, Fort Worth, has a new program called "I'm from Missouri" that it catching on with listeners. Heard three nights weekly, it contains brief resume of strange happenings from all parts of the world.

### New Wisconsin Network Will Issue Rate Cards

Fond du Lac, Wis.—Network rate cards will be issued shortly by the newly formed Wisconsin Broadcasting System consisting of KFIZ here, WIBU, Poynette, and WHBY, Green Bay. Programs will be interchanged starting Sept. 1.

### "Dr. Jekyll" on Mutual

Continuing a policy of presenting dramatizations along with NBC and CBS, WOR beginning Aug. 19 will air a radio version of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde" presented by Alonzo Deen Cole. It will be in two installments, heard over entire Mutual network at 10-10:30 p.m.

## EDDIE CANTOR HEADS RADIO ACTORS UNION

(Continued from Page 1)

tion for charter from the Associated Actors and Artistes of America and this is a formality which will be granted forthwith.

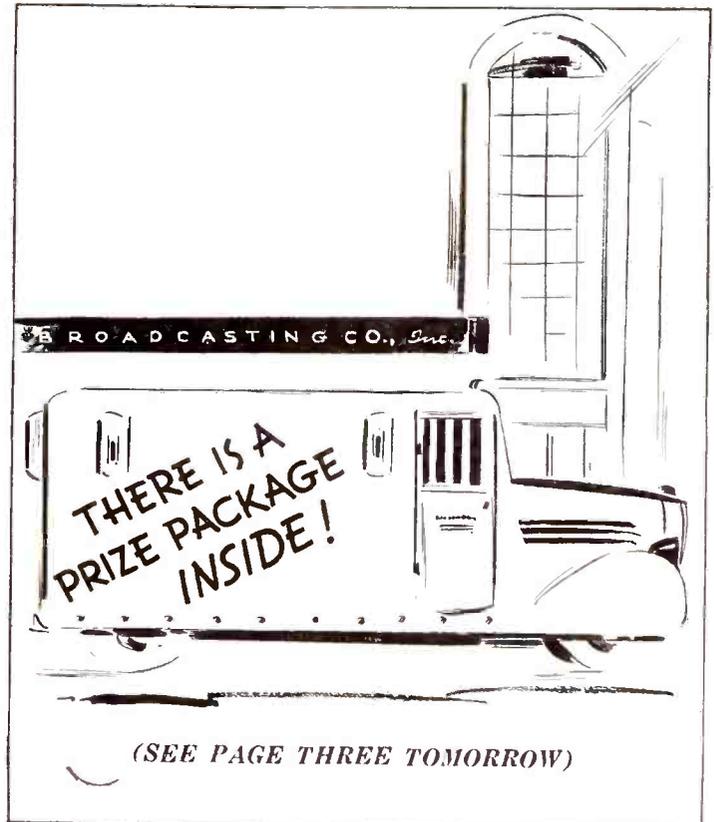
Frank Gillmore made public a telegram he received from Kenneth Thomson, executive secretary of the Screen Actors Guild, in which Thomson stated that the press had reported the Screen Actors Guild as seeking to dominate the AFRA. This is untrue, said Thomson, since he had plenty of work to accomplish in his own organization and it was the whole desire of the guild to see that radio and the entertainment field is benefited by organization of the radio actor, also that the AFRA become truly representative of all artists who work before the microphone.

### Sponsor Signs Announcer

Charles O'Connor, announcer, has resigned from NBC to join Philip Morris & Co. as a free-lance announcer for the NBC and CBS shows sponsored by the cigarette manufacturer. O'Connor is the first announcer to be hired directly by his sponsor.

### Tom Dailey Joining WODD

St. Louis—Tom Dailey is resigning from the KWK announcing staff to join WODD, Chattanooga, as chief announcer and sportscaster, effective Sept. 1.



(SEE PAGE THREE TOMORROW)

## NEW BUSINESS

Signed by Stations

### WCKY, Cincinnati

State of Michigan, 10 announcements, through Fred M. Nardall Co., Detroit; Southeastern Mich. Tourist Ass'n, 13 announcements, through Brooke, Smith & French, Detroit; Gardner Nursery Co., ET's, through Northwest Radio Adv'g Co., Seattle; Nestle's Cocoa, 52 announcements, through Cecil, Warwick & Legler, N. Y.; Chamberlain's Lotion, ET's, through Coolidge Adv'g Agency, Des Moines.

### KFRC, San Francisco

Philco Radio & Tel. Co. of Calif. Ltd., 16 ET broadcasts starting Sept. 6 on KHJ and Don Lee network, "Who Killed Cock Robin"; Petri Cigar Co., announcements, through Emil Brisacher & Staff, S. F.; Parker Dental System, "Radio University," KFRC and Mutual-Don Lee network, through Brisacher.

### KHJ, Los Angeles

Nestle's Cocoa, participations in "Happy Homes" conducted by Norma Young, through Cecil, Warwick & Legler Inc.

### KYA, San Francisco

Chicago School of Engineering, 5-minute disks, through James R. Lunke & Associates, Seattle.

### Stations for Piel Beer

Stations being used in Piel Bros. (beer) spot campaign in the south and west are: WBT, Charlotte; WAPI, Birmingham; WALA, Mobile; WSFA, Montgomery; WAGF, Dothan; KNX, Los Angeles and WMBG, Richmond, Va. One-minute live spot announcements are being used on most of the stations. Possibility that list will be expanded later. Kenyon & Eckhardt Inc. is the agency.

### WFIL Adds News Accounts

Philadelphia — Starting Sept. 14 WFIL will have seven sponsored newscasts daily. Tidewater Oil and Adams Clothes now have 40 minutes a day. Mrs. Morrison's Products Inc. (puddings and desserts), through Clements agency, is taking a quarter hour. Cohen's Fur Shops gets five minutes.

Joe Connelly heads the WFIL news bureau, using INS.

### Adopt Screen Technique

Los Angeles—KFI springs a new one in "Preview Tonight," Tuesdays at 9:30-10 p.m., with the avowed purpose of adapting screen technique to radio. Producer Don Clark promises the air equivalent of "lap dissolves," "wipes" and other aids to illusion, while the color of a preview will be injected by the use of lobby crowds and ballyhoo. Initial offering, tonight, will be an original, "Runaway Husband," by John Boylin, directed by Glen Heisch with Beatrice Benaderet, Hanley Stafford, Joseph Kearns, Anne Stone and Ynez Seabury in the cast.



● ● ● Milton Douglas, assisted by his femme stooge, Priscilla, replaces Freddie Lightner on the summer Jell-O series this Sunday remaining until Jack Benny resumes Oct. 3... Hal Kemp has been signed by Paramount... Money-differences are keeping Stoopnagle and Budd away from the silver screen via Warners... Roy Wilson heard that Tommy Riggs, 27, had brought in 32,000 letters in one day via WLW, Cincy, and flew out to grab him. Result: Click on the Vallee show... J. Walter Thompson will have a solo half-hour show coming from New York this fall. Everything else will emanate from the Land of Make-Believe... Block and Sully will call Hollywood their "home" permanently... Abe Lyman will be escorted back into New York by J. Taps... Jimmy Dorsey's crew will reopen the Congress Room in Chi for the fall season... Anna May Wong substituted for Katharine Cornell as "umpire" of the baseball game (?) between Lowell Thomas and his nine Old Men and George Bye's Pre-Historic Sluggers on Sunday at Pound Ridge, N. Y. Sportscasters had the time of their lives attempting to describe this fracas—with no one knowing what to expect next.

● ● ● Long cucumbers, beans, squash, tomatoes, melons, peaches, onions, eggs and other growing foods have been brought to the editorial offices of WBIG, Greensboro, by Carolina rural listeners. ... Station is run like a country newspaper and its audience is most loyal and appreciative of the local items aired telling of their prowess in farming and gardening... One fine lady has been keeping the offices and studios of WBIG decorated with seasonal flowers for several years... This being the season for gladioli, the station has large vases of this colorful flower scattered throughout the studios and offices... Betcha zennias and chrysanthemums will come next... Staff members of WIOD, Coral Gables, Fla., are penning Boorman Byrd's "Between Broadcasts" pillar while he vacations. Bob Nolan did darn well by the station with a clever piece of prose.

● ● ● By the time this appears the ink should have dried on the Harry Rose-World Transcription contract for a series of 12 waxings... Rosemary Lane has been stolen from Fred Waring's band and will have the lead opposite Dick Powell in the film "Hollywood Hotel"... The next air name to be signed by Warners will be the Easy Aces... A. Dinsdale, former CBS production man, is now in business for himself selling slide recording films... Fred MacMurray's discoverer over at Paramount has been pleading with Art Shaw for six months to give up his band and "go west" under a termer... Eddy Duchin's bow into the Chi Palace the other day broke a record for the heat wave... Since Charlie Warren's runaway marriage, Rocco Vocco has changed the nickname from "Mousie" to "Rabbit."

● ● ● Entertaining a theater audience left in the dark after lightning had struck came easy to John Sheehan, WGY's master of ceremonies and ass't. director of the station's farm programs... Sitting in a Schenectady theater last week, he heard his name paged and reported to management. He then learned that the transformer in a neighboring theater had been struck by lightning, leaving the house dark and the audience in excitement besides restless because of the odor of smoke that prevailed... John was asked to keep the audience occupied while electricians made necessary repairs. Invisible from the stage, Sheehan invited the audience to join him in community singing which eventually got under way. Instead of the 20 minutes, the singing stretched into a full hour before light was restored.

## ORCHESTRAS

### MUSIC

JIMMIE GRIER and his orchestra have been given an extension of their engagement on the Olsen and Johnson show for another week and will be heard tomorrow with Ole Olsen, Chic Johnson, Gertrude Nielsen and others in a half-hour program of comedy and music over the Pacific Coast NBC-Red Network.

Chick Webb set for an Asbury Park date on Aug. 18 and Don Redman to Newark on Sept. 4.

Joaquin Grill's ork will open the Fairmont Hotel Aug. 24 with Al Grayco and Dorothy Allen as vocalists. KSFO-CBS will air the aggregation. Henry King to follow Oct. 9.

Neil Bondshu and ork, playing an engagement at Sweet's ballroom in Oakland, is being heard over KYA and the Orange network.

Chick Webb and his Savoy Swing Orchestra will open at Loew's State Theater in New York on Friday. Featured with the band will be song stylist Ella Fitzgerald. Also appearing on the bill are Chuck and Chuckles, comedy dance team, Bardou Ali and Louis Jordan.

Teddy Hill's orchestra is going great on the stage of the Palladium, London, where he opened July 26 with the new Cotton Club Revue for a six-week engagement.

Bernie Cummins, Hotel Biltmore, maestro, has a repertory of 176 waltzes, considered one of the largest collections of its kind. Some of the tunes date back 20 to 25 years. Cummins began to specialize in waltz tunes in Chicago where he alternated with Wayne King, the waltz king for three years, at the Trianon and Aragon ballrooms.

## Network Deal Near

### For "Junior G Men"

West Coast Bureau, RADIO DAILY  
Los Angeles—Bob Collier reports deal virtually closed with a network sponsor for "Junior G Men," on which he has secured rights. Program has been running three times weekly on WOR, Newark, for more than a year for Fischer Baking Co., and boasts a membership of more than 400,000, recruited in the New York metropolitan area during that period. Program first brought the Mauch twins—Billy and Bobby—into the limelight, and RKO has purchased screen rights as a vehicle for Jackie Cooper.

### New Thesaurus Business

New subscribers to the NBC Thesaurus service include WIBM, WMBS, WBLK and WBOW. Renewals have been signed by WKY, WIOD, CJA and CFAC.



**E**LZA SCHALLERT, with husband Edwin and their three boys, is vacationing at Del Monte and will do her NBC broadcast tomorrow night from San Francisco, interviewing Marjorie Rambeau.

James Bloodworth resigned his KHJ continuity berth to join the William Esty agency under J. Savington Crampton, Camel producer. Later slated to go East with Harry Holcombe on the Benny Goodman end of the program, to be piped from New York.

Howard Wiley, RCA account executive, was on the job checking-up on Magic Key of RCA which originated here for the first time Sunday.

Dresser Dahlstead, NBC announcer, is in Hollywood from New York for a week or two, accompanied by Mrs. Dahlstead.

Lily Pons and Andre Kostelanetz drew a mere 30,000 to the Hollywood Bowl last Friday night. This is four or five thousand better than the S.R.O. mark set by the duo last year, since it represents four or five thousand standees.

Alfred Leonard, KMPC's Hollywood Bowl commentator, inaugurates a "Symphonies of the Stars" series of transcribed classical music over that station five nights weekly.

Bill Sharples has a daily 15-minute spot on KMPC sponsored by Union Guaranty Life Insurance Co.

Anne Shirley, filmite, guest of Bill Demling on KFVB tonight on his "Mr. Hollywood Pops the Question."

Lynn Chambers, former KHJ staff vocalist, making her Eastern debut with Harold Stokes, Mutual maestro.

University of California's "Radio University," KHJ on Monday, Tuesday and Wednesday, has become "Radio Campus" due to conflict in program titles.

Harrison Holliday is back at his KFI-KECA activities after attending Bohemian Grove festivities up North and checking-up on the old stamping ground, San Francisco.

Virginia Flohri, KFE soprano, is recuperating from an operation at Cedars of Lebanon Hospital, with Harriet Lee, contralto, taking over the weekly KFI spot for local Packard dealers.

Frank Healy has joined the Helen Ferguson publicity office to specialize in radio accounts. Frank recently emigrated to California after being on NBC publicity in New York for several years and knows who's who and why in radio.

Arden Dairies sponsoring a new commentator, Hayden Roberts, formerly on WBBM, Chicago, over KFVB.

Lal Chand Mehra, Hindu mystic, philosopher and screen actor, inaugurates a series titled "At Home" over KFAC on Sept. 6.

Ken Charney, NBC program director in San Francisco, is in town huddling with NBC execs.

KEHE's "Breakfast Club" has done

**WCOA's Radio Page**

The letters WCOA provide the initials for What Comes Over the Air, title of the Sunday radio page in The Pensacola News-Journal. Page is devoted entirely to WCOA, the News-Journal station, affiliated with CBS. This means a swell break for a single station in the way of reading matter and pictures. The day's program is conveniently boxed at the top, and the coming week's highlights are summarized at the bottom. News notes about both the station and the network programs are spotted on the page. Russell Hirsch is responsible for the stuff.

a switch in time and title. Moved to 1 p.m. Sundays, "Breakfast" has become "Brunch." Reid Kilpatrick still officiates, and Jack Owens remains a fixture with other regulars. Only newcomer is Patricia Kay, songstress.

Dr. Seth Maker, who will be remembered for his "Philistine" series of a couple of years back, returns to the air over Don Lee-Mutual. His new series will be along the same lines and will be known as "Radio University," Monday through Friday, 1:30-1:45 p.m.

Maurie Webster, KNX-CBS announcer, is back from a vacation spent in the old home town, Tacoma.

Norman Field is being written out of KHJ scripts temporarily to permit him to devote all of his time to affairs of local branch of Radio Equity and the AAAA.

NBC's local schedule of network shows probably hit an all-time high on Sunday. With "Magic Key of RCA" originating here, other transcontinentals on tap were: Chase & Sanborn, Walter Winchell (2), Jerry Belcher, Werner Janssen and "One Man's Family," while others confined to the Coast included Richfield Reporter and the Owl Drug's "Treasure Island," moved here from San Francisco for the one time shot to permit Cliff Engel, producer, to interview prominent figures in aviation. Together with purely local KFI and KECA programs, this line-up made for a busy day around NBC.

KHJ offers a new sustainer in "Sands of Time," dramatizing the lives of famous figures of history, set for Don Lee net Sundays at 1:15. Script is by Charles Frederick Linsley, directed by John Prince.

Carlos del Prado has been assigned to script CBS "Black Chapel" following resignation of "Hec" Chevigny who aligned himself with Associated Cinema and Frank Purkett.

First meeting of CBS Junior Group, organized for purpose of familiarizing younger personnel with all phases and problems of CBS, was held at a luncheon meeting last week. Don W. Thornburg was principal speaker. Other meetings follow regularly until all heads of departments have painted their portion of the complete picture.

Eddie Peabody is off the air and hibernating on the Riverside orange ranch until fall.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



**DICTOGRAPH**

*Silent!* **RADIO**  
with the **ACOUSTICON MYSTIC EAR**

*H*ERE, 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 marvelous 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.

# ★ Program Reviews and Comments ★

## GEORGIE PRICE

Sustaining

WOR-Mutual network, Sundays  
7:30-8 p.m.

COMEDIAN - SINGER. SURROUNDED WITH GOOD TALENT. IN REVUE BUILT AROUND OLD MUSICAL COMEDY HITS.

Several years ago Georgie Price was heard in an evening spot for Chase & Sanborn tea, and since then went into the brokerage biz. Ducked radio, he said at the time, because it was not compatible with putting on a good show if an artist had to double in vaude or pictures to make enough dough. Apparently he returns on a sustaining because the money angle doesn't bother him so much. With Price are Vivien Ruth, blues singer; Morton Gould conducting his orchestra, and the Key Men, male quartet. "Passing Show of the Air" is the official title.

Basically the program is a series of well-built musical comedy hits of the past, with Price as emcee recalling the shows, dates, etc., and who sang them originally. Thus tunes from George White's "Scandals" productions, "Blackbirds of 1928" and other shows are used with clever arrangements and additional continuity and verses.

Voices of all concerned are excellent, and of course Gould's work, apart from a tendency to get too elaborate at times, is distinctive. Price does not make too serious an effort to do comedy, but the show moves along. At one point he had his better half on for a gag. A light entertainment, easy to listen to, and a somewhat different Georgie Price, for better or worse.

## Howard Phillips

Young baritone heard throughout the week on CBS networks with an unbilled orchestra, shows a vast improvement over his former work. Friday 10:30-10:45 p.m., Phillips offered a pleasing series of ballads, revealing an unusual range for a baritone, and excellent voice quality. Most of his songs are of the difficult type to sing, such as "Softly As in a

Morning Sunrise," in a tango tempo, but this appears to be no drawback to Phillips. Versatile repertoire also included a Victor Herbert piece, as well as popular ballad of the day. Singer should be ripe for a commercial this fall.

Orchestra sounds fairly good, but slips up occasionally on the accompaniments, with a tendency at times to let a singer down rather than help him. This did not deter from the program's value in so far as Phillips was concerned, but coupled with the fact that no leader is mentioned, it gives the impression of it being any kind of a studio pickup band.

## "Les Miserables"

Fourth episode in the "Les Miserables" radio adaptation being presented over WOR-Mutual on Friday nights by Orson Welles was as gripping as the earlier passages. Welles, as adaptor, director, narrator and portrayer of the part of Jean Valjean, aided by first-rate supporting players, has been doing a remarkably fine job in fitting this massive work into the channels of radio.

The latest episode was the chapter dealing with little Cosette, a role that was very appealingly portrayed by Estelle Levy, one of radio's most talented youngsters, who injected a bright human interest touch. Martin Gable, William Johnstone, Hiram Sherman, Agnes Moorehead and Ray Collins played the other roles.

Again the chapter ended on a note of strong suspense that should bring listeners back to the dial for the next episode.

## "Vallee's Varieties"

Miriam Hopkins, in a special playlet by Agnes Ridgeway, was a choice item in Rudy Vallee's program last Thursday night over NBC-Red. Miss Hopkins, a versatile and seasoned actress, provides fine radio listening. Doc Rockwell, in another return date, was the big noise on the comedy end. Also looks more and more as though Vallee has another good bet in

Tommy Riggs, trick voice comedy artist.

## Nathan Fleisher

With the foreign-speaking population coming in for more attention on the part of radio advertisers, there ought to be quite a radio career ahead of Nathan Fleisher, Yiddish commentator sponsored by Sears-Roebuck over WDAS, Philadelphia. Fleisher has been an editorial writer on the Philadelphia Jewish World for some 20 years, his daily articles having a wide following, and he brings to the mike an erudition, understanding and experience which, combined with a vibrant radio voice, make his talks unusually interesting and helpful.

Fleisher goes in for current news comment as well as for a bit of philosophical observation, interpreting events of the day, giving sound advice, etc., in a manner that endears him to his listeners.

## "Shakespeare a la Carte"

WNEW rides the Shakespearean wave with another angle on the amateur type of show, not altogether new, but somewhat different in the selection of the talent. Local schools, settlement houses, etc., are encouraged to send in individuals or groups taking part in amateur theatricals, who are invited to try their hand at reading Shakespeare. Emcee has a talk with the amateur along the usual lines, asking personal questions, and on at least one occasion this proved much too long. Majority of the talent is naturally not good, but the chief purpose served perhaps is listener interest among schools where pupils or friends are known to have been selected for a tryout. Program is heard 8:15-8:45 p.m. Saturdays. Last week's readers included a Diesel engineer who did an excerpt from "Julius Caesar" and a femme director of an east side settlement whose kids took a fling at "Macbeth."

## Soap Box Derby

Annual Soap Box Derby is taking

on the aspect of as much importance practically as any national sporting event, from a championship fight down to the Indianapolis Speedway races. In fact, the kids probably got more time on the air than the major auto daredevils. CBS gave it a half-hour 2:30-3 p.m. Sunday, with Ted Husing being heard principally, and again at 6:30-7 p.m. NBC on the Blue gave it a full hour 6-7 p.m., with Graham McNamee and Tom Manning doing the chores.

Afternoon stanza had Husing giving full background on the races which have been held the past four years in one Ohio town or another; also the inception of the races by the Dayton Daily News. Regional tryouts and eliminations are held by local dailies and grand national and international finals this year were held in Akron, under auspices of Akron Beacon Journal. First prize is a four-year educational course at any college or university and lesser prizes are many. Chevrolet got a plug on both webs as being interested in the races.

Audience present was estimated at between 60,000 and 100,000 while a possible 400,000 boys throughout the world are interested in the non-metal little cars.

## "The Movie Pilot"

Hudson River Day Line's "Movie Pilot," which concluded its WEFW series last week, brought out some good mike talent from the New York movie critics' circle. Of the three film scribes who alternated on the programs, Frank S. Nugent of the Times gave the impression of having distinct radio commentating potentialities. He has a natural style of talking, a voice that is easy on the ears, and, what is more important, an intelligently analytical mind which makes him an entertaining as well as a provocative talker. Howard Barnes of the Herald-Tribune and Rose Pelswick of the Journal also did capable duty on the program.

## INDIANAPOLIS

Harry Bason, WIRE musical director, back from vacation.

Director Roy E. Blossom, WFBM, off to Chicago and New York for several days business.

Gilbert Mershon, former staff member of WIRE, now in Chicago singing over WJRR and CBS, visited local station over week end. He is going to New York for screen test at Warner Bros.

Bill Kiley, WFBM continuity writer, and Ed. Bingham of the sales staff off on vacation cruise.

Henry S. Wood, WFBM's Farm Hour director, is up to his neck in preparations for annual Indiana State Fair. WFBM will broadcast from own studios on Fair Grounds.

## DES MOINES

J. O. Maland, WHO manager, returns Thursday from northern wilds with Mrs. Maland.

Harold Fair, program director, in Chicago on business.

Janice Sedgwick turned down a coast Little Theater offer to return to WHO Playhouse.

Lyle Flanagan, continuity head, has four stitches in his face, result of auto accident.

Ernie Sanders, announcer, spending two weeks at Fort Riley, Kas. He's in the Officers Reserve Corps.

Dalton Norman, singing cowboy, added to WHO staff and will appear in a musical program with the Four Dons, sponsored by Brown & Williamson.

## COLUMBUS

Bud Sweeney, WHKC announcer, is emcee for "Columbus on Parade," broadcast from Olentangy Park with microphone interviews of local notables.

David Penn, WCOL news commentator, having tonsils removed. Wally Link and Bill Wallace, chief announcer, pinch-hitting.

WBNS vacationers: Tom DeVore of continuity department and Geer Parkinson, organizer.

Returned to duty: Ed Bronson, WCOL program director.

Bob Seal, WCOL announcer, is slated to handle the new "Kay's Gem Amateur Hour," from the Women's Club with a studio audience.

## NEW ORLEANS

Combined radio and newspaper advertising hoisted its paint sales over 400 per cent for June and July compared with the same months last year, Carey & Helwick, hardware store owners said here this week. The radio advertising was confined to spots.

Auggie Schellang and his Rhythm Kings go into the Casino at Pontchartrain Beach for the rest of the season, with Velma Raye furnishing vocalizing. Broadcasting over WDSU. Vito, whose orchestra was there before Schellang, is planning to go into the Absinthe House, at present without music.

Leon Prima and his orchestra set for the Hotel Heidelberg at Baton Rouge for the next four weeks.

**PROMOTION**

**WTMJ's "Scrambled Programs"**

WTMJ, The Milwaukee Journal Station, has just completed a promotion plan which in effect not only benefited the station in point of more attentive listeners but gave special emphasis to the commercial programs of all of the sponsors using the station.

**Newspaper Supplementary**

WQAM, Miami, runs sizable ads in the *Miami Herald* whenever it will tie in with the advertising of a national account on the station. Ads are usually so worded as to emphasize some point of service being rendered listeners of WQAM.

**"The Voice of St. Louis"**

"KMOX The Voice of St. Louis" is the title of a brochure put out by KMOX last week. It tells about the station, its accounts as compared with other stations, results of surveys, civic activity, the 105 current advertisers, etc., with plenty of illustrations of the station's personnel and modern facilities.

**Dr. Pepper Contest**

One of the largest campaigns of its kind ever conducted by a bottling firm is being launched by Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton, Va., through the Houck & Co. agency of Roanoke, with Norman Frankel as account executive.

Radio and newspapers in 15 cities and towns in the Shenandoah Valley will be used, with prizes including a Packard sedan, Frigidaire, RCA de luxe radio, 126 other awards and 129 participating prizes for dealers.

**Fight Being Short-Waved**

Louis-Farr heavyweight championship fight will be short-waved to England, Mexico, Argentine and all Spanish countries by NBC, which has the exclusive broadcast rights, with Buick sponsoring. Bout takes place Aug. 26 at Yankee Stadium. Clem McCarthy and Edwin C. Hill will headline at the mikes, with Julian Muriel doing the Spanish version.

**Weisenberg Writing 2 Shows**

Edward J. Weisenberg has been signed to write the programs for the teams of Howard and Shelton, comedy stars of the Sealtest program, and Tommy Riggs and "Betty Lou," scheduled for four more guest star appearances on the Vallee Hour.

**WPTF Waxing Top Shows**

Raleigh, N. C.—In response to growing requests from agencies for recordings of outstanding unsponsored shows, WPTF is now waxing a number of its leading features, including the Negro Community Sing and several original monologs featuring Hazel Nicholson.

**SAN FRANCISCO**

Cal King, as a rube storekeeper, has three weekly spots on Bay Broadcasting System (KGGC-KLS), sponsored by a variety of small concerns.

Bob Rockwell and Bob Hudson, NBC juveniles, are back from vacation.

Alice C. Rencombe has been signed as character actress by NBC.

When Hal Burdick's "Night Editor" program for Cardinet Candy Co. of Oakland is renewed for 13 weeks more effective Sept. 5, five more stations will be added, KTAR, KOA, KDYO, KGIR and KGHL. Through Tomasmcke Elliott Inc. agency, Oakland.

Jennings Pierce, NBC agric. head, back from vacation.

Phil Hanna, tenor of the "Three Cheers" trio, subbing for Bob Stevens on "Magazine of the Air" now that Stevens might become a fixture on "Show Boat."

Walter Kelsey, NBS violinist, with Paul Martin and Clarence Hayes, guitarists, now have a t. c. show every Friday at 6:45 on the Blue Net. Called "Stringing Along."

The "Three Little Funsters," eastern comedy team, auditioned by KPO. Hale Sparks will be the voice on the "University Explorer."

Joe Walters, KSFO mikeman, back from northwest.

John B. Hughes, Mutual-Don Lee commentator, will air his nightly comment from Don Lee stations in various parts of the state during his two weeks' vacation. Jack Murphy will handle his 3-times-daily newscasting. Al Hunter, KFRC news bureau, will go along to help prepare material.

**BOSTON**

WEEI has booked Jimmy and Dick, CBS Novelty Boys, for an engagement. They will be heard every morning, except Sunday, beginning today at 8:05-8:15. Jimmy Pierson and Dick Klasi teamed together eight years ago at WJAG, Norfolk, Neb. They sing and play various instruments and have come East after a four-year engagement at KMOX in St. Louis.

John Moses, control operator at WBZ-WBZA, off on vacation.

Roy Marks, manager of WEEI's sales department, has a fine coat of tan picked up at Harwickport on Cape Cod. Nan Howard, same department, commuting from North Weymouth.

Evelyn Billet at WBZ out ill for a few days. Gang at studios expect her back in a few days.

Frances McLaughlin, assistant to program director Arthur Edes at WEEI, sails tomorrow on a vacation cruise up north.

**Utility Uses Radio**

Roanoke, Va.—Roanoke Gas Light Co. is using two 15-minute programs weekly over WDBJ in addition to its newspaper space to promote its annual "Old Stove Roundup." Account is handled by Houck & Co. here.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WALR**

Zanesville, Ohio

"I regard RADIO DAILY as one of the important instruments in radio broadcasting, as it gives me the daily heart-throb and pulse-beat of the industry. "Before the advent of RADIO DAILY we were forced to wait for the semi-monthly issues of other mags for the information we now get daily. "Please accept my personal thanks for permission to subscribe to such an informative organ."

*Don Ioset*  
Managing Director

**VAN NOSTRAND RADIO ENGINEERING SERVICE**

Atlanta, Georgia

"I want to tell you that I think your magazine is splendid and to wish you continued success. We value the magazine highly."

*W. Van Nostrand*

**WQAM**

Miami, Florida

"The entire WQAM staff thoroughly digests RADIO DAILY. For absorbed reading in that private place it ranks with Winchell's column and the front page of Miami's dailies. RADIO DAILY fills a definite place in the trade publication picture."

*Norman MacKay*  
Director Advertising and Programs.

RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## KWK AND KSTP AMONG WLW LINE PROSPECTS

(Continued from Page 1)

link unconfirmed is the future Trans-american alliance with the Iowa network and Cowles interests. However, according to Transamerican policy, the phone companies will not be made rich through useless wire charges that do not pay for themselves and if any business develops along certain midwestern fronts, more station affiliations will be made.

Transamerican business now for the WLW Line is reported definitely at between seven and eight hours of time actually sold to date. Father Coughlin business is also being placed by Transamerican and between 30 and 35 outlets will be used, not only on the WLW Line but additional stations, some of which have always had the account in the past, such as WOR and its affiliates, on Mutual.

### Book Prizes

Interest in the literary program "Literature on Parade" on KFOX, Long Beach, Cal., is being stimulated by the offering of ten leather bound classics to listeners who write in the best explanations to the question: "What ten books would you choose to take with you if you were sentenced to live by yourself on a South Sea Island for the rest of your life, and why?" Program is sponsored by Brown's book and stationery store.

### Brewster Morgan to M-G-M

West Coast Bureau, RADIO DAILY  
Los Angeles — Brewster Morgan, CBS producer who has been handling the Shakespearean cycle, has been signed by M-G-M in a production capacity. Will move into the new berth following production of "Twelfth Night," last of the series, being done in New York three weeks hence.

### Cesare Sodero in WOR Duo

Cesare Sodero will return to WOR on Thursday for a special series of two broadcasts. Programs will be heard at 8-8:30 p.m. and will feature Genevieve Rowe, soprano, Raoul Nadeau, baritone and Willard Amison, tenor.

## ONE MINUTE INTERVIEW

### BERNHARD LEVITOW

"Fads in music are due chiefly to orchestra leaders being misled by the response of a small minority, usually the so-called younger generation which goes in for noise and commotion more than for genuine music. But these fads are short-lived. Genuine music is appreciated today in the same form that it was appreciated ten, twenty or fifty years ago. Band leaders should not stray too far from that kind of music."

## ★ Coast-to-Coast ★

**BOB SNOW**, announcer, has returned to the staff of KFVS, Cape Girardeau, Mo., after a brief period at KGDE, Fergus Falls, Minn. He brought back a bride.

*Michel Gusikoff, concert master of the Firestone Symphony Orchestra, will be soloist of "The Voice of Firestone" next Monday over NBC-Red at 8:30 p.m. Margaret Speaks, program's soloist, returns from vacation Aug. 30.*

WTMV, East St. Louis, Ill.: Alois Gerard, symphony commentator and director of the Polish Hour, was married recently to Albina Kelton of Chicago . . . Paul Wills, sports announcer, is currently handling play-by-play night baseball from Belleville Park, sponsored by Sears-Roebuck . . . Paul Godt is back from vacation and again handling the Community Sing from Majestic Theater . . . Lieut. Alfred Lee Bergtold of the control panels has returned from two weeks of Naval Reserve duty.

"Meet the Staff," WPTF-Raleigh series presented under direction of J. B. Clark, has become so popular that it will be continued into the fall and winter. Engineering and production departments will be included.

KFJZ, Fort Worth: Gene Cagle, announcer for past four years, made commercial manager under Harry Hutchison, new general manager . . . Herb Witherspoon, who resigned recently as manager to join Universal Mills, is now a benedict . . . Zack Hurt, Frank Parker, Bob Duren and Truett Kimzey are back from vacation.

Jim McCulla, pilot of "Merry-Go-Round" over WCPO, Cincinnati, is back on the job.

Colonel Jack Major, "The Colonel from Kentucky" who is spending the summer up in the Thousand Islands, commuting to New York weekly for his CBS program, is proving his fish stories by inviting everybody he knows to join him in eating the catches.

KSD, St. Louis: Robert W. Nickles and Lawrence Tremble have joined the engineering staff . . . Grace Daily

### Maureen O'Connor Extended

Maureen O'Connor, juvenile singing star of the CBS Texaco summer series who was signed on a program-to-program basis, has received a contract for the duration of the present summer programs. Eddie Cantor and the regular cast return Sept. 12.

is vacationing in California and Canada.

Bill Bivens, Caldwell Cline, Lee Kirby and Charles Crutchfield, announcers at WBT, Charlotte, put over quite a novel broadcast last Friday the thirteenth. They trotted out all the "bad luck" signs, including a black cat, mirrors for breaking, etc., and did a street stunt in which passers were invited to defy superstition. Not many were brave enough.

Marion Reynolds is subbing for Charlie Wright as WELP's (New Haven) program director, and Bill Farley is pinch-miking for the station's holidaying announcers.

Howard S. Keefe, senior announcer, WSPR, Springfield, Mass., is on half of his vacation now. He will take the other week in September.

Jimmy Wagner, singer over WRJN, Racine, Wis., has returned from a two-month vacation in northern Wisconsin.

Uncle Don and his kids had quite a visit with Governor Lehman at the State House in Albany, and the Governor got a great kick out of it.

Lynn Chalmers and Lon Saxon, singers discovered by Harold Stokes, dance maestro on WGN, will be heard on Mutual network tomorrow at 8:30-9 p.m. EDST.

Chaz Chase, eccentric comedian who appeared with the Al Pearce show in its personal appearances, has been signed to do a picture with Columbia. The picture is "College Hero," starring Jimmy Durante and Gertrude Niesen. Since the picture is already in production, a part is being written in for Chaz. Other producers are said to be decidedly interested in the talkative Arlene Harris and Tizzie Lish, the glamour girl.

Roy Collins, WOR page boy who has been emulating a number of the artists for whom he sets up studios by composing a few tunes in his spare time, will return to Ed Fitzgerald's variety program today at 10-11 a.m.

INS is now operating on a 24-hour basis, following the combining of Universal Service with International News Service.

### ET Series for Australasia

West Coast Bureau, RADIO DAILY  
Los Angeles—Irving Fogel Productions report sale of "The Inlaws" to Pepsodent Co. for release in Australasia. Total of 260 transcriptions, with starting date in October. Frank F. Moore of the Conquest Alliance Co., Chicago, handled the deal for the local firm.

## U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

(Continued from Page 1)

bination of the British and American plans, inasmuch as a group of "A" stations are Government controlled and function along the same lines as BBC, while the "B" stations are privately owned and as frankly commercial as our own—even more so, since there is little or no censorship or restrictions. Patent nostrums and quack doctors are liberal time buyers and they can and do claim that their remedies cure everything "from chills to cancer," according to Stiver.

Receiving sets are licensed as in Great Britain and Canada, and the 24 shillings per set is the sole revenue of the Government owned "A" stations. However 800,000 licenses at six bucks per totes up to the not insignificant amount of \$4,800,000—which isn't exactly hay either in Australia or the good old U.S.A.

The two most popular programs currently being broadcast are the "Kraft Music Hall" and a "Dave and Dan" confection for Wrigley's gum, both J. Walter Thompson accounts.

The production formula for Kraft in Sydney consists of taking required numbers from a transcription musical library, dovetailing in specialty acts as available, plus commercials. The live acts and commercials are then waxed and the disks forwarded to other stations with a "script" specifying musical selections Nos. 7-11-44, since the libraries are standardized.

Australia is a country larger in area than the U. S., with important centers as widely separated as New York and Los Angeles, with similar time changes, and with mountain barriers to reception.

The development of radio names is retarded by the fact that programs are hardly more than local in coverage, and the Australian listener, like his American cousin, prefers to tune in a recorded Bing Crosby or English Gracie Fields rather than mediocre live talent.

Despite all handicaps, however, Stiver reports that the Thompson agency has upped the sales of American products by as much as 135 per cent in twelve months through use of radio as the sole medium.

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				

Greetings from Radio Daily

August 17  
George Howard  
Fredda Gibson



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 34

NEW YORK, N. Y., WEDNESDAY, AUGUST 18, 1937

FIVE CENTS

## McNinch FCC Chairman

### CBS QUIZZES STATIONS ON THE AFM SITUATION

A questionnaire has been sent by CBS to its affiliated stations asking 17 questions relating to the musicians' status. Purpose of the quiz is to obtain information that will aid in determining how to meet the American Federation of Musicians' recent demands. Questions asked are:

(1) What Local, if any, of the A. F. of M. exercises jurisdiction over your station?

(2) If you have not already furnished this information as a result of the tele-

*(Continue 1 on Page 8)*

### Consumer Service Idea Pays Station Two Ways

Philadelphia—Golden Rule Service System, a good-will stunt controlled by John J. Tryon, retired merchant of Burlington, N. J., now has four towns and 20 participants in a program over WFIL, with 100 towns and 1,000 merchants expected by end of year.

The Golden Rule certifies, after due

*(Continued on Page 3)*

### Oshkosh Overall Series With "Lem and Martha"

Chicago—Oshkosh Bi-Gosh Overall, through Ruthrauff & Ryan, has bought "Lem and Martha," WHO, Des Moines, rural comedy team, for a transcribed series to be called "Turner Trailer Camp" over about a dozen stations including WHO, WLS, WLW, WCCO, and KFAB starting around

*(Continued on Page 8)*

### Coughlin on Colonial

Boston—Rev. Charles E. Coughlin will be heard over 14 stations of the Colonial network when he returns to the air on Oct. 31.

### Seeing Things

Muncie, Ind.—Ed Pierre deMiller of WLBC may have solved those stories about monsters that have been making the papers. While swimming in Lake Michigan on his vacation, Ed said he saw a sea serpent just ahead. Monster had five heads. When Ed adjusted his glasses, he discovered that it was his foot floating in the water.

### FCC Convenes

Washington Bur., RADIO DAILY  
Washington—Acting Chairman Eugene O. Sykes of the FCC has called a meeting of the Broadcast Division this morning and a meeting of the full Commission this afternoon. Sessions may climax bitter factional conflict within FCC. Judge Sykes yesterday denied meetings are to deal with the Crosby-WLW matter. He said they are merely "to transact full business before the Commission."

### WATCH TOWER TIME JAM; THREATENS FCC SQUAWK

Efforts of the Watch Tower Bible & Tract Society (Judge Rutherford) to buy 150 hours of time for two one-hour broadcasts on 75 stations almost reached the farcical heights of a Gilbert & Sullivan comic opera plus the ramifications of a Dostoyevsky novel, and finally resolved itself into approximately 100 hours being set with 50 to go, after the account was placed in the hands of an advertising agency.

Judge Rutherford, who has and still

*(Continued on Page 8)*

### Expansion, Revamping Is Under Way at WSOC

Charlotte, N. C.—Expansion and reorganization at WSOC has resulted in a number of staff shifts and additions. Glenn Hicks Jr., assistant program director, has been promoted to

*(Continued on Page 3)*

## Increased Listener Interest Shown in Cooperative Analysis

### WLTH Wins Court Stay On Retaining Facilities

The U. S. Court of Appeals for the District of Columbia last night granted WLTH a stay order, pending a hearing, to prevent the FCC from making effective its order for the station to cease operations Sept. 15.

FCC had previously assigned WLTH facilities to WBBC.

Samuel J. Gellard, president of

*(Continued on Page 3)*

NEA Service, Inc. . . . the world's greatest newspaper feature service. Advt.

## President 'Drafts' Chairman of Power Commission to Succeed Prall—Craven Replaces Stewart

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

Washington—In another "Roosevelt surprise" move last night, the President "drafted" Frank R. McNinch, present chairman of the Federal Power Commission, to succeed the late Anning S. Prall as chairman of the FCC. Previously the President nominated T. A. M. Craven, now engineer of the FCC, to fill the other vacancy on the Commission caused

*(Continued on Page 8)*

## NESTLE COCOA SERIES STARTING NEXT MONTH

Lamont Corliss Co. (Nestle's Eveready cocoa) will start an extensive cooking school participation program spot campaign around the middle of next month to launch its new product. Schedule is set for 20 stations from coast to coast. Contracts run for 26 weeks. Station list includes WEEI, WDRC, WOR, WJAR, WBEN, WHEC, WSYR, WGY, WCAU,

*(Continued on Page 6)*

## Finds Foreign Television Far From Satisfactory

Chicago—Television has not yet become such hot stuff abroad, despite the regular services inaugurated, according to E. H. Scott, custom radio manufacturer, who is back home after establishing E. H. Scott Laboratories

*(Continued on Page 3)*

## Zenith Profits at Peak

Zenith Radio Corp. reports net profit for the July quarter set an all-time peak at \$1,122,184, against \$706,940 in the corresponding 1936 quarter.

## CROSLLEY WON'T GIVE DATA ABOUT FINANCES

Cincinnati—Information about Crosley Corp. and WLW finances, operations, etc., as demanded by Commissioner George Henry Payne of the FCC in a letter made public Monday, has been refused by Powell Crosley Jr., president of Crosley Corp.

"I must respectfully decline on advice of counsel that this is a personal as distinguished from an official re-

*(Continued on Page 3)*

## M. E. Kent to Manage New Station in Toledo

Detroit—M. E. Kent, commercial manager of WJBK here, will become general manager of the new Toledo station, WTOL, when it opens on Sept. 1.

## Black's Radio Stand

Washington Bur., RADIO DAILY

Washington—Senator Hugo L. Black, whom the Senate Judiciary Committee has okayed for the Supreme Court bench, is on the records as favoring development of smaller radio stations and against censorship. In an article in 1930, he advocated a ban on ownership of stations by public utilities.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



Vol. 2, No. 34 Wed., Aug. 18, 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. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Tuesday, Aug. 17)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 <sup>3</sup> / <sub>4</sub>	170	170 <sup>1</sup> / <sub>4</sub>	— 1/4
CBS A	28 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	—
CBS B	29	29	29	—
Crosley Radio	20 <sup>1</sup> / <sub>2</sub>	20 <sup>3</sup> / <sub>8</sub>	20 <sup>1</sup> / <sub>2</sub>	—
Gen. Electric	57 <sup>1</sup> / <sub>4</sub>	57	57	— 1/2
North American	26 <sup>7</sup> / <sub>8</sub>	26 <sup>1</sup> / <sub>2</sub>	26 <sup>5</sup> / <sub>8</sub>	— 3/8
RCA Common	11 <sup>3</sup> / <sub>8</sub>	10 <sup>7</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>4</sub>	— 1/8
RCA First Pfd.	73 <sup>3</sup> / <sub>8</sub>	73 <sup>1</sup> / <sub>8</sub>	73 <sup>3</sup> / <sub>8</sub>	— 1/8
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>4</sub>	18 <sup>3</sup> / <sub>8</sub>	— 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	—
Nat. Union Radio	1 <sup>3</sup> / <sub>4</sub>	1 <sup>3</sup> / <sub>4</sub>	1 <sup>3</sup> / <sub>4</sub>	— 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13 <sup>1</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>4</sub>

## Slater to Mike Football For Socony on Yankee

Boston—Bill Slater has been signed to broadcast the play-by-play descriptions of the Yale 1937 football schedule this fall through WNAC and the Yankee network for the Socony-Vacuum Oil Co.

### WNEW Power Failed

WNEW's power failed last night at 7:50 p.m. forcing station off the air. At 9:15 p.m. station was still silent but expected to return to its broadcast schedule momentarily.

Radio

Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.  
250 Park Avenue New York

## New Agreement on Phonograph Records

United front by the phonograph record manufacturers will result in a letter being sent to broadcasters informing them of a new license agreement setup on the use of phonograph recordings. Situation, the radio men will be informed, was forced upon the disk men without alternative, at the recent sessions of the AFM executive board. Letter itself, has not yet been drafted, but will be within the coming week.

Electrical transcription manufacturers who spent two precious weeks at the AFM sessions have been busy getting back to work, but so far state they have been unable to get near Joseph N. Weber, AFM president and, among themselves have but informally thought of getting together. So far, nothing concrete.

## Lou Nelson Assigned New KMOX Sales Post

St. Louis—Solidifying plans for fall buying season, James D. Shouse, general manager of KMOX, CBS outlet here, has announced creation of a new department for coordinating sales presentation, with Lou Nelson in charge. Nelson will work with salesmen and clients and whip into shape printed matter, etc., that buyers of time wish to distribute to prospects, in addition to their air programs. Nelson's old post as sales promotion manager, writer of trade magazine advertising and general publicity has been filled by J. Soulard Johnson, formerly advertising manager of the General American Life Insurance.

## Martin Block Appointed WNEW Program Director

Martin Block, creator of the "Make Believe Ballroom," has been appointed program director of WNEW. Block has been associated with WNEW for two years and a half, joining the station as an announcer.

## Edward Lord Joining WLNH

Boston—Edward Lord, for the past four years assistant production manager at WEEL, will leave that station in two or three weeks to become station director of WLNH at Laconia, New Hampshire. WLNH is owned by the Jenny Manufacturing Co., makers and distributors of gasoline and petroleum products. Lord came to Boston from WORC in Worcester and was associated with WBZ and WNAC before going with WEEL.

## WMCA Opens 8:15 a.m. Sundays

Starting Aug. 29, WMCA will go on the air Sundays at 8:15 a.m., instead of 9 a.m. WMCA's week-day schedule starts at 7 a.m.

The new Sunday set-up will start off with music, electrically transcribed, from 8:15 to 8:30 a.m., followed by a new commercial program to begin on this date, entitled "Rev. F. F. Bosworth, Religious Talk", E. T., 8:30-8:45 a.m., followed by another 15-minute program of E.T. music.

## More Chevrolet Auditions

In addition to Josef Cherniavsky, Ted Lewis and Eddy Duchin are slated to audition for Chevrolet's new CBS show starting Sept. 26. Jane Froman is reported set as soloist, with John Charles Thomas also reported under consideration. Walter Craig is producing the series.

## Foreign Music Report Is Called Misleading

Proposed release by the NAB of a report on Sesac and its catalog of European music has aroused the ire of Sesac officials. NAB preliminary advices indicate that the report shows the catalog falls below the claims of the performing rights organization. It is scheduled for release to broadcaster members on Aug. 18.

Sesac officially stated that: "From the advance reports relative to the Sesac catalog which Managing Director James W. Baldwin proposes to release to broadcasting stations on Aug. 18, it appears to us that the report is definitely misleading, inaccurate and distorted. Sesac intends to reply to the report to the industry pending a reading of the NAB comment and will withhold further comment until that time."

## Imperial Tobacco Co. On Canadian Network

Imperial Tobacco Co., Canada, will sponsor a program over the entire Canadian network beginning in October. Program, emanating from CFCF with a pick-up each week from Radio City and a short wave pick-up from Europe, will feature Ken Sisson conducting a 36-piece orchestra and a 16 voice choir, a European commentator and L. S. Shapiro, who will do a Broadway column from NBC headquarters in New York. Sisson will commute via airplane each week to Montreal to supply orchestrations and choir arrangements in addition to conducting.

W. Victor George, president of Whitehall Broadcasting Co. Ltd., Montreal, made a special trip to New York last week to clear time with NBC for the broadcasts.

## Al Becker on His Own

Fort Wayne, Ind.—J. A. (Al) Becker has resigned as public relations director of WOWO and WGL, effective No. 1, to enter business for himself, handling sound recording equipment and other lines in the general radio field.

First in local accounts  
in Chicago

WGES

(In the heart of Chicago)

## COMING and GOING

PAUL WHITE, CBS director of Public Affairs, MRS. WHITE and SID BERGERE, CBS engineer, off to Portland, Ore., today to cover the amateur golf tournament for the network.

MR. and MRS. LESTER LEE have returned from their trip to Canada.

GENE GAUDETTE, Don Bestor's manager, is in New York from Pittsburgh for a few days.

CHARLES J. PANNILL, president of the Radio Marine Corp. of America, and MRS. PANNILL sail on the Normandie today.

R. A. HUTCHINSON, vice-president of the Studebaker Corp., is another passenger on the Normandie.

L. V. STANFORD, vice-president of the Sinclair Oil Co., sails for Europe today.

JAMES L. SAPHIER leaves for Hollywood next week.

LILLIAN GISH leaves Hollywood next week to return to New York.

M. M. BOYD of the New York NBC sales office is in Boston visiting the offices and studios of WBZ.

VINCENT RICHARDS goes to Chestnut Hill, Mass., next week to report the national doubles championship at the Longwood Cricket Club. WEEL will shoot the tournament to the entire CBS net starting Monday.

WILLEM VAN HOOGSTRAATEN, conductor of the Portland Orchestra, sails for Europe today aboard the Aquitania.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from a business trip through the New England states.

JOE KEELY, N. W. Ayer publicity department, leaves today on a three-week business and pleasure trip through the southwest.

JERRY HUGHES of Remington Rand Inc., New York, is back at his desk after a two-week vacation. Visited radio stations in New York, Pennsylvania and Washington in the meantime.

JACQUELINE GIOVANNI, British film actress, has arrived from London to make several guest appearances over both the NBC and CBS networks. Upon completion of these commitments, she will leave for the Coast and picture work.

W. O. PAPE, owner of WALA, Mobile, is in town attending CBS-AFM meetings.

H. M. BEVILLE JR., NBC chief statistician, sails on the Normandie today for European vacation.

FRANK M. (Scoop) RUSSELL, NBC Washington vice-president, returned to his home office today.

## Seasonal Commercials Seen as Coming Thing

Philadelphia—Seasonal commercials offer a practically virgin field with unusual opportunities, according to Donald Withycomb, g.m. of WFIL. He bases his statement on the success of WFIL's "Old Salt" fisherman program, which has been running all summer with four sponsors. A contest on "Why It's Healthful to Go Fishing" has proved effective from an institutional angle, and the program in general has built extensive good-will along the Atlantic coast. Allen Franklin is the Old Salt.

## Pavaroff Made V.P. of Fitra

West Coast Bureau, RADIO DAILY  
Los Angeles—Edward Pavaroff has been made vice-president of Fitra Productions, succeeding I. O. Witt, who resigned. Witt sold his stock interest in the company to Pavaroff. Dr. W. H. Voeller is president of the firm.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY

## INCREASED LISTENING IS SHOWN BY ANALYSIS

(Continued from Page 1)

lead, dropping to second place. Variety shows were in third place, while the semi-classical program showed the greatest change, moving from sixth to fourth place.

All evening programs, on an average, rated highest among the "C" income group of set-owners. The 144 programs had an average of 9.2 in that group as compared to 6.8 for the "D" group, and 6.2 for group "A". The average for all groups was 8.2, which is the same with the median of programs among the "B" class.

### Leading Programs

The 10 leading Evening Programs for the seven month period ending April, 1937, were: Jack Benny (Jell-O), Eddie Cantor (The Texas Co.), Major Bowes Amateur Hour (Chrysler), Lux Radio Theater, Fred Allen (Bristol-Myers), Burns and Allen (Campbell's tomatoe juice), Hollywood Hotel (Campbell's soup), Rudy Vallee (Royal gelatin), Bing Crosby (Kraft-Phenix) and Phil Baker (Gulf oil).

Most striking change the past winter as compared with the previous summer among the daytime programs was the vast increase in number. For the summer CAB was able to analyze only 47 programs, but for the winter period 89, an increase of nearly 90 per cent. The number of daytime programs rating over 5 per cent increased nearly 80 per cent, while those rating less than 1 per cent declined 35 per cent, showing an improvement in the amount of listening to daytime programs. Also, the past winter showed a greater diversity in daytime sponsored programs.

The CAB report, which is based on over 225,000 completed interviews and analyzes popularity of programs by types, length of broadcast and geographical sections, covered all sponsored network programs, daytime as well as evening. It also contains an analysis of network programs by four income levels.

CAB, which is a non-profit mutual organization, is governed by a Committee which is jointly appointed by the heads of the American Association of Advertising Agencies and the Association of National Advertisers. Field and statistical work is done on a contract basis by Crossley, Inc. Members of the governing Committee are: D. P. Smelser, Procter & Gambia Co., chairman; George Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, Texas Co.; Louis D. H. Weld, McCann-Erickson Inc., and A. W. Lehman, manager.

## NEW PROGRAMS—IDEAS

### New Twist to WBT Sports Spot

WBT, Charlotte, has scheduled for the football season a program that brings in a different atmosphere from that usually found on sports summaries. The idea, worked out by Charles Crutchfield, WBT program director, calls for a four or five minute re-enactment of several major games, during which time the highlights of the contest are related against a background of stirring music. For instance, on the North-

western-Wisconsin spot, the song "On Wisconsin" will open the interval allotted to that game and Northwestern's alma mater will close it. At least seven games will be reviewed on each half hour, Saturday night broadcast.

Data for the program will be sent direct to Crutchfield from the press boxes at the colleges whose play is to be aired and will be presented by Crutchfield himself who has had wide experience in announcing sports events.

### Consumer Service Idea Pays Station Two Ways

(Continued from Page 1)

investigation, one tradesman per enterprise per town. For a nominal monthly fee, the merchant receives a handsomely engraved window easel carrying the sign of the "Golden Rule" and bearing the inscription: "Listen to Our Broadcast Over WFIL, Thursday 12:05 p.m." While program belongs to each participating merchant, neither his name nor that of any other tradesman is mentioned on the broadcast. The commercial copy is entirely institutional in theme, simply urging the listener to buy at the sign of the "Golden Rule" for "integrity, service, fair dealing and real dollar value."

For WFIL, the idea is a natural as the station actually collects double. "Golden Rule" pays full card rate for station time, then exploits WFIL call letters all over the station's coverage area.

### Expansion, Revamping Is Under Way at WSOC

(Continued from Page 1)

program director. Dick Faulkner, publicity director, will assist Hicks.

Ron Jenkins, program man and announcer formerly at WSOC but more recently with WQAM, Miami, rejoins the station here to handle program traffic and act as general program department detail man.

Paul W. Norris, program director, is opening up a new department to handle merchandising, sales promotion and publicity.

Ephraim Payson Mallard is a new face in the control room, aiding L. L. Caudle and S. T. Carter.

Dewey L. Drum, salesman-announcer, has been made assistant to W. C. Irwin, commercial director. He also will have charge of city sales. Edwin Turner recently joined the sales staff, which also includes Byron J. Smith and Vera McCorquodale, who doubles as hostess.

### WLTH Wins Court Stay On Retaining Facilities

(Continued from Page 1)

WLTH, last night expressed satisfaction at the ruling and stated that the station felt confident of winning its case.

## CROSLLEY WON'T GIVE DATA ABOUT FINANCES

(Continued from Page 1)

quest," said Crosley. He claimed all the data requested was available in November, 1936, but that Payne informed him the matter could be held in abeyance until such time as Crosley was contacted again.

Washington Bureau, RADIO DAILY

Washington — Powell Crosley's charge that Commissioner George Henry Payne has no authority to bring charges against him were described as "absurd" by Payne yesterday. The FCC official said he would bring the entire matter before the full Commission at the earliest opportunity.

Meanwhile, on Capitol Hill, Senator Burton K. Wheeler, chairman of Interstate Commerce Committee, submitted a report urging immediate adoption of the White resolution calling for a complete radio probe. Wheeler's report said that growth of the industry has changed the situation so completely that a full study of the entire matter is necessary so that proper legislation may be conceived to meet present demands.

### Rubinoff to Detroit

Detroit—Dave Rubinoff opens at the Fox Theater on Aug. 23 coincident with the film, "You Can't Have Everything."

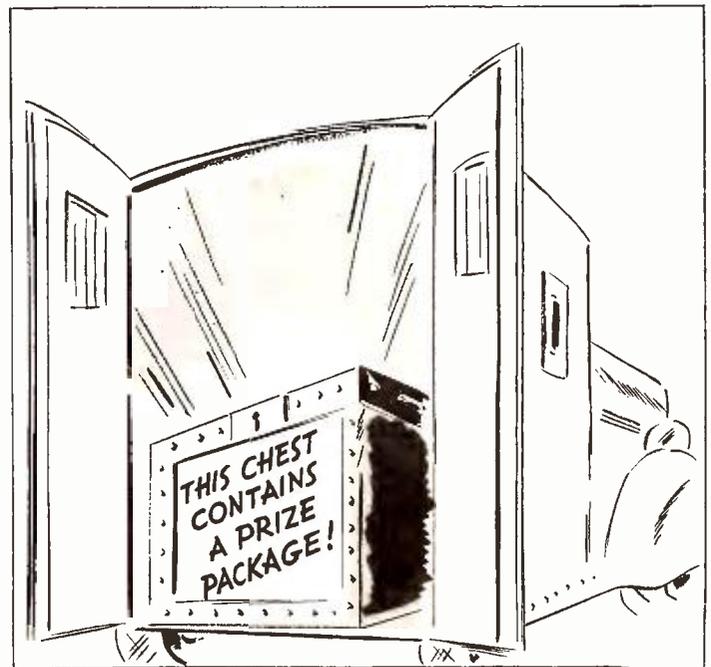
### Finds Foreign Television Far From Satisfactory

(Continued from Page 1)

of Great Britain Ltd. to supply the foreign demand for American deluxe radios.

Viewing the Wimbledon matches by television, Scott found the definition quite okay but the images too small to endure long without eyestrain. Tele set owners for the most part seldom "look in" after the novelty has worn off, Scott reported.

Bowyer Lowe, one of the first presidents of British Radio Manufacturers, is production manager of Scott's new British plant.



(SEE PAGE THREE TOMORROW)

**CRAIG & HOLLINGBERY**  
Incorporated  
Radio Station Representatives  
New York                      Chicago  
Jacksonville                  Detroit

## AGENCIES

**W. CLEMENS BENTLEY**, former vice-president of Monroe F. Dreher Inc., advertising agency of Newark and New York, has joined the copy department of the Chas. Dallas Reach Co. of Newark. Previous to his connection with the Dreher agency, Bentley was with the United Advertising Agency and Rudolph Guenther-Russell Law, now Albert Frank Guenther Law Inc.

**VANDERBIE & RUBENS**, Chicago, has landed the Iodent toothpaste account, Detroit. Account is said to be radio-minded. Few years ago they put on Jane Froman on NBC, her first commercial airing.

**RUTHRAUFF & RYAN**, Chicago, has landed the Bradley Knitting Mills and Nunn-Busch Shoes both of which are said to be considering radio this season.

**J. M. KORN AGENCY**, Philadelphia, takes over the Old Orchard Distillery account, acting as advertising and merchandising counsel.

**HENRY SELINGER**, account executive at Blackett-Sample-Hummert, Chicago, is vacationing at home. Wife didn't want to go anywhere and he couldn't think of a cooler place than Chicago so they are touring Lincoln Park.

**LEW GOODKIND**, former radio promotion director of Lord & Thomas, Chicago and Ken Laird, vice-president of Weco products (Dr. West's) and wives off on fishing trip into northern Ontario.

### Albus Resigns from WINS

Harry Albus, who joined WINS as publicity man a few months ago, has resigned. Sylvia Press is again handling the work. Frank Foster, former WINS publicity director, is now with Hearst Radio, which owns WINS.

### Edison Company Returning

Consolidated Edison Co. is returning its "Echoes of New York Town" program to WEAF, locally, on Monday, Sept. 13 at 7:30-8 p.m. Talent for series not announced as yet. Last season a concert program was aired. Program will run until spring. McCann-Erickson Inc. is the agency.

### Peggy Wood in "The Straw"

Peggy Wood in "The Straw" will be the final offering in NBC's Eugene O'Neill drama series. It will be aired next Monday at 9:30 p.m. James Meighan will have the male lead, with Allan McAteer, Irene Tedrow, Mary Michael and Neil O'Malley in supporting roles.

### Andy Marrying Sept. 11

Charles Correll, the Andy of Amos 'n' Andy, will be married to Alyce McLaughlin on Sept. 11 it was announced yesterday. Ceremony will take place in Los Angeles.



● ● ● Jean O'Neil leaves the Griffin All-Wite show of her own accord! Fredda Gibson and Joan Edwards auditioned for the job yesterday.... The Deitz-Schwartz score for "Virginia" will be published by Robbins.... John Romaine of NBC is thrilled over the birth of an eight-pound boy at Poly-clinic.... Jerry Blaine's wire has not been yanked but his schedule has been reduced and altered.... Jack Denny is set for two weeks of vaudeville in Chi.... Negotiations are under way for Duke Ellington to appear in a picture for Alexander Korda in England.... MBS is working out a deal for the services of Lew Heam.... Tim and Irene are set for the Jell-O Sept. 12—meaning that Milton Douglas is on the show on a "rain check".... Mills Artists are sending out publicity on Ina Ray Hutton's band again, thus signifying that their dispute has been settled amiably.... If you see strong-looking men in the audience of NBC and CBS shows these days, here's the answer: They are police who have been "persuaded" not to write traffic tickets in return for show passes!

● ● ● Donald Burton, owner of WLBC, Muncie, Ind., had the unique experience of scooping his own news department on a story when fire swept one of the business blocks after lightning had struck early in the morning during a freak storm.... Burton was rushing downtown to inspect aerial at 5:15 a.m. when the bolt touched off wallpaper and paint store. Donald helped Mayor Roland Bunch and other volunteers load ambulance with victims overcome by smoke. He then rushed to the station and gave an eye-witness account of the fire.... The station thus beat local newspapers with the story by more than seven hours.... If ever an artist's name was appropriate for a program—this takes the cake: Ken Keese at the Keys, a 15-minute feature every Wednesday on WATL, Atlanta.... WOPI, Bristol, Va.-Tenn. is looking for a commercial manager.

● ● ● Astor Roof's summer season next year will be divided between Rudy Vallee and Ozzie Nelson only.... Though his publicity states that "Tommy Dorsey goes on a series of one-nighters after a week at the Steel Pier." Dorsey returns to the Penn Roof the 26th.... Fred Uttal takes over Harry Von Zell's duties on the Walter O'Keefe-Ipana show.... Connie Boswell will make a transcription for Horlick's Malted to be aired in London only.... Joe Lee is now doing the "Broadway Bill" airings via WMCA.... Pat O'Malley is set for a second shot on the Benny Goodman show.... Henny Youngman returns to the Surfside by demand. Patricia Gilmore leaves there tonight with Bobby Hayes and crew opening tomorrow.... Singer Dorothy Howe is doing some commercial posing during the day.... Jack Harris' crew is being built up via BBC on the Other Side.... Ida Bailey Allen will have two new cook books published this fall (making Lester Lee veddy happy!). Will be titled "Kitchenette Cooking for Two" and "Everyday Cook Book," bringing her total writings to 23 books!

● ● ● WBT, Charlotte, N. C., is sponsoring a horeshoe pitching contest and last Sat. found the city's most noted physicians pitted against a couple tooth-pullers, with the latter winning.... In the second match the plumbers defeated the electricians by a pair of shoes or so.... In the next series, Charlotte's policemen will battle the firemen and lawyers pitching against the town's bankers, with no betting allowed.... The third series will see the winner of the plumber-electrician match pitted against the winner of the doctor-dentist set and the survivors of the lawyer-banker outfit against the winner of the police-firemen after which the finals will be played.... Must be fun!

## NEW BUSINESS

Signed by Stations

### WMCA, New York

Rev. F. F. Bosworth, River Forest, Ill., ET's, one year starting Aug. 29; Community Opticians Inc., Long Island, through Commonwealth Adv'g Agency, Boston, "Street Forum", 52 weeks starting Sept. 9; Grace Donohue Inc., N. Y. (beauty preparations), through Redfield-Johnstone Inc., 13 weeks on Anice Ives "Everywoman's Hour".

### KSL, Salt Lake City

Los Angeles Soap Co., CBS Pacific network show, Gus Edwards' "School Days".

## Unger Again to Double In Borden's "Edition"

Stella Unger, who wrote and played in Borden's "Special Edition" on NBC last season, has been re-engaged by the Erwin, Wasey Advertising Agency to do the same work when the show goes on the air again in September. Miss Unger, in addition to scripting this slice of newspaper life, also plays the part of the Hollywood news commentator, Janet Howell.

Besides "Special Edition", Miss Unger is busy on three other Erwin, Wasey scripts. Last season, she wrote the James J. Braddock script, the Lou Little radio shows, and was formerly program head of two local radio stations.

## Godfrey Leaves Quiz

Arthur Godfrey bows out of the "Prof. Quiz" program after Aug. 28. Parting is amicable, being due to the fact that the quiz program doesn't permit him to indulge in the type of ad-libbing that have made Godfrey popular. Godfrey also has had his own "Sun Dial" program over WJWS, Washington, for some time, with over 80 sponsors.

## Peace Series on WNYC

First of a series of anti-war broadcasts, entitled "We, The Living", will be presented under auspices of World Peaceways on WNYC beginning Sept. 2. Program will be a full hour, using anti-war dramas and guest speakers. The production will be by The Radio Playhouse acting company, under the direction of Ted Cott. According to William P. Ainsworth, directing radio activities for World Peaceways, several other local programs and later a network show will probably get under way in September. This includes a Sunday spot on WNEW and also one on WQXR.

## "Community" Series on WMCA

"Your Community", a new series, will be inaugurated over WMCA on Sept. 2 at 9:30-9:45 p.m.

The program consists of talks of editors of local newspapers together with dramatizations of individual communities in the New York area.



**F**REDERICK H. WAGNER, writer of the picture script the "Killers of the Sea," is busily engaged preparing a radio script covering the same subject. Screen subject was thrilling to the 'nth degree and if serialization for the air proves as popular Wagner will follow with "The Sea Terror," now being produced as the picture sequel to "Killers."

Pinto Kolveig, who is voice double for several of the Walt Disney cartoon characters, slated for a guest appearance on "New Horizons" over CBS Pacific Coast net on Friday. Pinto got his early musical education playing an alto horn in Al. G. Barnes' Circus band . . . no wonder he was right in his element on the Gilmore circus program. Another unpublicized fact is that Pinto was the originator of animal cartoons when he gave animation to three tiny California bears on the screen of the old California Theater in San Francisco 20-odd years ago.

Clover Kerr, victim of a tragic automobile accident a few months ago which cost her the loss of both legs and an arm, is being featured on KFWB's "Bridge Builders," sponsored by Soil Oil, cleaner, Monday through Friday.

KMPC's expose of both grand and petty larceny racketeers rates honorable mention. Last one gave some low-down on the phonies whose theme song is "You Ought to be in Pictures," with which the town is owsy-lay. Incidentally, the same station's Hal Berger is doing a sweet job of playing eighteen ballplayers and a couple of umpires in his daily routine of re-creating major league ball games.

Lupe Velez and Wheeler and Woolsey will be heard on CBS "Hollywood in Person" this week from the RKO studio.

Helen Gahagan interviewed by John Conte over KHJ preliminary to her Hollywood Bowl appearance this week.

Jacoby Bros., now participating in sponsorship of "Rise and Shine," KHJ daily except Sunday, with Hamilton & Associates as the agency handling, and So. Cal. Conference of Seventh Day Adventists renewed contract on "Voice of Prophecy" for KHJ and the entire Don Lee net through Lisle Sheridan. Latter program heard 8:30-9 p.m., Fridays.

**Leipzig Radio-Tele Fair**

Leipzig—A radio-television fair is being held here Aug. 29-Sept. 2.

**CLYDE BARRIE**  
**CBS**  
 Thursday 6:15 P. M.

**ORCHESTRAS - MUSIC**

**A**S a tribute to the late George Gershwin, Duke Ellington and his orchestra have been assigned by Master Records Inc. to record an album of Gershwin melodies. The actual recording session, which will contain several of Gershwin's piano preludes, recorded for the first time, has been set for late September when Duke Ellington's orchestra will have returned to New York from its present cross country tour.

*The Raymond Scott Quintet, signed by 20th Century-Fox for a period of one year, will work in a minimum of five films on the 1937-38 schedule. Deal was set by Irving Mills, head of Mills Artists Inc., in conjunction with CBS.*

Jack Denny and orchestra close at the Chicago Drake Hotel Aug. 25 and are booked by the Chi office of CRA to play two weeks at the Chicago Theater, starting Aug. 27.

*Director Ray Block's "Swing Fourteen" vocal group, a feature of the "Johnny Presents" shows, is making its first public appearance this week with Russ Morgan's band at Manhattan Beach, Brooklyn.*

Laura Newell has joined the Robert Emmet Dolan ork as harpist, succeeding Caspar Reardon, who went to Hollywood. Dolan has two harpists, the other being Verlye Mills.

*Col. Luke Bakoota's Balalaika Orchestra returns to WICC, Bridgeport, on Sunday at 1:45 p.m. . . . with Charles Biondo's Red Revelers alternating that spot on WICC schedules.*

Bernie Cummins' schedule from the Hotel Biltmore will make his band audible over MBS Sundays at 9 p.m. and Fridays at 12 midnight. He will get a third spot later on. Bernie has replaced Horace Heidt at the Biltmore and is doing a bang-up job.

*Claude Hopkins Orchestra will accompany the amateurs at the Apollo Theater tonight at WMCA's broad-*

**New Utah Station Clicks**

Cedar City, Utah—KSUB, new 100-watter opened last month, has proved a boon to tourists traveling through Utah parks and on the Los Angeles-Yellowstone Highway. It provides the only radio entertainment along this route during daylight hours.

Because newspapers in this trade area are issued only once a week, radio provides a choice advertising medium for one of the few remaining virgin fields in the U. S.

KSUB has received fine support from citizens and merchants. Leland M. Perry and Harold Johnson are the owners and operators, with Robert R. Burton as manager.

**A. R. Ketchem Jr. Joins CBS**  
 A. R. Ketchem Jr., for 15 years in advertising in New York, has joined the San Francisco office of CBS.

cast of "Amateur Night in Harlem." Don Kerr will act as emcee.

Las Vegas Orchestra opens Aug. 20 at the Wildwood, N. J., Convention Hall.

*Louis Randolph is the newest maestro at Moonlight Cabaret, Philadelphia, airing nightly over WDAS, with Ted Tinsley moving from that spot to the Parrish, remoting via same station.*

Jack Delmar, heard formerly on KYW, Philadelphia, one-nighting the Southern N. J. resort ballrooms.

*Woody Herman playing a return engagement at Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.*

The Three Vagabonds, instrumental trio featured in the film "Saratoga," have opened at the Broadmoor Country Club, Denver, for an indefinite engagement. Set by CRA.

*Ran Wilde and his ork set by Rockwell-O'Keefe at the Rice Hotel, Houston, for the week of Sept. 6.*

Rockwell-O'Keefe has signed a contract with the Chase Hotel of St. Louis to do the exclusive booking for that hostelry. Starting Aug. 27, Del Courtney and his orchestra have been set for six weeks.

*The orchestras of Russ Morgan, Ferde Grofe and Jolly Coburn have been booked by CRA for the Million Dollar Pier, Atlantic City, Sept. 5 and 6.*

Ted Lewis and his orchestra have completed their part in the musical picture, "Manhattan Merry-Go-Round." Lewis is now taking his first vacation in some time at his home in New Jersey.

*Jimmy Dorsey and his music set by Rockwell-O'Keefe for the Palace Theater, Cleveland, Sept. 9, and will split the week of Sept. 17 between Cleveland, Akron and Youngstown.*

**Ascaph to Seek Revenue From U. S. Possessions**

Ascaph will take a better look over the situation in U. S. island and other possessions with the first step in the direction of Puerto Rico. Belief is that additional revenue may be obtained there from the two radio outlets and the many cafes operating and using music.

Dick Powers, Ascaph crack field representative, is due for the assignment and is currently brushing up on the Spanish language.

**Paris Music Congress**

Paris—Second annual congress of music, recorded music and radio, for professionals and amateurs will be held at Maison des Centraux, June 15-20.



**E**DDIE GUEST gave "It Can Be Done" cast a supper party after last night's broadcast. It was his 56th birthday.

Ken Fry of NBC special events dept. off to Escanaba for the birling (log rolling) contest broadcast.

Judith Waller, NBC educational director, off to Nova Scotia vacation, to be followed by educational parley at Thedford, Vt.

Frannie Clark, NBC press department, vacationing at her summer cabin in Wisconsin northwoods. Tony Koelker of same dept. to Dyersville, Ia.

Andy Kirk's ork now broadcasting from Grand Terrace cafe with an NBC wire.

Stan Thompson, leader of the Cadets, back from a training session at Fort Sheridan with a brand new mustache.

Gloria Grafton, widow of Orville Knapp, the band leader, singing with Jack Denny at the Drake Hotel.

Sally Rand is reported about ready to swing it from a bandstand.

Verne Hansen, WGN announcer, vacationing in northern Wisconsin.

Toby and Suzie, WLS Barn Dance comedians, made the Iowa papers other day when they had to bail out of a plane that broke a strut at a county fair. They landed safely in a cornfield. (Where else could they in Iowa?)

Bess Johnson (Lady Esther's voice) planned to New York over the weekend.

Earl Withrow, WJJD continuity editor, to Wichita, Kas., for annual vacation.

**GUEST-ING**

JUNE LANG, on Walter Winchell program, Aug. 22 (NBC-Blue, 9:30 p.m.).

GLENDIA FARRELL, on Chase & Sanborn Hour, Aug. 22 (NBC-Red, 8 p.m.).

MILTON DOUGLAS and PRISCILLA, on Jane Froman-Don Ross program, Aug. 22 (NBC-Red, 7 p.m.).

DEANNA DURBIN and LEOPOLD STOKOWSKI, in scenes from "100 Men and a Girl," on "Hollywood Hotel," Aug. 27. (CBS, 9 p.m.).

CHARLIE BARNETT, saxophonist, on "Swing Club," Aug. 21 (CBS, 8 p.m.).

"Whatties Champions of Harmony"  
**KAY & BUDDY ARNOLD**  
 Sponsored by General Mills  
 WMCA 2:30-5:30 Daily

## Philadelphia

Gil Babbitt, managing editor of Radio Press, fan weekly, returns to WIP this week to resume his weekly "Broadway to Hollywood" chats.

Keystone Automobile Club has William Berry handling the bi-weekly travel talks on KYW.

Honey Stewart, formerly associated with the Stewart Sisters, is the newest addition to the WDAS talent staff. Eddie Ludwig, composer and arranger, will accompany.

A. W. Dannenbaum Jr., secretary of WDAS, leaves next week for his camp in the Maine woods.

Harold Davis, WDAS program director, has turned movie commentator, heard thrice weekly.

Pat Stanton, WDAS manager, is expected back from a Nova Scotia honeymooning vacation next week.

Taylor Grant, WCAU baseball announcer, auditioned for the football announcing job this fall.

Horace Feyhl, WCAU production chief, is spending his vacation fishing in the Atlantic.

Boake Carter is back in his downtown office one day each week, but continues his broadcasts from his home.

Alma McKenzie, radio actress often heard over WIP, was recently married to George Spittale.

Shuman Brothers (furniture) is using a movie chatter period daily on WFIL to promote August sales. Allen Franklin handles the spiels as the Hollywood High Hat. Account handled by Julian Pollock Agency.

Wayne Cody, WFIL "Jolly Man" making personal appearances at parks and fairs for Kiddie Day attractions.

Henry Patrick, WIP songster and featured vocalist at Ritz-Carlton Hotel, is vacationing.

Ray Fitzgerald, who used to warble over WDAS, has started a new series over WMCA in New York.

Ray Melinson of WCAU "Noontimers" is readying a new fall series. The Three Naturals of KYW disbanded, with Johnny Fortis scheduled to leave for Broadway.

Stewart Sisters, KYW singing duo, are spotted at a new time in a new series at 11:05 nightly.

Jerry Moore, former WCAU announcer, is now in Hollywood writing scenarios.

## Nestle Cocoa Series Starting Next Month

(Continued from Page 1)

WRC, WTAM, WJR, WGN, WCAE, WCKY, KHJ, KFRC, KSO, WBAL and KSTP. Cecil, Warwick & Legler Inc. placed the account.

## "Commentator" Time Set

"Commentator" magazine program, which starts Sept. 19 on Mutual, has been set in the 10-10:30 p.m. spot.

## STATIONS OF AMERICA

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

No. 59 of a Series

### KGVO—Missoula, Mont.

1260 Kilocycles—1000 Watts

**ARTHUR J. MOSBY, General Manager**  
**VERN ROWLEY, Chief Engineer**  
**VERNE SAWYER, Program Director**

**K** GVO, the only station in Missoula, Mont., was established in January, 1931, as a 100-watter. But before long the station was granted a power increase to its present 1,000 watts, recognition of the fine job the station was doing in its territory. In line with progressive plans, KGVO has recently become affiliated with the Columbia Broadcasting System and also contracted for larger space and more modern studios in the fall.

During its six-year span on the air, KGVO has become very popular because of its policy of co-operating fully with all local activities. It is not possible for outside stations to be heard during the daytime in its retail trading area, which covers a most diversified cosmopolitan population. In Missoula is located the State University of Montana with over 1,800 students who take an active interest in the station's activities.

Licensed to operate on unlimited time, the station is on the air from 7 a.m. to 11 p.m. daily from its studios and offices at 240 North Higgins Ave. The transmitter is located four miles west of Missoula on one of the main highways which connect Missoula with all sections of its trading area.

Joseph H. McGillvra is the station's representative, while Adrian James Flanter & Associates is promotional counsel.

### ST. LOUIS

"Today's Sports" with Frank Eschen is now a four-times-weekly on KSD.

"Don't Be Swindled" is a new Better Business Bureau series over KMOX, being heard Sundays with Ellenwood Players of St. Louis in the casts.

Another Sunday program just started on KMOX is "Matching Jobs and Men" under direction of Missouri State Employment Service.

"The Land We Live In", historical episodes of the Mississippi Valley, resumes in October on KMOX. Brad Simpson of Daugherty agency will do scripts for Union Electric Light & Power.

Billie Ruth Orr, 14-year-old soprano, youngest member on KSD staff, aspires to operatic stardom.

Dick Sharp, continuity director, and Wayne Short, announcer, at KSD, writes poetry in spare time—and sells it.

### KANSAS CITY

Harry Clifford, KXBY commercial manager, back from a business trip to Chicago.

Mark N. Smith, KMBC research and merchandising director, on two-week vacation in Wisconsin.

Kansas City composers hit the airwaves with two original compositions this week, Al Crocker, manager of a local music shop and conductor of The Rhythmatics, a 15-minute musical program heard each Sunday afternoon via WDAF, contributed "In An Old Fashion Garden" to the Texas Rangers' Sunday morning CBS network show, while Ruth Royal, KCKN musical director featured one of her own compositions, "Empty Rooms," on her daily quarter hour show known as The Girl of a Thousand Songs.

### SAN ANTONIO

Monett Shaw, WOAI vocalist, has a role in the S. A. Civic Opera, "Rose of Algeria," latter part of the month. Joseph Luther has returned from visits to the East and West.

Jack True and The Night Owls, heard over KONO, recently waxed two sides for Brunswick up in Dallas.

Mrs. Mary Jane Towler, assistant program director at WHKC, and her husband spent two weeks in New York.

KMA Chatter: Bill Schomette is now announcing the Falls City Southside Serenaders nightly, while Horace Shelton is punching the mike out at the Olmos Dinner Club.

New and nightly feature now running on KABC is titled "Do You Believe in Ghosts?"

### OMAHA

Chief Engineer Mark Bullock of Central States Broadcasting Co. is supervising installation of KOIL's new RCA transmitter even though the new transmitter house is not ready yet. A temporary roof has been built over the uncrated machinery. Grand opening now set for Sept. 13.

Happy Green, production manager of KMOX, St. Louis, and Mrs. Green are visiting here. Mrs. Green formerly lived in Omaha.

Vic Bodine, KOIL news writer, will walk up the aisle Sept. 13 with Lois Mundenhof of Sioux City, Ia.

### SAN FRANCISCO

Pinch-hitting for Dresser ("Death Valley Days") Cahlstead is Jimmy Matthews.

Donald Thornburgh, CBS v. p., here conferring with Phil Lasky, KSFO g. m.

Josephine Avis, KYA program department, vacationing.

## Boston

Alice O'Leary has been signed by the First National Stores for a Fall radio series.

Sheila Barrett due in at Boston's Club Mayfair starting on Sept. 15.

The Bachelors—Tony, George, Oscar and Gus—the Colonial network's novelty male quartet, have been banging thme out in harmony for the past fifteen years. They are now heard two mornings a week over a Mutual coast network.

Cy Young, office manager at WBZ, taking two-week vacation trip by motor through Quebec and eastern Canada. Mildred W. Carlson, WBZ's Home Forum director, has given up the recipes for two weeks, while visiting her folks down in Wethersfield, Conn.

Del Castillo, production manager at WEEL, back at his desk after a vacation trip.

### CBS Sales Promotion Moving

CBS sales promotion department is getting the boot again. This time department will move down to the 12th floor, taking over the space used by Radio Sales and the typing department on the same floor. Everybody but Victor Ratner, the department head, will be shifted downstairs.

Sales promotion is now located on the 18th and 19th floors. Radio Sales is moving down to the ninth floor.

### Viola Flowers at WAVE

Philadelphia—Viola Cawood Flowers, who conducted the "Famous Philadelphia Women of the Week" programs over WIP, has been appointed radio director of one of the largest department stores in Louisville. She will supervise and announce all the store's programs over WAVE, also conducting WAVE's daily Musical Clock.

### KFAB-KFOR Staff Changes

Lincoln—Marvin Damme of Cook, Neb., formerly with WJAG and KGBZ, has joined KFAB-KFOR as operator. Chet Gowan, announcer, has replaced Carl Saunders, who is going to KFXM, San Bernardino, Cal.

### Deanna Durbin Signed

Deanna Durbin, juvenile soprano, has been signed as a regular member of the Texaco program when Eddie Cantor takes over the helm again on Sept. 12 over CBS.

### Daughter for Wallington

West Coast Bureau, RADIO DAILY  
Los Angeles—James Wallington is the father of an eight-pound daughter, born Monday night.

### Garrett Leaves WNEW

Joseph C. Garrett, announcer and production man at WNEW, has resigned and leaves for the west coast today.

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATIONS RECEIVED**

World Wide Broadcasting Corp., New York. CP for new international station. 6040, 11790, 15250 kc., 10,000 watts.  
Ashland Broadcasting Co., Ashland, Ky. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.  
James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.  
Commercial Radio Equipment Co., Kansas City, Mo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 250 watts.

**APPLICATIONS RECEIVED**

National Battery Broadcasting Co., St. Paul. CP for new relay station. 1622, 2058, 2150, 2790 kc., 2 watts.

**EXAMINERS' RECOMMENDATIONS**

KWTN, Watertown, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.  
KGDY, Huron, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.  
KGDY, Huron. Auth. to transfer control of corp. to Greater Kampeska Radio Corp. be granted.

**APPLICATIONS GRANTED**

WATR, Waterbury, Conn. CP to increase hours of operation, change frequency and power to 1290 kc., 250 watts, unlimited.  
Times Publishing Co., St. Cloud, Minn. CP for new station. 1420 kc., 100 watts, unlimited.  
George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.  
Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 KW., daytime.

**APPLICATIONS DENIED**

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station.  
Michael F. Murray, St. Cloud, Minn. CP for new station.  
National Television Corp., New York. CP for new experimental visual broadcast station.

**CIO IS BLACKLISTING  
'ANTI' COMMENTATORS**

The CIO, following an attack on Boake Carter in Philadelphia last week, is now contacting leading radio commentators all over the country to ascertain their stands on the present labor situations. A proposal made in the Philadelphia situation suggested a ban on Philco products by CIO members for the duration of Carter's stay on the air under Philco sponsorship. It is believed that other anti-CIO commentators will be threatened with the same measures shortly.

Radio is being used in a bitter battle between concerns that have been stricken through labor difficulties and labor organizations. Commentators are being hired to talk anti-unionization in a hushed manner over networks and local stations alike. That the CIO will fight back via radio has already been revealed, but when the radio campaign will get under way has not as yet been learned.

**"Jungle Jim" on 70 Stations**

King Features Syndicate, sponsors of the transcribed "Jungle Jim" series, states that the serial is now heard over 70 stations from coast to coast. Strip is modeled after character appearing in comic sections of newspapers, and is heard locally in New York over WINS.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WSAN**

Allentown, Pa.

"... Congratulations on your splendid publication."

*Charles Seebeck*

**EDDIE CANTOR**

Hollywood, Calif.

"... Congratulations on the alertness and entire setup of RADIO DAILY."

*Eddie Cantor*

**KG Y**

Olympia, Wash.

"... The personnel of KGY have found RADIO DAILY to be of great interest. Both our Commercial and Program departments have derived great benefit from reading it."

*W. R. Taft*  
Manager

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

★ **PROMOTION** ★

**WTMJ Contest Clicks**

WTMJ, The Milwaukee Journal Station, has just completed a promotion plan which in effect not only benefited the station in point of more attentive listeners but gave special emphasis to the commercial programs of all of the sponsors using the station.

Novel scheme was called the "Scrambled Programs Contest," which appeared in The Milwaukee Journal. The basic idea of the stunt was to get the people to rearrange a maze of well scrambled WTMJ programs, products and advertisers. In other words, there were three lists of names arranged in parallel, but in such a manner that one sponsor's product

was opposite the name of another advertiser, etc. Sixty WTMJ programs and their sponsors were published in these lists in The Milwaukee Journal for three weeks. Cooperation of sponsors was obtained in the matter of donating valuable merchandise prizes, from an expensive refrigerator to merchandise coupon books. More than 100 prizes were offered. Obviously in order to participate in the contest people were required to listen to WTMJ all day in order to become familiar with the list of products advertised and the programs with which they were identified.

WTMJ advertisers were quick to realize the benefits accruing to them through the "Scrambled Programs Contest." They displayed prizes in their windows with signs calling attention to the contest and cooperated in other ways to promote the scheme.

**WOPI Checkup**

A personal interview survey was recently made by an independent organization of 1,830 homes in Bristol, Va.-Tenn., in the interest of WOPI. Results show that 80 per cent of the homes in Bristol are radio-equipped and that 98 per cent tune in regularly to WOPI. Other questions pertaining to advertisers on the air were also asked to check on listener reaction to certain programs.

**BIRTHDAYS**

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

August 18

Walter O'Keefe  
Gus Edwards  
Bernard J. Prockter

## McNINCH IS APPOINTED CHAIRMAN OF THE FCC

(Continued from Page 1)

by the resignation of Vice-Chairman Irvin Stewart earlier this year.

McNinch, who will serve temporarily on "leave of absence" from his FCC duties, was formerly mayor of Charlotte and has been highly successful in his handling of the FCC. Craven is expected to build up the technical side of the FCC.

Both nominations are expected to win quick routine confirmation by the Senate.

McNinch told RADIO DAILY last night that the President's move came as a complete surprise to him.

"I told the President my personal preference would be to remain on at the Power Commission, but that I considered his 'Presidential draft' a command when he asked me to take over at the FCC on a leave of absence basis."

McNinch expects to move over to the FCC within ten days.

## Watch Tower Time Jam; Threatens FCC Squawk

(Continued from Page 1)

is using considerable spot broadcast time, sought the two one-hour shows for the Watch Tower convention to be held Sept. 19-26 inclusive in Columbus, O. Time set is 12 noon to 1 p.m. on Sept. 19, and 10-11 a.m. on the 26th, both Sundays. Since the organization (Protestant) has an international habit of attacking at least two important religions, numerous stations turned down the offer of a time buy, particularly at local rates. Also, no scripts are offered in advance, but premiums offered for time clearance where another sponsor conflicted.

Watch Tower authorities threatened to take the matter to the FCC when stations turned down the account and refused to clear time because the proposed talks were to be of controversial nature. Finally the account was given to the Acorn Agency Inc., where Sid Weiss, time buyer, is understood to have lined up 50 of the wanted 75 outlets. These include NBC, CBS, MBS and unaffiliated sta-

## ★ Coast-to-Coast ★

**ALLAN JONES**, singer and film actor, will be a permanent member of the Werner Janssen program for Fleischmann heard Sundays at 7:30 p.m. over NBC-Blue. Loretta Lee has been featured on the show for several weeks. Jones makes his third appearance next Sunday.

*The story of Haym Salomon, Jewish financier who supplied George Washington with money for the Revolution, will be the first of five WPA "Great Men in History" broadcasts over WBNX starting Aug. 28. Warner Bros. plan to film this historical character.*

WICC, Bridgeport: Frank Foti is back from a split-week Vermont vacation . . . Mr. and Mrs. Joe Lopez are in Maine . . . Lewis R. Doolittle lately airing from the New Haven studios, returns tomorrow at 2:15.

"Nocturne," the 11:30 p.m. program from WCAO, Baltimore, Monday through Friday, is making a big hit and many letters are being received. It features organ music by Roland Nuttrell, songs by John Ademy and poetry readings by Charles Purcell.

WLBC, Muncie, Ind.: Ed Pierre de-Miller, news editor, has returned to his duties after vacationing in Chicagoland . . . Henry Marks, salesman, made a flying trip to New York on business this week . . . Don Russell, salesman, is taking the family to Lake Webster during his vacation . . . "The Old Ranger" starts a new series of programs for Citizens Gas Co. known as "The Range Roundup" this week . . . Maurice Crane, chief engineer, has completed a new paint job on his buggy . . . Fred "Packhorse" Ayer, merchandising director, is learning to do the "Big Apple."

After three days in the hospital to have a few throat repairs, Ed Tacy, chief announcer, WSPR, Springfield,

tions, with about 25 stations still to be chosen.

Watch Tower is paying the tariff on the line charges for the hookup and in most cases it is said to be not so bad due to many outlets already having tag-lines to one another. National rates are being paid, however, and no scripts can be presented in advance because Judge Rutherford is now in Europe. Even if he were here, it is said, scripts are never given out until broadcast time.

Watch Tower has an extensive plant in Brooklyn, where a lucrative business sells bibles, books and tracts. Sometime ago the organization cropped up in the press for its radio attacks in Spain on the Catholic religion. Although an agency with Jewish personnel is handling the account currently, Judge Rutherford takes time out to take a whack at the Jewish religion.

Mass., will head for the rock-bound coasts of Maine.

Returning to WNBC, New Britain, Conn. from vacations are Director Hal Goodwin, Chief Engineer Rogers Holt, Commercial Manager Larry Edwardson and Announcer Graen Patterson.

*Women in Radio: Edith Martin, Secretary to W. A. Wilson, general manager WOPI, Bristol, Va.-Tenn., is considered the best informed person on the station's activities . . . Active in a business way, although not generally known, is Edna Mae Mosby, wife of A. J. Mosby, manager KGVO, Missoula, Mont. She is secretary-treasurer of the station . . . With her boss, Sam Gellard, manager of WLTH, New York City foreign language station, in Washington so often these days, Edith Julius takes active part in directing the station during his absence.*

Tris Coffin of WNAC, Boston, is on the coast for a visit.

State Senator John J. McNaboe, who sponsored the recent bill to investigate crime, particularly with reference to men on parole, will talk tonight on "Shall Our Children Be Sacrificed to Arch Criminals?" over WINS and the New York Broadcasting System at 8:15-8:45.

William Winter, prominent Charlotte lawyer, returns to WBT this week in a new series titled "Headline Analyzer".

KSL, Salt Lake City: Irma Bitner, public relations head, back from vacation . . . Louise Hill Howe back to her production and direction duties after a coast trip . . . Three Gals from Way Down South replace the King Sisters on Sunday Variety Show . . . Vacationing: Leonard Strong, Byron Ray, Edward Broman.

## Oshkosh Overall Series With "Lem and Martha"

(Continued from Page 1)

Oct. 1. Jim Pease has been brought out from New York to write show. Bill Bouchey will announce. Ros Metzger, radio director of Ruthrauff & Ryan, wrote the theme song, "Good Things Come in Pairs." Oshkosh used this team on WHO last year. R. & R. now has them on the same station for Penn Tobacco. Team has been optioned for six years. Figured as another potential Fibber McGee and Molly in appeal.

### Harold Stretch Marries

Harold Stretch, WHN sales department, was married Monday to Elinor Wood. Frank McDonald, also of WHN, was best man.

## CBS QUIZZES STATIONS ON THE AFM SITUATION

(Continued from Page 1)

gram sent to you, what is the union scale and what are the conditions as to hours, overtime and rehearsal period which would be applicable to the employment by you of musicians on a weekly basis?

(3) Would you be free to select any union musicians you wanted for your employment, or would the union insist upon influencing your selection?

(4) Are the unemployed musicians in your community solely dependent upon their profession, or is music only a part-time job for them?

(5) To what extent are the services of union musicians used in your station (a) on commercial broadcasts; (b) studio sustaining programs; (c) remote control broadcasts, giving total number of musicians employed in each category and number of hours employed?

(6) Do you furnish the union musicians utilized in commercial broadcasts, or are they hired directly by the advertiser?

(7) Do musicians receive additional compensation when their services at hotels, dance halls, and the like, are broadcast by remote control programs?

(8) What are the places from which you are receiving remote control broadcasts and, in your opinion, would such places continue to hire orchestras if deprived of the publicity incidental to the broadcasts?

(9) To what extent do you use phonograph records (a) for commercial, (b) in sustaining programs?

(10) To what extent do you use non-union musicians, and what type of non-union musicians are employed by you?

(11) Do you originate programs for any regional network, and if so, are union musicians employed in such programs and do they receive additional compensation?

(12) What is the average weekly expenditure made by your station for the services of union musicians, (a) for sustaining programs; (b) for commercial programs for which you are paying musicians?

(13) What is the average weekly expenditure of advertisers on your station for union musicians paid directly by the sponsor or agency?

(14) How, to the best of your information, does the employment of musicians, both as to number and dollar expenditure at your station, compare with that of your competitors? Specify call letters of competing stations in your own territory.

(15) What factors, if any, are deterring the employment of union musicians by broadcasting stations in your community?

(16) If you have not already furnished such information as a result of the telegram sent to you, what, in your present judgment, is the maximum number of additional musicians that you would be prepared to engage on a regular basis in order to avoid a national strike as threatened by A. F. of M. which would deprive you of both the direct and indirect services of all union musicians?

(17) Please furnish any other information which you think might be helpful to us in connection with the solution of the pending problem.

## RADIO ARTISTS, YOU NEED A SECRETARY!

"MY PRIVATE SECRETARY," the complete secretarial service, caters to your exclusive needs, business and personal. Phone calls, correspondence, appointments, program details, and, well—give us a call and we'll tell you all about it. Ask for Miss Purcell.

BRyant 9-2319

## MY PRIVATE SECRETARY

Secretarial Service for Radio Artists  
48 West 48th St., N. Y. C. Suite 608

## ONE MINUTE INTERVIEW

### CLARENCE MUSE

"The Negro race has been well represented on radio. They have given to the kilocycles such artists as Ethel Waters, Bill Robinson, Paul Robeson, Cab Calloway, Duke Ellington, Louis Armstrong, Eddie Green and numerous others. These artists have done much to foster good will for their people."



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 35

NEW YORK, N. Y., THURSDAY, AUGUST 19, 1937

FIVE CENTS

## Still Want Radio Probe

### ASHBY TALKS COPYRIGHT TO FOREIGN SOCIETIES

London—Visit here of A. L. Ashby, vice-president and general counsel of NBC, ostensibly on a study of foreign copyright situation, is giving rise to the belief that the attorney is feeling out the possibility of a future direct contract between copyright owners and American broadcasters. Ashby conferred with officials of the Performing Rights Society and mostly dwelled on the desire of NBC to  
*(Continued on Page 3)*

### Young & Rubicam Shifts Accounts to Columbia

Young & Rubicam, according to present indications, is slowly drifting away from NBC and placing all its new radio business on CBS. Agency this fall will have five CBS shows compared with four on NBC. Time has been bought on CBS for the General Foods' full-hour Kate Smith show, the International Silver half-hour and Sanka coffee, another General Foods account, half-hour. International Silver and the Sanka used NBC facilities last season.

Young & Rubicam has also enlarged the Fels Naptha schedule on CBS to  
*(Continued on Page 7)*

### 19 Stations Are Set In W. T. Grant Series

W. T. Grant stores has set 19 stations in the east and west for its disk series which gets under way Sept. 5. Disks feature Allen Prescott, the Wifesaver. Stations are WGR, WCAU, WJR, KSTP, WQAM, WMBR, WWL, WLAC, WMBG, WAVE, WFBM, WMC, KPRC, WFAA, KTSM, KSFO, KECA, KDYL and WHB. N. W. Ayer & Son Inc., Philadelphia, has the account.

### Off the Griddle

Lincoln, Neb.—A microphone has been installed in the editorial rooms of the Lincoln Star, enabling hot news flashes to be transmitted directly to KFOR listeners.

John Edwards, local newscaster, only needs to turn a crank on a gadget, whereupon the control room cuts in immediately, and tuner-inners promptly get the latest events.

### CRA Sales Meet

Chicago—Consolidated Radio Artists has called a two-day national sales meeting starting tomorrow at La Salle Hotel. President Charles Green and sales force numbering 40 men from New York, Los Angeles, Dallas and Cleveland to attend. Local manager Leo Salkin is back from vacation.

### ATL. REFINING GAMES GET UNDER WAY SEPT. 18

Atlantic Refining football broadcast schedule gets under way Sept. 18 at Clemson, N. C., over WFBC. Between then and Dec. 10, sponsor will air 163 games. Twenty-one will be complete, or complete home schedules.

Sixty-five stations located in 14 states, Connecticut, Georgia, Maryland, Delaware, Massachusetts, New Jersey, New York, North and South Carolina, Ohio, Pennsylvania, Rhode  
*(Continued on Page 8)*

### Pittsburgh Coal Company Sets KDKA, WTAM Series

Pittsburgh—Pittsburgh Coal Co., world's largest producers of bituminous coal, start a series over KDKA here and WTAM, Cleveland, Sept. 9, presenting Lois Miller, vocalist, and organist, and 15-minute programs on Mondays and Thursdays.  
*(Continued on Page 3)*

## Recordings Are Broadcast Over NBC Nets from Abroad

### Talent from New York At WWJ's Celebration

Detroit—Francia White, CBS singing star, is flying here from New York to sing at WWJ's 17th anniversary party tomorrow night.

Also on the program will be Detroit's favorite soprano, Winifred Heidt; baritone Syvor Thingstad;  
*(Continued on Page 7)*

NEA Service, Inc. . . . the world's greatest newspaper feature service. Advt.

## Appointment of McNinch as Chairman of FCC Doesn't Appease Sen. White — Sykes May Get Court Post

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

### P. G. PARKER IS NAMED V. P. CHICAGO AGENCY

Chicago—P. G. Parker, assistant manager of NBC's central division, has been named vice-president of Blackett-Sample-Hummert agency here, effective Sept. . . .

Prior to coming to NBC here seven years ago, Parker was with RCA. No announcement made as to successor at NBC. At Blackett's, his activities will be general, not having specific reference to radio.

### Nash Is Taking Over "Prof. Quiz" Program

Nash Motors, a division of Nash-Kelvinator Corp., takes over the sponsorship of the CBS "Prof. Quiz" show on Sept. 4. Program is now sponsored by the other half of the firm, Kelvinator refrigerators. Geyer, Cornell & Newell Inc. is the agency.

### Court Refuses to Enjoin Dramatization of Life

Chicago—Martin Durkin convicted of killing a "G" man, was denied a petition to enjoin Phil Lord and CBS from dramatizing him in "Gang  
*(Continued on Page 3)*

Washington—Despite apparent administration efforts to thwart off investigation of Federal Communications Commission by the appointments of Frank R. McNinch as chairman and T. A. M. Craven as a commissioner, Senator Wallace H. White, sponsor of a resolution to investigate the entire industry, yesterday appeared more determined than ever to press for action on his measure.

"It will take more than the appointment of a good man to the  
*(Continued on Page 3)*

## PRESIDENT ASKS DISKING OF HIS ROANOKE SPEECH

Charlotte, N. C.—President Roosevelt's attitude toward radio's influence and popularity was demonstrated strikingly when he asked WBT and other stations in this vicinity to record his speech to thousands of people gathered on Roanoke Island to celebrate Virginia Dare's birthday and 350th anniversary of founding of  
*(Continued on Page 5)*

## 95 Accounts in 2 Months Is the Record of WBAX

Wilkes-Barre, Pa.—While some stations have been crowing about selling a half dozen accounts and others have been complaining about bad business, WBAX here has sold no less than 95 accounts—all on the air  
*(Continued on Page 5)*

### Play by Anderson

Maxwell Anderson, distinguished American playwright, has written an original poetical drama for radio, titled "The Feast of Ortolans", which will be aired over NBC-Blue on Sept. 20 at 9:30-10 p.m. It is a one-acter with the French revolution as its background and marks the first radio play by a dramatist of such high standing.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



Vol. 2, No. 35 Thurs., Aug. 19, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to **RADIO DAILY**, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 18)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/4	169 3/4	169 3/4	- 1/2
CBS A	29	28 1/2	28 1/2	- 1/2
Crosley Radio	20	20	20	- 1/2
Gen. Electric	57 3/8	56 1/2	56 3/8	- 3/8
North American	26 5/8	25 5/8	25 5/8	- 1
RCA Common	11 3/8	10 7/8	10 7/8	- 3/8
RCA First Pfd.	73 3/8	73 3/8	73 3/8	.....
Stewart Warner	18 3/4	18 1/2	18 1/2	+ 1/8
Zenith Radio	42 3/8	40 5/8	40 5/8	- 1 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	163 1/2	163 1/2	.....
Nat. Union Radio	1 7/8	1 3/4	.....

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	13	14

**Lewis and Green on CBS**

CBS has booked John L. Lewis, CIO leader, and William Green, AFL head, for half-hour talks to be aired next month. Lewis will be heard on Sept. 3 at 10:30 p.m. Green will air on Sept. 12 at 8 p.m. Sterling Fisher, CBS director of talks, arranged the broadcasts.

NBC has announced no bookings as yet for either men. They might air Lewis on Labor Day, but nothing definite.

**Radio Newsfeatures**  
Available to only one radio station in each city  
**Details on Request**  
Represented exclusively by  
**Stephen Slesinger, Inc.**  
250 Park Avenue New York

**ET Men Deny Working Against Broadcasters**

Important electrical transcription manufacturer, who did not wish to be quoted, told **RADIO DAILY** yesterday that the general impression that the ET industry was for selling the broadcaster down the river in the AFM dilemma was absolutely untrue and that such a course would be only hurting their best customers.

Talks between ET men have been on a most informal and undecided basis so far and they plan to wait until Sept. 16 when the AFM will know better its course of action. As the ET men see it, there is but one objective to the AFM controversy and that is to put more musicians to work. Thus it is strictly a station proposition, but the disk men, phonograph and otherwise are being used as the hammer.

For the ET studios to hire more musicians would be defeating the purpose of the AFM and keep still more local musicians away from the mike. Not every station will be forced to hire musicians, in the opinion of the ET manufacturer who points out the numerous towns where the AFM does not even have local unions or members. It is also believed that there will be sufficient time after Sept. 16 in which to adjust the matter to avoid public censure of the AFM.

**WGY Originates 5 Weekly For NBC-Red Network**

Schenectady—WGY has been commissioned to originate five programs weekly for feeding to the NBC-Red network. They include: Mondays at 4:30 p.m., "Summertime Syncopation," with Gordie Randall's orchestra, Annette McCullough, contralto, and Charles Blanchard, tenor; Tuesdays and Thursdays at 11:45 a.m., "The Hi-Boys," vocal and instrumental quartet including Max Raney, Doye O'Dell, Gilbert Fierros and Patrick Attan; Saturdays at 11:45 a.m., "Melody Men," vocal trio, with Edgar Moulton, John Sheehan and Fred Norris, accompanied by Steve Hall; Thursdays at 11:30 a.m., Frank Glen and orchestra in "Half-Past Eleven."

**Mutual Rebroadcasts President's Address**

President Roosevelt's speech from Roanoke Island yesterday was recorded by WOR-Mutual, and put on the air over WOR at 8:30-9 p.m. and over Mutual from 10:00 to 10:30 p.m., for the benefit of the listeners who missed the original afternoon broadcast at 4:30-5.

**Gilman Takes Bride**

West Coast Bureau, **RADIO DAILY**, Los Angeles—Don Gilman, NBC vice-president in charge of west coast activities, was married to Sara Hobson last Saturday, with few in the know. Lewis S. Frost, Gilman's assistant, and his wife were the witnesses. This is Gilman's second marriage.

**WRITD, WTAR Swap Mikemen**

Norfolk—John Carl Morgan, who has been with WRITD in Richmond since June, is back at WTAR here. Ernest Bowman goes from WTAR to WRITD to complete the exchange. The unusual schedule was part of summer plans for the Norfolk station and opening scheme for the Richmond outlet.

**Old Gold Air Series Temporarily Shelved**

Although Old Gold will definitely air a one-shot via a coast-to-coast CBS network Aug. 29, the plans for a regular series to follow shortly thereafter have been shelved, it was learned yesterday. Whether the tobacco firm intends to do any extensive radio advertising this fall, however, is still a matter for conjecture. It is possible that talent or time are holding up negotiations.

Special broadcast Aug. 29 is for the express purpose of announcing winners in the recent ciggie contest. Lennen & Mitchell has the account.

**Bulova Back on WEAFF**

Bulova Watch Co. returns to WEAFF on Sept. 12, with a series of time signals and product identification. The 52-week contract calls for five time signals nightly between 6 p.m. and station sign-off. Four will be limited to product identification and the fifth will be a 50-word announcement schedule for broadcast after 11 p.m. Biow Co. is the agency.

**WNEW Swing Battle**

In a "swing battle" conducted Tuesday night by Martin Block over WNEW, with Benny Goodman and Tom Dorsey as the recorded contestants, a total of 1,327 votes had been received by phone, mail and telegraph up to yesterday afternoon. Tally showed the winner leading by only seven votes—but Block wouldn't divulge his name.

**Gets New Agency Post**

Pettingell & Fenton, Inc., newly formed advertising agency, has appointed Louis Lowenstein director in charge of radio production. Lowenstein was formerly general manager for Vinton Freedley, theatrical producer.

**Drown Joins Artists Bureau**

Sylvan Drown has joined the Artists Management Bureau publicity staff, replacing Ed Hurley, resigned. Drown was formerly editor of Zit's and is just back from the coast.

**COMING and GOING**

FRANK MASON, NBC vice-president in charge of station relations, arrives from Europe early tomorrow morning aboard the Hamburg.

GEOFFREY A. PALMER, of 3DB-3LK, Melbourne, Australia, is in New York visiting the various radio headquarters.

Station executives in town yesterday conferring with NBC station relations executives were ALLEN CAMPBELL, WXYZ; CHARLES P. MANSHIP, WJBO; DON S. ELIAS, WWNC; JOHN McCORMACK, KTBS, and S. E. ADCOCK, WROL.

CBS station men expected at the Madison Ave. headquarters today are: FRANK MEGARGEE, WGBI; RAY P. JORDAN, WDBJ; J. T. WARD, WLAC; J. F. JARMAN, WDNC, and CHARLES F. CALLAWAY, WKBH.

WILLIAM L. HOPPE, station relations manager of World Broadcasting System, left last night for a vacation at his farm in Lyme, Conn. He will return after Labor Day.

FRANKLIN DUNHAM, NBC educational director, left yesterday for Interlocken, Mich., to visit National Music Camp and complete arrangements for a new fall show, Fun in Music.

HOWARD WILSON of Wilson & Robertson, station reps, in town for awhile on business.

C. G. MOSS of WKBO, Harrisburg, Pa., is in town for a few days.

BILL BURTON of Rockwell-O'Keefe left yesterday for Philadelphia.

JACKIE COOGAN arrived in New York on Tuesday and returned to Pittsburgh last night.

HARRY ENGEL of Fanchon & Marco radio department left yesterday for Cleveland and Toronto.

JOHN B. KENNEDY goes to Blauvelt, N. Y., to air a portion of RCA's "Magic Key" show Sunday from Camp Bluefield.

RUSS CLANCY, WHN chief announcer, has returned from his vacation.

CARL CARMER goes to Nantucket, R. I., to air his CBS show next Monday. He is scheduled to go to West Virginia Sept. 13 for a broadcast.

BOB KERR, who has been on the West Coast with Gene Austin, is in town for a few days negotiating contracts for the Ted Wallace Sing Band. Arrangements have been made for Bob Bundy to handle Kerr's artists during their New York stay.

BOB EDGE, WOR-Mutual's fishing commentator, is in Nova Scotia, from where he will do a show.

MORRIS LEVY of Levy Sons' Studio, London, following his arrival in New York via TWA from Los Angeles, where he studied Television Transcriptions, sailed for England on the Aquitania yesterday.

PATRICIA STARR, Judy's daughter, arrived Tuesday from Virginia to visit her mother here. DAVID ALBER leaves for Connecticut today on business.

MILTON BLINK of Standard Radio's Chicago offices arrived in Hollywood yesterday via plane to confer with Jerry King on fall releases.

KATHRYN CRAVENS will fly to Detroit after her broadcast tomorrow to interview Sidney Corbett who has been paralyzed since 1933 and who wrote "The Cruise of the Gull-Flight" while confined in a hospital bed. Miss Cravens will give a report of her interview over CBS on Wednesday.

**A New Package!**  
**TED WALLACE SING-BAND**  
Joan BROOKS  
**RHYTHM-QUADS**  
PAUL JOHNSON  
3 LITTLE CHICKADEES  
The THREE OARSMEN  
The BARREL HOUSE QUINTETTE  
**Sings SATIONAL!**

KERR -BUNNY  
409 Brill Bldg.  
1619 B'way CI 7-1345

## SEN. WHITE STILL WANTS RADIO INVESTIGATION

(Continued from Page 1)  
 chairmanship of the commission," White told RADIO DAILY, "to straighten out the present situation. As a member of the committee before which confirmation of nominations will come up, I am forced to make no comment, but after the committee meeting I will have much to say about one particular commissioner."

The nominations, which were sent for confirmation to the Senate by the White House Tuesday night, are tentatively set for hearing during executive session of the committee today. Meanwhile it is being rumored that Judge Eugene O. Sykes, present temporary FCC chairman, is being seriously considered by President Roosevelt as a candidate to succeed the late Justice Van Orsdel on the U. S. District Court of Appeals.

It is understood that Senator Pat Harrison has recommended Sykes for the post, and Sykes had a long talk with the President on Tuesday. The U. S. Court of Appeals for the District of Columbia handles all appeals from the FCC and there are at the present time a score or more pending.

With Sykes on the court of appeals bench, McNinch will have an opportunity to rid the FCC of its inside strife and jealousies and to help it formulate an acceptable radio policy. One of his first jobs, of course, will be the Payne-Crosley matter.

Meanwhile it is reported that Craven as new commissioner is slated to succeed Sykes as chairman of FCC broadcast division. McNinch, on leave of absence without pay from chairmanship of the Power Commission, will return there after reorganizing FCC.

Commissioner Case last night denied that the Crosley-Payne row or new nominations were discussed at either broadcast section meeting or full commission meeting yesterday.

## Pittsburgh Coal Company Sets KDKA, WTAM Series

(Continued from Page 1)  
 Miss Miller is now filling a date in Atlantic City.

Campaign also will include spots and transcriptions on various Pennsylvania and Ohio stations. Account is handled by Walker & Downing Agency.

Prominent radio production company is desirous of securing the services of an outstanding salesman who is thoroughly experienced selling to national advertisers and their agencies. Strictly commission basis only. Application held in strictest confidence. Write Box A-106, RADIO DAILY, 1501 Broadway, New York City.

## NEW PROGRAMS—IDEAS

### Behind the Scenes

"Programs and Personalities" is a summer series of promotion programs sponsored by WOAI with Jimmy McClain producing the program. For the weeks of Aug. 16 and 23 McClain visits the production and technical departments. Each of the programs in the series visits the different departments of WOAI. McClain is using a youngster named "Tommy" as the questioner, and through his questions information on the various departments is given to listeners with the idea of acquainting them with the functions of the radio station's various activities.

### Quizzing Motorists

In "Hey Mr. Motorist", conducted over WOWO by Carl Vandagriff and Bill Davies in cooperation with the Fort Wayne Police Department, vacationists traveling along the Lincoln Highway are stopped and quizzed by these human question marks of the WOWO announcing staff. Safety on the highway is stressed throughout

## Ashby Talks Copyright To Foreign Societies

(Continued from Page 1)

be indemnified in the event the network used a foreign composition in the catalog of Ascaph and it later developed an infringement suit.

More extensive use of foreign compositions was promised if an agreement would be reached whereby the network would be indemnified, since numerous works are somewhat shrouded in mystery as to exact origin, and copyright ownership, if any. PRS officials refused to enter into such an agreement.

Ashby, however, will continue to talk to various foreign performing rights societies abroad, of which there are 16 major organizations, receiving full government protection. It is understood that he is in charge of copyright matters for NBC and the fact that he is taking a deep interest in the workings and setup of the societies, gives his mission a somewhat mysterious appearance, although the attorney declared he is merely seeking to guard his company against copyright infringement suits on foreign works.

Before sailing for Europe, Ashby sought to have Ascaph enter into a similar agreement, whereby NBC would be indemnified in the event of an infringement through use of a foreign selection. Ascaph is understood to have stated it would rebate NBC pro rata for any work declared an infringement. On the basis of some 500,000 songs being used yearly, the rebate would be virtually nil. The NAB attack on the claims by Sesac and its catalog, in its report released this week, may also have a bearing on Ashby's talks with European copyright orgs.

the broadcast. Tokens are given the motorists in appreciation of their courteousness in stopping to be questioned.

### "Curiosity Shop"

A new daily feature of interest to young and old alike is the "Curiosity Shop", aired over WGL daily at 3:45 p.m. It contains gossip about the moving picture stars, presents a daily review of the book of the moment, oddities behind the day's news, strange facts gathered from all over the world embracing highlights of unusual interest. Because of its varied interests the feature appeals to every member of the family.

### Hotel Airs Tourists

The Hotel Olympic, a leading hostelry of Seattle, now filled with tourists, has inaugurated a weekly series of interviews with its important guests. New program is over KVI, which recently established studios in the hotel.

## Court Refuses to Enjoin Dramatization of Life

(Continued from Page 1)

Busters." Convict declared that broadcast would injure his reputation, distress his family and injure his chances of obtaining a parole.

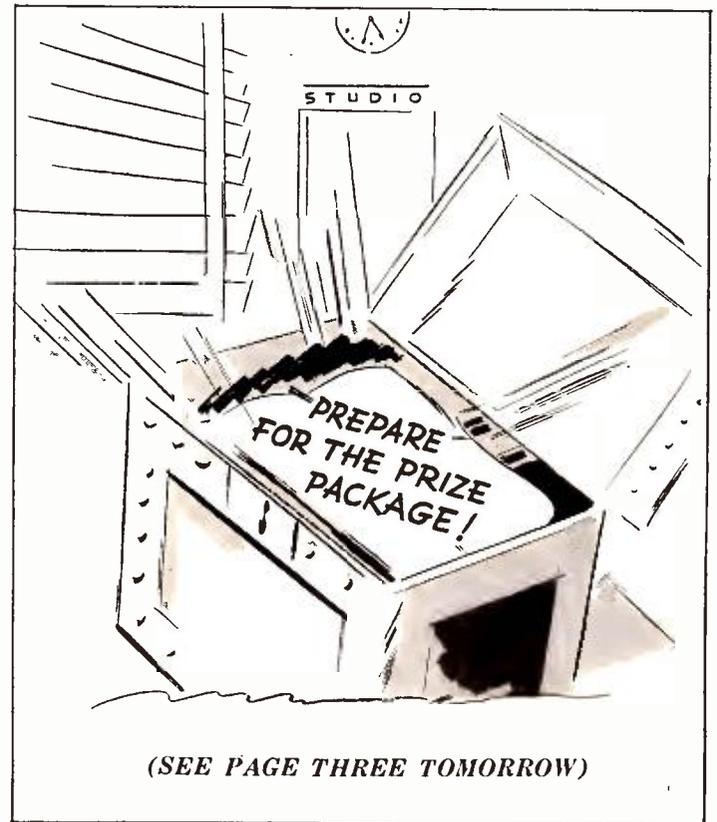
## RECORDINGS BROADCAST OVER NBC FROM ABROAD

(Continued from Page 1)

recording of a previous interview with the Premier. Original plans were for the Premier to air an interview with Thomas from the Paris Exposition inviting Americans to visit the Paris Exposition this summer, but plan fell through. To make an actual live broadcast at the time the Sunoco broadcast goes on the air here, Blum would have had to remain up until after midnight.

Most recent case of a disk being used was the July 31 program from Amsterdam in which Queen Wilhelmina greeted Lord Baden-Powell, chief boy scout executive, at the opening of the International Boy Scout Jamboree. Program was a recording picked up from PHOBI.

NBC claims it was the victim of a loose condition in foreign broadcasting circles. Stations there think nothing of using recordings and some use practically nothing else. Question in the minds of others is whether NBC is relinquishing its rule on the broadcasting of recordings. The only official NBC broadcast of a disk was the WLS-Hindenburg disaster story.



(SEE PAGE THREE TOMORROW)

## GUEST-ING

PAUL ALTHOUSE, on "Hit Parade," Aug. 28 (CBS, 10 p.m.)

HOLLACE SHAW, JOHN GRIF-FIN, HELEN MENKEN and BUDDY GIBSON, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.)

CROSBY GAIGE, on "Magazine of the Air," Aug. 27 (CBS, 11 a.m.)

LOIS RAVEL, on Ken Murray program, Aug. 25 (CBS, 8:30 p.m.)

TOMMY RIGGS and "BETTY," on "Magazine of the Air," Aug. 25 (CBS, 11 a.m.)

ANDY ANDREWS and EARL TOWNER SINGERS, on Al Pearce show, Aug. 24 (CBS, 9 p.m.)

FRANCIA WHITE, ZEKE MANNERS, ROSE RIO, AL PHILLIP, ELSA and BILLY NEWELL and KEN CHRISTIE'S CHORUS, on Gulf summer show with Jay C. Flippen as emcee, Aug. 22 (CBS, 7:30 p.m.)

EVA JESSYE CHOIR of "Porgy and Bess," on Rudy Vallee program, tonight (NBC-Red, 8 p.m.)

BEATRICE LIND, soprano, on "Continental Program," with Josef Honti orchestra, Aug. 21 (NBC-Red, 12 noon)

PAT O'MALLEY, on the Benny Goodman Swing School, Aug. 24 (CBS, 9 p.m.)

LAURENCE STALLINGS and ARTHUR SCHWARTZ, on "Cavalcade of Music," Aug. 25 (CBS, 8 p.m.)

## WNEW-WMCA Squabble

Most recent inter-station squabble between two local outlets occurred yesterday when the aftermath of an exchange of programs the previous evening was discussed at length by parties concerned. WNEW had scheduled a speech by Governor Hoffman of New Jersey and at a late hour Tuesday agreed to feed the talk to WMCA and the Inter-City network. At 7:50 p.m., 25 minutes before the speech was scheduled to go on the air, WNEW power failed, and speech was heard over WMCA with WNEW still on the feeding end, but unable to put broadcast on the air.

WMCA made a recording of the broadcast and allowed WNEW to put it on the air last night.

## Gets His Audience

Believing that a studio audience would help his program, Colonel Jack Major, the "Colonel from Kentucky" on CBS at 3:30 p.m. Mondays, made several requests for this privilege. But the powers-that-be said no.

Said Colonel Major: "I'll do like I used to do in Vaudeville. I'll play to the orchestra! If they laugh I'll know it's good!" From then on, Colonel Major refused to rehearse his homespun humor and poetry before the orchestra. Now they do not hear the stories until air time. At last, Colonel Major has an audience, and although it's the toughest audience in the world he is making them laugh.



● ● ● George Jessel's appearance on the Al Jolson show will be on a week-to-week agreement—pending Jessel's present negotiations for a program all his own—beside the MBSustainer... Jack Costello replaced Milton Cross as wordslinger for the Vox Poprogram suddenly—and will remain permanently there until starting with "Radio Newsreel" in Sept.... Benny Goodman will do his Camel show on Sept. 7 from Dallas, the following week from the coast and the week after from New York with Jack Oakie returning that day... Johnny Green has been signed by Columbia Pictures to write the score and appear in "College Hero" with Gertrude Niesen and Jimmy Durante... When Francia White leaves here the 5th she will have made 11 questar shots within 32 days... Gabriel Heatter returns to his chores Monday after a four-week rest... Harry Hershfield's office would like to hear from him—they haven't since he went west two weeks ago!... Bernie Cummins sent the music boys a "demand" not to come stag to his Billmore opening last night which prompted one feller to wail—because he had to take his wife!

● ● ● Assisted by Nurses Rauch and Fitte, Henry Dupree entered the Hotel Dieu, a hospital in New Orleans, and aired a show via WWL, interviewing the nurses on the care of new born babies. .... The kids bawling, etc., were also broadcast in this novel show.... Sales force of WTAR, Norfolk, balances evenly with two men and two women representatives... John New heads the line-up, with Travis Barnes, Lucy Brooke Witt and Irene Lucas completing the dept.

● ● ● Campbell Soup will spend \$250,000 in advertising the Warner flicker, "Hollywood Hotel", because that is also the name of Campbell's air show.... Cliff "Sharlie" Hall wanted to help Sid Marion with a shot on the Vallee hour—but will remain with Jack Pearl... Parks Levey has been signed to write material for Jack Osterman... Will Rockwell and Roger White meet their attorneys this afternoon to complete final arrangements for their partnership... Jack Lavin has placed William Farmer under his wing... Hoagy Carmichael has been signed by Paramount Pictures starting Sept. 1... Hudson-De Lange crew may go into the place they first started for two days before opening at the Paramount Theater. It's Leon Shor's Roadside Rest on Long Island... Ramona is being tempted with an offer to appear in London, and she may accept... Following Dorsey into the Steel Pier will be Lombardo, Mal Hallett and Rudy Vallee, with Harry Reser, Russ Morgan and Ferde Grofe spotted opposite at the Million \$ Pier... Help around town is being sought for Dave Oppenheim, who is expected back in harness shortly.

● ● ● Adele Purcell may become secretary to the National Democratic Committee... When John T. Vorpe, WHK-WJAY, Cleveland, production manager was in New York recently, he visited the spot where Guy Lombardo was playing... This was the first time Vorpe had seen Guy since announcing the latter's first air programs from Cleveland years ago where they started... Vorpe sent Lombardo a note and he remembered... Thus the two got together and hashed over old times.

## NEW BUSINESS

Signed by Stations

### WOAI, San Antonio

Lewis-Howe Inc. (Tums), transcriptions, through H. W. Kastor & Sons, Chicago; Frito Company, Dallas (Fritos), weekly 15-minute program over TQN through Erle Racey Advertising Agency, Dallas; Nu-Mo-Cide, 3 weekly 15-minute program over TQN; Penick & Ford, New York, (Brer Rabbit Syrup), announcements; Kenedy Hot Wells Inc., Kenedy, Tex., newscast announcements; Colman Lamp & Stove Co., Wichita, Kas., announcement through Potts-Turnbill, Kansas City; CSO Laboratories, Dallas, news announcements, through Ratcliffe Advertising Agency, Dallas; Coca-Cola Bottling Co., San Antonio, 2 weekly 30-minute periods through Wilson Crook Advertising Agency, Dallas, over TQN; Humble Oil, Houston, football games, through Franke-Wilkenson-Schiwetz, over TQN; H. Fendrich Cigar Co., New York, announcements, through Ruth-rauff & Ryan, Bayuk Cigar, Philadelphia, announcements through McKee, Albright, & Ivey; Walker's Austex Chili, Austin, Tex., announcements through Wilson Crook Advertising Agency, Dallas; Carter Medicine, New York (Carter Little Liver Pills), announcements, through Street & Finney, New York; Magnolia Petroleum Co., Dallas, spot announcements, through Bruck-Sacks Inc., Dallas; Skinner Manufacturing Co., Omaha (Skinner's Foods), announcements weekly through Buchanan-Thomas, Omaha; Texas Commentator, Austin (Magazine), weekly 15-minute program through Shea Advertising Co., San Antonio; Devoe-Reynolds (Pee-Gee Paints) New York, through J. Stirling Getchell, New York.

### Get Philco Series

Seattle — KRSC, KVI, KIT and KVOS are among the western Washington stations already selected by Sunset Electric Co., Philco distributors, for the new detective serial disks starting Sept. 5.

### WMAQ, Chicago

Procter & Gamble, renews "Young Hickory" serial for Drene.

### McAllister Baby Dies

Six-month-old son of Stanley McAllister, CBS building operations head, died early yesterday of pneumonia.

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

**BIRTHDAYS**

Greetings from Radio Daily  
August 19  
John Fogarty

# ★ Program Reviews ★

## "The Texas Rangers"

Returning to the CBS coast-to-coast network after a three year absence, "The Texas Rangers," originating at KMBC, Kansas City, at 9-9:30 a.m. Sundays, present a program of simple ballads and romantic songs of the old west in a manner that affords a bit of variety to listeners who like something appropriate to the day, yet less serious than much of the usual Sabbath radio fare. Taking a program idea that is none too fresh, the vocal quartet and ensemble of guitar, violin, accordion and bass management to give it an entertaining presentation, employing an informal manner and a pleasing change of pace that ranges from straight, old fashioned fiddlin' to smooth swing versions of old time melodies with an occasional sweet number or novelty such as the sweet potato chorus of "Take Me Back to Colorado," which was featured on last Sunday's offering. A talented group of vocalists and musicians doubling on more than 20 different instruments, the Rangers demonstrate that this type of program may be made universally entertaining.

## "Accent on Science"

Bowing in Tuesday night at 8-8:15 over WNYC, this "Accent on Science" series presented by the American Institute of Science seems to have in-

teresting possibilities. The initial program, with Dr. Jean Piccard of stratosphere fame as the personality interviewed, was an entertaining affair, handled informally, with much easygoing dialogue and not without occasional touches of humor.

## Briefly

Though it is more or less a carbon copy of "March of Time," the WBIL series titled "Copy," dramatizing news highlights of the week and presented Tuesdays at 7 p.m., is quite effectively produced by Ted Cott.

Last Sunday's "Ave Maria Hour" broadcast from Garrison, N. Y., over WMCA - Intercity, elicited much praise. It was a special outdoor presentation in honor of The Feast of the Assumption. Charles La Torre directed, with Alfredo Antonini conducting the symphony orchestra and Howard Warwick doing the script.

Del Casino chalked up another good mark for himself when he guested on Mark Warnow's "Blue Velvet" program over CBS on Tuesday night at 8. His singing of "Whispers in the Dark" was tops.

Estelle Levy did nicely as the little girl in Tuesday night's "Your Unseen Friend" program presented by M. H. H. Joachim over CBS.

## 95 Accounts in 2 Months Is the Record of WBAX

(Continued from Page 1)

on contract basis at regular card rates—during July and August.

The 2,500,000 people of Wyoming Valley district in the anthracite coal regions seem to have gone radio-minded over-night. Fan mail has increased 300 per cent, with the tops for a single one-half hour program running to some 26,500 pieces of mail.

WBAX has an aggressive programming department and merchandising service. Station is headed by John H. Stenger Sr. as director, with John H. Stenger Jr. as technical director and H. A. Seville as manager. Seville has gone to Canada for ten days' fishing.

## Michael Bartlett In Play

Michael Bartlett, stage, screen and radio tenor-actor, will appear in "Three Waltzes", to be produced on Broadway by the Shuberts this fall.

## President Asks Disking Of His Roanoke Speech

(Continued from Page 1)

first white colony in America. Speech recorded was broadcast by stations suitably equipped at 10:30 Wednesday night at chief executive's specific request which was made for purpose of enabling Roosevelt to hear himself while en route on his train back to Washington and so that those who were working during afternoon could get first-hand account of what happened during day at Roanoke Island.

WBT engineers had to record speech on two disks due to length of address, but shift from one disk to the other was made without hitch and program, when transcribed, sounded swell with only one slightly noticeable break.

## Lee Chadwick to Coast

Norfolk—Lee Chadwick, WTAR continuity manager and announcer leaves for a vacation on the west coast next Monday. Major portion of time will be spent in Los Angeles. Jeff Baker, WTAR mikerster, will be relieved of air duties to fill for Chadwick during his absence.

## KTSM Adds Newscasts

El Paso—KTSM, which recently signed for United Press service, has added daily newscasts to a total of seven. Charlie Amador is news editor. All of the news periods are sponsored.



**There Are 6,000,000 Like Him**

**...BUT HE CAN HEAR**

**T**HERE 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.

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .

Appearing Nightly at **BEN MARDEN'S**

**RIVIERA**

Just Across the Geo. Washington Bridge



**DR. GEORGE COURRIER**, president of Hammond - Calumet Broadcasting Corp., operating WVAE and the soon to be opened WHIP in Hammond, back from European vacation to prepare for opening of new station. Chicago studios are to be opened in Mather Tower on Wacker Drive. Other studios will be maintained in Hyde Park and Englewood districts as well as Hammond. Doris Keane will be manager of both stations.

Jimmy Park of William Morris agency is vacationing at his home in Prairie Grove, Ark.

Joe E. Brown, movie comedian headed for Canadian woods this week to relax following a stretch of baseball broadcasting here on WJJD.

Rae Shroeder, now chief engineer in Shenandoah, Ia., visiting WJJD, where he formerly was studio supervisor.

Carl Swanson, WJJD Engineer, vacationing in Audubon, Ia.

John Harrington, sportscaster, back from St. Louis where he had Dr. Robert Hyland, Cardinals' club physician, treat his injured shoulder.

Robert L. Kaufman, head of WLS promotional department, has named Edythe Dixon, former Chicago Daily News feature writer, as assistant and editor of Stand By, program magazine published by the station. Miss Dixon succeeds Virginia Seeds, who retired to do some homemaking for her husband Jack Retting.

Al Babaker, formerly head of publicity department of Montgomery-Ward, has joined the staff of Blackett-Sample-Hummert here.

Ivan Eppinoff, former Chicago band leader, has been named musical director of KEHE, Los Angeles.

"NBC Jamboree" rounds out fourth year with a big party on Saturday. Specially written script about boy and dog titled "Sunny Boy", played by Frank Pacelli, will be feature of show. Others on show will be Don McNeill, emcee for four years; Jackie Heller, Sylvia Clark, Bill Thompson, the Men of Note and Harry Kogen's ork.

F. W. Fitch Co. auditioning for new talent for show starting Sept. 5. Ranch Boys and Morin sisters have been used for last two seasons.

Whyte Walker of WIND Sales staff is the father of an eight-pound daughter.

Nancy Nelson, formerly with Kay Kyser's ork, is joining Jack Denny at the Drake Hotel as vocalist.

Martha Raye, having some time on her hands, is playing tennis with Little Jackie Heller.

Dorothy Shideler Mead of "Betty and Bob" is the mother of a girl.

Nino Rinaldi's ork has replaced Bob Tinsley at Colosimo's with a WIND wire.

WJJD "Supertime Frolic" (Drug Trades) will be taken over by the

## ORCHESTRAS - MUSIC

**MR. and MRS. JESSE CRAWFORD** and their orchestra, with Bob Murray as vocalist, have been getting a swell reception at the Hotel Peabody, Memphis, the past few weeks. Murray, at one time with Paul Ash, but more recently singing over WHN, New York, joined the Crawford aggregation at the beginning of the Memphis engagement, which will continue for another fortnight at least. The band airs over WREC, Memphis.

*Leo Reisman, recently back from Paris and Monte Carlo engagements, returns to the Waldorf-Astoria's Starlight Roof on Wednesday, following Guy Lombardo.*

*Abe Brashen, with his singing violin and orchestra, formerly on KOMO and KJR, Seattle, has been signed for that city's newest nitery, Le Chateau.*

*Tweet Hogan and his ork will air from Fairview Gardens, Lake Manitou, Ind., over WOW, starting Aug. 20.*

*Johnny Fielder and his orchestra now have a half-hour program every Sunday afternoon over WOAI, San Antonio, while Buddy Hancock's band appears on Wednesdays for 15 minutes.*

*Frank Dailey's aggregation goes into the Pennsylvania Hotel Roof on Saturday, succeeding Tommy Dorsey.*

Because of the splendid showing Emery Deutsch made during his record seven months run at the Rainbow Grill, the Gypsy-fiddling maestro has been signed to supply the music for Rainbow Room patrons beginning Aug. 24. This incidentally, marks the first time any orchestra has been booked into the swankier room directly from the Grill. Previous commitments limits Deutsch's stay to six weeks, but according to a stipulation in the contract he and his orchestra will return in January for a longer run. During his sojourn in the Rainbow Room he will introduce a new vocalist, Ann Kincaid, who has never before been seen in any nite spot. Deutsch and his aggregation will be aired via NBC three times weekly.

*Vincent Lopez, who is to lecture on jazz at N. Y. U. during the fall semester, is proving a true friend of the collegian. Last fall he sponsored song-writing contests on several east-*

*ern campuses. Now comes the announcement that he will audition collegiate songsters in various parts of the country. A week's engagement with his orchestra is promised to the winner of each contest. The first one will be held Thursday afternoon at the Piping Rock Club, Saratoga Springs, and is open to collegians now living in upstate cities and towns.*

*Mike Reilly and his ork booked by CRA for the "Gypsy Village," Louisville, starting Aug. 27.*

*Jess Hawkins, whose music is featured at the New Penn Club, Pittsburgh, has signed a management contract with CRA.*

*Jack Denny will start a month's series of one nighters throughout the middle west, on Sept. 16. Set by CRA.*

*Jerry Blaine and his orchestra will double bookings between Brighton and Manhattan Beaches, N. Y., starting Aug. 22.*

"Blue Interlude," a new ballad which attracted the attention of many major song publishers, will be published by Ager, Yellen & Bornstein. Credits go to Jack Cooper, composer, and Hy Zaret, lyricist.

Willard Brown and his orchestra have been booked into Budd Lake on a five-week basis. Max Spector handles the orchestra and set the deal. Clyde Burke, also under contract to Spector, is currently being heard over WMCA.

*Rudy Bundy closes his 10-week engagement at Reade's Casino, Asbury Park, tomorrow. Takes his sizzling clarinet and band for a two week stay at the Iroquois Gardens, Louisville, then jumps directly to Boston to open a winter's engagement at Levaggi's, with a CBS wire.*

Paul Johnson, new a-la-Crosby-Cooper vocalist, opens tomorrow with Lou Breese at the New York French Casino.

*California Ramblers are returning soon to New York after three-year French Riviera stay, including dates at Cannes, Nice, Mentone and Monte Carlo. Band, a big Westchester name, having played four years in their own club prior to Continental Tour. Boys will record upon arrival then take a month's vacation before re-suming. Theater dates now being lined up.*

### Standard Radio Adds Clients

Chicago — Standard Radio Inc. added 10 new library subscribers the past month. Twelve old subscribers also were renewed and 26 stations signed for the recently inaugurated Popular Supplement. The Supplement is now being used on 125 stations.

Cumberland Ridge Runners this week, succeeding the Pickard Family, who plan a vacation in Tennessee. Ridge Runners cast includes Doc Hopkins, Harty Taylor, Karl Davis and a newcomer Mert Minnick. Other acts on the show are Flannery Sisters, Shelby Jean Davis and Buster Glosson.



**JIMMY GRIER** wound up his four weeks on the Olsen & Johnson-Richfield show with the current week's program, and Ted FioRito takes over for the next cycle of four, following which the comics and their troupe start on the advertised barnstorming tour to San Francisco, Portland and Seattle, utilizing local bands in each of the towns played.

RCA-Victor just completed waxing several numbers from the latest Walt Disney "Silly Symphony" cartoons in Spanish for the Latin-American market. Harry Myerson, head of the local studio, states that these disks are top sellers in all of the South and Central American countries.

Judge Edward Brand, known to most picture and radio people, served as "technical advisor" on the marriage ceremony at NBC last week in which Norris Goff, the Abner of "Lum and Abner," married himself to himself with himself as witness . . . or something of that sort.

Don Bernard, CBS producer, takes over the Texaco Town chore surrendered by Bill Goodwin when he left CBS to join the Wm. Esty office recently.

Helms Bakeries contracted for 15-minute sportscast, Mondays at 5:15, on KECA for 52 weeks beginning Oct. 4.

Alden Packard, maintenance engineer for CBS, vacationing here and looking over the new studio under construction.

Feg Murray, cartoonist, set for regular spot with Ozzie Nelson on NBC Blue when broadcast moves to Hollywood in October.

Pan-American Radio Productions is releasing 78 episodes of the perennial "Chandu" in Latin America, by arrangement with Earnshaw-Young Inc. Pan-American is controlled by Lucia Villegas and Irvin Willat and specializes in Spanish language disks.

Jack Benny and Paramount got together by cable on a new ticket for eight pictures to be made in four years. First slated is "Music Over America."

Larry Evans, vice-president of Columbia Concerts Corp., is in from New York for three or four weeks huddling with Art Rush, in charge of the local CCC office.

### Eton Boys Booked

Eton Boys have been booked for a series of personal appearances in three midwest cities. Group will appear in Chicago, Cleveland and Detroit. Paul Ross of Columbia Artists Inc. set the deals.

### Whiteman Signs Vivienne Segal

Vivienne Segal has signed with Paul Whiteman. All bookings will be handled by his Artist's Management Bureau.

**PROMOTION**

**KGW Newspaper Splurge**

KGW, Portland, Ore., took a full page in the Portland Oregonian on the occasion of dedicating its new 625-ft. antenna. Ad included some historical data about the station, along with highlights of the inaugural programs and some art work.

**KVOO Staff Brochure**

A pictorial brochure showing photographs of the seven local announcers, 67 staff artists and musicians, and a number of the local program casts in costume is offered listeners writing in to KVOO, the 25,000 watt station in Tulsa, Okla.

**KDAL to Extend Time**

Duluth—Coincident with becoming affiliated with CBS on Sept. 5, KDAL plans to extend its broadcast schedule beyond the present 9 p.m. sign-off.

KDAL and the Duluth-Superior listening area will be greeted with a special dedicatory program on Sept. 5. Music will be supplied by Frankie Masters' orchestra and others.

**Evans Fur Goes Script Show**

Chicago—After a half dozen years of broadcasting musical shows on as many Chicago stations, Evans Fur Co. has bought its first script show for airing over WGN. Show is titled "Dangerous Paradise," by Morrison Wood of WGN production staff. Evans will continue its present series with Don Pedro and his violin on the station.

Wood also has taken over scripting of "Wife vs. Secretary," which has been written by Bon Andrews of Blackett-Sample-Hummert staff in New York. Andrews is taking over some of Mrs. Anne Hummert's duties while she vacations abroad.

**WOV-WBIL Engineer Changes**

Harry Greck has resigned from the WOY-WBIL engineering department to accept a similar position with NBC. Joseph Deppe, former chief engineer of the now defunct WLWL, and Frank Kearney, control man of the same organization, are now members of the WOY-WBIL engineering staff.

Gilbert McDonald, formerly of WNEW and WGBB, has been added to the staff of WOY-WBIL engineering staff.

**Transradio Adds Two**

Transradio Press has signed two additional outlets in WIP, Philly, and WCLO, Janesville, Wis. This gives Philly two Transradio outlets, the other being the recently signed WCAU.

WCLO is owned and operated by the Janesville Daily Gazette, which paper also uses Transradio service.

**Young & Rubicam Shifts Accounts to Columbia**

*(Continued from Page 1)*

three quarter hours weekly. The only old-timer on CBS for Young & Rubicam is the Gulf show. With the advent of the fall season agency will use a total of 3¼ hours weekly on CBS. Agency is using NBC webs for Jell-O, Grape-Nuts, Packard and Bristol-Myers, a total of 3 hours each week.

The signing of two General Foods for 1 ½ hour weekly makes the split of General Foods radio placed on NBC and CBS by Young & Rubicam exactly even.

General Foods radio placed by Young & Rubicam totals 1½ hours on CBS and one hour on NBC.

During the whole of 1936 Young & Rubicam spent \$500,000 for CBS time. This was far from the top agency expenditure on the net. That the agency will double last year's CBS figure is certain. The Kate Smith show using the largest network, 77 stations, of any of its radio accounts is good for \$200,000 before the end of the year. On the other hand, NBC's 1936 Young & Rubicam billings of \$1,750,000 will not be topped. Agency had the Spud-Ed Wynn show on NBC last year, account has since switched to Gumbinner. Shift to CBS by agency is all the more interesting in that it has all happened since Carlos Franco, ex-NBC salesman, has become network time buyer for Young & Rubicam.

**Talent from New York At WWJ's Celebration**

*(Continued from Page 1)*

NBC comedians Swor and Lubin, with a blackface act; a 40-piece concert orchestra directed by Mischa Kottler, and Paul Leash with his "Swingsters."

The party will be broadcast over the NBC-Red and also over W1XAL, high powered Boston short wave station, and over W8XWJ, the Detroit News ultra high frequency station. Thus, with the right atmospheric conditions, it should be heard over a great part of the world.

On Sunday night, also as part of the 17th anniversary celebration, Joan Blaine comes to Detroit to take the leading role in St. John Ervine's "Jane Clegg." Both programs will be broadcast at 10 p.m.

**WHBL's Busy Day**

Sheboygan, Wis.—The staff of WHBL had a busy day a Sunday ago, with seven remotes in addition to studio programs. The remotes included three one-hour shows from the county fairgrounds at Plymouth, two church services, a broadcast of the city's German day celebration, and a description of a State league baseball game.

**IBEW New York Local**

International Brotherhood of Electrical Workers, AFL union, has established a New York local, according to Edward Kloter, IBEW v. p.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**W H B**

Kansas City, Mo.

"... Your organization is publishing a very newsy sheet!"

*Don Davis*  
President

**CONSOLIDATED RADIO ARTISTS**

New York City

"... RADIO DAILY is certainly replete with news covering all phases of radio and bespeaks detailed coverage on the part of your editorial staff."

*Frank Burke*  
Director of Radio.

**W G A R**

Cleveland, Ohio

"... Allow me to add my congratulations to those which you of course have received from others in the industry—'It's what we've been waiting for—fills a long felt want—nothing like it—' and other similar press agented phrases of praise and delight."

*Graves Taylor*  
Press 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

Tro Harper, former special assignment man for Life and Time magazines, has been signed as news editor, a newly created post, at KSFO.

Bob Garred, former writer, announcer and program manager at KRLC, has been added to the KSFO mike staff. He will announce newscasts in collaboration with Tro Harper, recently signed news editor.

Ralph Edwards, former KSFO miker who left a year ago and clicked on the national nets, is still climbing. Latest achievements by Edwards is a Hollywood screen test for "Manhattan Merry-Go-Round."

Engineer Paul Williams has assumed Paul Schulz' work at KYA with the latter on vacash.

## Atl. Refining Games Get Under Way Sept. 18

(Continued from Page 1)

Island, Florida and Virginia will air the games.

Last season Atlantic aired only 112 games over 41 stations. This year the sponsor intends to cover as much area as possible, rather than concentrate on any one key market. Commercials will continue to be brief and none will be aired during actual play time, said Joseph R. Rollins, Atlantic's advertising manager.

Games will be aired over from one to 20 stations. In the latter event, sponsor will form his own network. Colleges who have signed agreements with Atlantic are Boston College, Richmond, Maryland, Ohio State, Temple, Pennsylvania, Pittsburgh, Carnegie, Duke, Lafayette, Franklin & Marshall, Delaware, Virginia, Furman, Albright, Villanova, Holy Cross, Florida, Dartmouth, Clemson, University of S. Carolina, Georgia and Virginia Military Institute.

Sponsor will employ 21 play-by-play announcers for the games and each commentator will have at least one assistant. On the more important contests three men will be assigned. Presence of WGY, KDKA, WBT, WTIC, WHAM and WCAU, all 50,000 watters, on the Atlantic schedule this year is the result of the networks having rescinded its rule which prohibited these stations from being included in last seasons set-up. N. W. Ayer & Son, Philadelphia, has the account.

## ONE MINUTE INTERVIEW

WALTER HUSTON

"Once your ear becomes attuned to Shakespeare's lines, they become very easy to read. At first they may seem difficult because the meaning of the words and sentences is so complete. It takes a while to grasp them fully."

## ★ Coast-to-Coast ★

FROM Birmingham's WBRC: John C. Bell, chief engineer and one of the south's best known authorities on radio engineering, recently assumed the office of general manager . . . Eugene "Bull" Connor, veteran baseball announcer and newly elected Commissioner of Public Safety for the city, back from Florida vacation trip . . . John Bernard is the newest addition to the engineering staff . . . Bill Edwards, announcer, on the job again after a Florida honeymoon, culminating a schoolday romance with Julia Mae Stacey . . . Don D. Campbell, crack commercial man, is back at work after a long vacation . . . Fred Smith, sports revue announcer, is attending the football coaching clinic at the U. of Ala.

Jean Sablon returns to NBC's "Magic Key of RCA" on Sunday after a two-week absence.

WTAR, Norfolk: Campbell Arnoux, general manager, visiting New York on business after a three-day mountain holiday . . . Vaughn Bradshaw, production manager and Norfolk Hot Clubber, earing the swingers on a vacation trip to New York . . . Don Martin, new voice on WTAR, is doing a daily quarter hour labeled "Swing-occupation Time," using hot disks and chatter.

C. B. Arnold, radio station operator of Juneau, Alaska, is in Seattle on business and pleasure, stopping at the Hotel Gowman.

WFIL, St. Louis, vacation briefs: Bill Durney, director of public relations, and Bart Slattery, publicity manager, are off for a vacation together. They intend to cover plenty of territory but still stay in the middle West. The first part of their vacation will be spent in Missouri's beautiful Ozarks, then to the Illinois State Fair at Springfield for the 100-mile Speedway Classic (both are devotees of auto races) with the last part of their vacation spent in Lawrence, Kas. . . . Edgar P. Shutz, commercial manager, is expected to return tomorrow, while Roger Bacon was back at the mike on Monday . . . Ted White of the sales department is off on a two-week vacation in Port Huron.

Frances Fullerton Neilson, writer of children's radio plays which have been aired over both the NBC and Mutual networks, is preparing the radio version of "Alice in Wonderland" for Star Radio Programs. The show will be done as a serial. Mrs. Neilson's "The Topaz Room" and "The Orgets" were among her most famous radio works. She has also done children's stories and articles for national magazines.

Frank W. Fuller, wealthy sportsman, and first participant in the 1937

National Air Races to arrive in Cleveland, will go on the air over WJAY today for an interview, to be conducted by announcer Carl Mark.

WCPO, Cincinnati: James C. Hanrahan, vice-president of Scripps-Howard Radio Inc., and George Hart, sales promotion manager of WCPO, are back from a four-week stay in Memphis . . . Sheldon Regan of the office force has returned from vacation.

WNYC's "Contract Bridge" program, conducted by Donald Von Maltitz, gets a lot of mail. Herman Helm's chess program also has many loyal followers.

Doc Rand, who broadcasts Albany's games over WOKO and WABY for Wheaties and Goodrich Tires, led General Mills' 80 announcers in the ad lib contest last week. Rand copped three prizes for crack remarks.

Paul Adanti, Union College graduate, has taken a job at WGY, Schenectady, and a wife at WFBL, Syracuse. Before leaving the latter city to join WGY, Adanti married Frances Stevens, secretary to the commercial manager of WFBL.

WSBT-WFAM, South Bend: Lee Douglas, emcee of WFAM's "Morning Bugle," left this week on a Wisconsin motor trip, with Bob Barker subbing for him . . . Herb Cole, studio technical supervisor, gets back Aug. 23 . . . Joe Boland, special events and sports commentator, resumes his duties as line coach under Elmer Layden at Notre Dame following a trip east . . . Bob Drain will handle the "Man on the Street" . . . Mark Boyden and Joe Eubanks have been alternating at the mike for the softball tourney.

The newly formed Wisconsin Broadcasting System, a mutual organization, with three Wisconsin stations, WHBY, Green Bay, KFIZ, Fond du Lac and WIBU, Poynette, as members, is unique in that there are no officers but a directing body composed of Rev. James A. Wagner, manager of WHBY, Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU, will act as a managing group to take charge of the network's activities. Press relations are to be handled out of the Green Bay office, while a program clearing house will be established at Fond du Lac. Plans call for united network programs both of a commercial and sustaining nature, and talent from throughout the state will be available for these shows. Sims, a division of Siems Bros. Inc., St. Paul, has the honor of becoming the first commercial account of the network and a daily program for Sims

## KANSAS CITY

Randall Jessee, announcer at KCKN, has resigned to join KWOS, Jefferson City, Mo. James Sherman, who has done dramatic work on the west coast, takes his place.

WHB is sponsoring an excursion to the Missouri State Fair at Sedalia on Sunday, offering listeners a special rate that includes railroad fare, luncheon and dinner and admission to the fair. Advertising the trip with a daily quarter hour recorded program and three daily spot announcements, a special WHB International Review scheduled for appearance that day at the fair is offered as an inducement to Kansas City listeners to make the one day trip.

Vera Cottingham, hostess at WHB, has resigned. She has been succeeded by Claire Dyer.

Andy Anderson, accordionist on the WHB staff pinch hit for Paul Sells when he was unable to appear with the Texas Rangers' on their Sunday morning network show because of an appendicitis attack. Sells is now back at the studio.

Olaf Soward, KCKN news commentator, and Al Stine on the WHB continuity staff are back from vacation, while WHB'ers John Schilling and Dick Smith are expected back the first of next week from Canada.

Malt-O-Wheat will begin over the chain Sept. 1.

Bradley Kincaid, WGY, Schenectady, announcer is billed as the "Kentucky Mountain Minstrel," and it isn't all a pose. Brad has just purchased a 100-acre farm in Saratoga County and stocked it up with a herd of cattle and two saddle horses. Will retain his winter residence at Garden City, L. I.

Besides presenting the grandstand show at the opening of the Sheboygan County Fair in Plymouth, Wis., Station WHBL broadcast daily programs from temporary studios on the fairgrounds. Talent in the grandstand show included the Little German Band, Gretchen Kuhl, German singer; the Cripple Creek Srenaders, Les Schmidt, accordionist; George Eisold, pianist; Ray and Eddie, vocal duo; Betty Putnam, tap and acrobatic dancer, and Tex Meyer and Eddie Hasenstein, fiddlers, with William L. Doudna, program director, as emcee. Broadcasts from the tent studio, the midway, and the grandstand, included daily "Midway Interviews," interviews and music from many sources.

William Sears, announcer, has joined the staff of WHBL, Sheboygan, Wis. He came from WOMT, Manitowoc, Wis.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 36

NEW YORK, N. Y., FRIDAY, AUGUST 20, 1937

FIVE CENTS

## Indep't Stations in AFM Parleys

### NEW CHAIRMAN OF FCC STARTING FROM SCRATCH

Admitting that he has not followed radio and knows little about it except what he has read in the papers, Frank R. McNinch, whom President Roosevelt has drafted from the chairmanship of the Power Commission to serve in a like capacity at the FCC until its affairs are straightened out, will be practically starting from scratch. An examination of his career gives no hint of what he is likely to do.

Born in Charlotte, N. C., April 27, 1873, McNinch attended public schools and Major Braid's School for Boys, (Continued on Page 7)

### 27½ Hours Weekly Placed By Schillin Adv'g Corp.

Schillin Advertising Corp. has placed 27½ hours of radio time starting with the weeks of Sept. 6 and 13, over five stations in the New York metropolitan area. The contracts, all for 52 weeks, include:

WNEW: Nostane Products Corp., six 15-min. periods; American Institute of Food Products, six half-hours; Michaels Credit Dept. Store, six 15- (Continued on Page 2)

### Working on New Ideas For Palmolive Program

West Coast Bureau, RADIO DAILY Los Angeles—Benton & Bowles office is toying with several ideas for Palmolive, now that the M-G-M deal is on ice permanently. Piped east for audition by Colgate and B.&B. execs. were samples of Sidney Skolsky's film chatter, and an episode or two of "It Happened in Hollywood," script idea authored by Carleton Morse, whose "One Man's Family" hasn't done so badly through the years.

### Waring's Sideline

Toledo—Fred Waring, orchestra leader, announced this week that a kitchen mixer which he had invented will be manufactured by Air-way Electric Appliance Co., Toledo, makers of Air-Way vacuum cleaners and other products. Waring was in Toledo completing arrangements for manufacturing the mixer, before going to New York.

### Slugs Plugs

Detroit—A series of body blows at General Mills, charging sponsor, who was not mentioned by name, with overdoing the plugs in baseball broadcasts, were delivered this week by Sports Editor Harry G. Salsinger of The Detroit News, owner of WWJ, over which the broadcasts go. Salsinger said ballcasters Ty Tyson (WWJ) and Harry Heilman (WXYZ) are asked to read "the sort of gush that figuratively turns their stomachs." He added that one of the pair is so disgusted he's giving up ballcasting after this year. Besides this column, Salsinger for two days also burlesqued testimonials and took other raps at gushy commercials. WWJ officials had nothing to say, explaining they had no control over the writtings of The News.

### NBC HAS 90% MONOPOLY ON WLW'S NIGHT TIME

If figures tell the truth, WLW is still an NBC station by a long shot. Network is airing or will air before the end of the first week in October a total of 35¼ hours weekly through WLW for its clients. Of this amount, 15¼ hours are daytime periods. Mutual comes next with 3½ hours weekly, all but an hour of which is daytime. Transamerican to date has a half-hour on the station, the Vitalis show on the WLW Line. Another 75 (Continued on Page 2)

## Standards Are Advocated In Radio News-Announcing

### Lining Up Drama Pieces For New Woodbury Series

Preparations for the new Woodbury series which will star Tyrone Power and will begin Oct. 3 are now under way at Lennen & Mitchell, agency in charge of the account. Power will appear with a different leading lady each week in a dramatic presentation. Plays now under advisement are "Cardboard Lover," (Continued on Page 3)

## Series of Conferences Called for Unaffiliated Broadcasters on Demands of Musicians' Federation

### 45 STATIONS ARE SET IN PAINT SPOT SERIES

Extensive fall spot campaign for Wadsworth-Howland and Peaslee-Gaubert, two Devoe & Reynolds Co. (paint) subsidiaries, will use a total of 45 stations.

Peaslee schedule calls for 13 one-minute WBS disks, three times a week between 5 and 6 p.m. on 35 stations, beginning the week of Sept. 13. Stations are: WMAZ, WEOA, WFBM, WSFA, WGPC, WSM, WJSV, WRVA, WPTF, WBT, WSAZ, WCHS, WHAS, WFBC, WIS, WSB, WTOG. (Continued on Page 3)

### 3 Staff Appointments For Wilder Stations

Syracuse—Appointment of Charles Denny, now manager of WJTN, to sales director of all three Central New York Broadcasting Corp. stations—WSYR here, WJTN in Jamestown and WNBX in Springfield, Vt.—is announced by President Harry C. Wilder. At the same time, Basil Blizard has been shifted from national sales to manager of WJTN, while Phil Hoffman, formerly of the Iowa network, becomes manager of WNBX. Fred R. Ripley is vice-president of the network.

Independent broadcasters desperately striving to arrive at a solution of the AFM situation and be prepared before the Sept. 16, deadline set by the musicians' union, will hold a series of meetings beginning Sunday night at the Waldorf-Astoria Hotel, the first gathering due to convene at 8 p.m. on that date as a preliminary session. Further talks will be held at 10 a.m. Monday and at various times thereafter.

Invitation to independently owned stations to have a representative attend were sent out by wire and letter yesterday by Robert W. Bingham, head of WHAS, Louisville. A somewhat similar meeting was held in Chicago last week. Independently owned outlets, whether affiliated or not with a network, will be represented at the meetings from a wide stretch of Eastern territory.

Matters taken up will be done so on the strict initiative of the gathering and not as a part of the NAB or other organization. In fact, it is stated on reliable authority that the NAB was not officially informed that the meetings were to be held. Understood that some of the broadcasters are in favor of hiring a well- (Continued on Page 3)

### Nestle's Hand Lotion In Coast Test Series

Lamont Corliss, New York, on Nov. 3 will take a twice weekly quarter-hour spot on the NBC-Red Pacific coast network "Women's Magazine of the Air" program to introduce a new Nestle's hand lotion. Program, placed by J. Walter Thompson, is the first test campaign for the product.

### More Drama

NBC's Radio Guild has scheduled three more former stage successes for airing. The plays, to be adapted and directed by Harry A. MacFayden, member of NBC production staff, are "The Witness for the Defense," by A. Mason, Aug. 27; "The Cowboy and the Lady," by Clyde Fitch, Sept. 3, and "Sowing the Wind," Sept. 10, all at 3-4 p.m.



Vol. 2, No. 36 Fri., Aug. 20, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 19)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, North American, No. American, Pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid, Asked columns.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Includes Bid, Asked columns.

Take Over Chinese Stations

Shanghai—Control and management of China's international radio stations and the Shanghai radio central office, still carrying on in the bombed Cathay Hotel, have been taken over from the Chinese by George F. Sheeklen, vice-president and China representative of RCA Communications, and C. T. McClellan, Mackay Radio representative here "in the interest of maintaining adequate essential telegraphic communication with the United States, Great Britain and other nations." They asked public cooperation in keeping vital communications channels open.

Nesbitt Time Change

John Nesbitt ("Passing Parade") now heard from KFRC every Sunday over Mutual, changes time Sunday to 8-8:15 p.m. EDST with a repeat broadcast for the west coast at 9:15-9:30 p.m. Pacific time. Nesbitt's broadcasts for the next three weeks will be offered in conjunction with World Peaceways.

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

Coming and Going

SIDNEY MILLS, general manager of Mills Artists; CHARLES WEINTRAUB, ass't to Irving Mills, and AL BRACKMAN, publicity director for Master Records, left the other day for a motor trip through Pittsburgh and other cities en route to Chicago.

TOMMY DORSEY leaves tonight for Atlantic City where he will remain one week.

WALTER MOORE of NBC press is back from vacation.

IRVING S. BRECHER is scheduled to leave for Hollywood shortly.

MYRON KIRK and TINY RUFFNER of Ruthrauff & Ryan leave Hollywood by plane today for New York on agency business.

HORACE KISER of the J. Walter Thompson Chicago office is in Los Angeles for a few days.

SAMUEL DUSHKIN, American pianist, and MRS. DUSHKIN arrive on the Paris today from Europe.

MR. and MRS. SYDNEY LIPTON arrive today on the Berengaria.

ROLAND MARTINI, vice-president of Gardner Advertising Co., flew back to New York from Hollywood after ironing out details of the Marion Talley-Ry Krisp program and huddling with Jack Proctor on a new account for the fall.

KOLIN HAGER of WGY, Schenectady, will be in town for a day.

J. T. WARD of WLAC, Nashville, is in town.

S. C. VINSONHALER of KLRA, Little Rock, is expected in New York on Monday.

HOWARD CLARK of WJAS, Pittsburgh, will arrive in town Monday.

W. T. DUMM, KSFO, San Francisco, arrives in town in a few days.

W. H. SUMMERVILLE, WGST, Atlanta, is expected in town Monday.

JERRY BELCHER will be in San Francisco for this Sunday's "Neighbors" broadcast over NBC-Blue network.

BILLY SHAW of the New York office of CRA returns today from the south.

TED HUSING, CBS sports announcer, leaves by plane for Portland, Ore., tomorrow afternoon to do the National Amateur golf broadcasts from there next week.

VINCENT CALLAHAN, WWL general manager, and PHIL LALONDE, CKAC manager, are expected in town on Monday.

LUTHER REID, CBS news editor, leaves on his vacation today. DON HIGGINS, CBS publicity director, back from vacation on Monday.

NBC Has 90% Monopoly On WLW's Night Time

(Continued from Page 1) minutes for Pinkham's daytime spots is expected to be added soon.

So it seems that NBC has a 90 per cent monopoly on the night-time WLW time. Majority of NBC's daytime business is used by a WLW neighbor, Procter & Gamble. The soap manufacturer is WLW's ace client. Its many network shows use WLW for 12 hours each week, 10 1/4 hours from NBC, rest from Mutual. P. & G. also places a number of transcriptions on the station such as the "Houseboat Hannah" and "Kitty Keene" series.

Talk that WLW will not take any more NBC new business seems to be just talk. The Louis-Farr fight sponsored by Buick on Aug. 26 will be aired by the station. Other clients using station this fall on its NBC network are Fendrich, General Foods-Log Cabin Syrup, Gruen Watch, Musterole and Pontiac. Time for these shows is included in the above NBC totals, fight is not.

Mutual is clearing time on WLW for the Commentator and Kellogg-Singing Lady half-hour programs. These shows are also figured in the mentioned MBS summary.

For sustaining programs, WLW either furnishes its own or takes from NBC. Mutual, according to WLW's program folio, does not receive nor take any WLW sustainers. WLW Line gets a number of periods throughout the day and late night.

Eton Boys' Bookings

Following two weeks at the RKO Theater, Chicago, the Eton Boys will appear at the RKO Palace, Cleveland, the week of Aug. 27, after which they play two weeks at the Fox Theater, Detroit. Paul Ross of Columbia Artists Inc. is setting the dates for their tour.

27 1/2 Hours Weekly Placed By Schillin Adv'g Corp.

(Continued from Page 1) min. periods and 24 one-min. announcements; Gang & Gang (furniture) six 15-min. periods; Canadian Fur Trappers Corp., six 15-min. periods and 21 one-min. announcements; Jordans (coats and dresses) six half hours; Flemolyn (cough remedy) three 15-min. periods and six 5-min. periods; Rodney Benson, 35 one-min. announcements; Meier Credit Co., seven 15-min. periods and 24 one-min. announcements.

WAAT: Michaels Credit Dept. Store, six 15-min. periods and 24 one-min. announcements; Harold Motors (Dodge Dealers) six 15-min. periods.

WINS: Flemolyn, 70 one-min. announcements.

WMCA: Finlay Straus (jewelers) thirteen 15-min. periods and 66 one-min. announcements.

WHOM: Canadian Fur Trappers Corp., eighteen 5-min. periods and three 45-min. periods in Italian and Polish.

Mar-O-Oil Renews

J. W. Marrow Co., Chicago (Mar-O-Oil shampoo) has signed a 10-week renewal for the Henry Busse and his orchestra program on 10 NBC-Red network stations, Sunday noon, effective Sept. 26. Program is keyed out of Chicago and is placed by Baggley, Horton & Hoyt, there.

A NEW STAR on the musical horizon... MICKEY ALPERT and his Riviera Orchestra... Appearing Nightly at BEN MARDEN'S RIVIERA Just Across the Geo. Washington Bridge

GUEST-ING

TOM TERRISS, on Philip Morris program, Aug. 24 (NBC-Red, 8 p.m.).

STAFFORD SISTERS (Jo, Pauline and Christine), on Hal Kemp-Alice Faye show, tonight (CBS, 8:30 p.m.).

LEON JANNEY, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

KAREN KEMPEL, Danish soprano, and JOAN EDWARDS, vocalist, on Al Roth program, Aug. 23 (NBC-Blue, 9 p.m.).

BEVERLY ROBERTS, on "Hollywood Showcase," Aug. 28 (CBS, 9:30 p.m.).

Extend Time for Memorial

CBS will hold its channel open two hours later than the regular closing time on Sept. 8 when a special Hollywood Bowl Memorial to George Gershwin will be aired exclusively over the web's entire facilities and also short-waved to Europe via W2XE. Broadcast will be heard from 12:30-3 a.m. EST. A score of noted radio personalities to be heard during the show include Bing Crosby, Fred Astaire, Helen Jepson, Fritz Reiner, Al Jolson, Jose Iturbi, Nathaniel Shilkret, Victor Young and Charles Previn. Also included are the Hall Johnson Choir and principals from "Porgy and Bess," Gershwin opera.

WWJ Party Not on Network

Detroit—Due to last-minute complications, it will not be possible to put WWJ's seventeenth anniversary party on the NBC-Red network tonight.



JESSICA DRAGONETTE Palmolive BEAUTY BOX THEATRE of the air Every Wednesday Night, Nine-Thirty E.D.S.T. W A B C — COLUMBIA NETWORK WEDNESDAY-AUGUST 25th "THREE MUSKETEERS"

## STANDARDS ADVOCATED IN NEWS ANNOUNCING

(Continued from Page 1)  
casts from a large number of stations there appears to be a deadlock between advocates of various styles. Some approve a high-powered form of presentation, whether it be an account of the assassination of a potentate, or the theft of a Detroit policeman's pants. Others are in favor of a somewhat expressionless style that refuses to heat up over anything short of a volcanic eruption beneath the studio. A travelling salesman who followed either style could not earn his expense money. Somewhere between these extremes there is a happy medium, not lacking in expression, but unexcited, and with a tempo that does not telescope words into each other. To attain this ideal is the aim of the news announcers of WCAO."

Giving details of the formation of the WCAO News Bureau early this year, and some details of its operations and experiences, the review (which is somewhat of a text-book on news announcing) says:

"WCAO had given serious consideration to the establishment of a news bureau of its own for some time, and at the first of this year made arrangements for such service. A third floor room, formerly used for announcing, was found specially desirable as headquarters for the bureau, and it was equipped with the necessary paraphernalia. This included two Teletype machines, desks, chairs, typewriter, telephone, and a radio speaker wired to the station's output.

"The bureau began functioning on Feb. 1. Later, on May 26, when a sports commentator was added to the bureau's staff, a Western Union ticker was installed for baseball scores. A Philco radio was obtained to enable the bureau to keep in touch with programs of other stations. The original Teletype machines, known as model 12, gave considerable trouble, and were eventually replaced with model 15 machines, which proved less noisy as well as less liable to go out of commission.

"Helpful accessories to the work of the bureau include wall maps, an atlas, and several reference books, of which a dictionary and a World Almanac are the most useful.

"For five days a week: The two Teletype machines average 12 hours' service each per day, or a total of 24 hours operation between 4 a.m. and midnight during the summer, and from 5 a.m. to 1 a.m. at other seasons of the year. On Saturdays the Teletypes operate a total of 27 hours in the same period. Sunday's operation is from 10 a.m. to midnight, the two machines putting in a total of 12 hours in that time. The summer program of week-day news broadcasts logs these periods at 7:30 and 11 a.m. and 2, 5:40 and 10:45 p.m., with a sports commentator on the air for 15 minutes at 5:45 p.m. The 10:45 p.m. news period is of 15 minutes duration. The others are 5 minutes.

"All news except that at 2 p.m. is sponsored. The Sunday news broad-

## F. C. C. ACTIVITIES

**APPLICATIONS GRANTED**  
WFLA-WSUN, Clearwater, Fla. Mod. of license to form to separate stations under call letters WFLA and WSUN. 620 kc., 1 KW., 5 KW. LS., specified. Vol. assignment of license of WFLA to Florida West Coast Broadcasting Co., Inc.

**SET FOR HEARING**  
Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Times Printing Co., Chattanooga, Tenn. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WWPO, Inc., Pittsburgh, Pa. CP for new station. 1120 kc., 250 watts, unlimited.

Chas. F. Engle, Natchez, Miss. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

### 45 Stations Are Set In Paint Spot Series

(Continued from Page 1)  
WFLA - WSUN, WQAM, WAPI, WJAX, WNOX, WJDX, WFOR, KTHS, KELD, WWL, KWKH, WFAA, KPRC, WOAI, KRLH and KRGV.

Wadsworth's campaign begins Sept. 6 over 10 stations (WEEL, WCSH, WGY, WJAR, WSYR, WNBF, WFEA, WSB, WJAX and WFLA-WSUN). Thirteen five-minute WBS disks will be used in this campaign. Disks will be aired twice weekly during the evening hours. J. Stirling Getchell Inc. placed the account.

casts are 8:55 a.m. and 12:50 and 10 p.m. The morning period is 5 minutes; the afternoon is 10 minutes, and that at night is 15 minutes.

"WCAO's news bureau is manned by capable newspaper men. Joe Clark Kolarek is an able and experienced young man, who knows news values. He understands how to get a story, how to write it, and how to put it on the air. He knows sports, and, when occasion requires, pinch-hits for the commentator in that department. Fred Turbyville, sports commentator, has for years been one of the most prominent and popular sports columnists connected with local newspapers.

"Dwight Burroughs, who organized the news bureau of WCAO and is now at its head, was formerly city editor of the Baltimore Herald, and later city editor of The Baltimore News under Munsey's ownership. He is vice-president of Baltimore Press Club, and was twice elected president of the Advertising Club and the Better Business Bureau of Baltimore.

"A great part of the sponsored news announcing was done by Bob Wells, who is specializing with considerable success in this branch of the business. All members of the station's regular announcing staff, however, have participated in broadcasts of news periods, and have wholeheartedly accorded support to the news bureau."

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

Richland Broadcasting Co., Mansfield, Ohio. CP for new station. CP for new station amended to request 1370 kc., 100 watts, daytime.

KFDM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Corp. 560 kc., 500 watts, 1 KW. day, unlimited.

**APPLICATIONS RECEIVED**  
WFAB, New York. Vol. assignment of license to Debs Memorial Radio Fund, Inc.

WAYX, Waycross, Ga. Vol. assignment of CP and license to Jack Williams.

KABC, San Antonio. Auth. to transfer control of corp. to Elliot Roosevelt. 1000 shares common stock.

Madison Broadcasting Co., Madison, Wisc. CP for new station. 1450 kc., 250 watts, unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps.

**EXAMINER'S RECOMMENDATION**  
Summit Radio Corp., Akron. CP for new station. 1530 kc., 1 KW., unlimited, be granted.

### Lining Up Drama Pieces For New Woodbury Series

(Continued from Page 1)  
"Journey's End," "Just Suppose" and "Petticoat Fever." A variety of famous short stories will also be used. Program will be heard at 9-9:30 p.m. over an NBC-Blue network. Spot is now filled by same sponsor with Bob Hope and Shep Fields.

## INDEPENDENT STATIONS MEETING ON AFM ISSUES

(Continued from Page 1)  
known labor attorney to fight the broadcasters' battle with the AFM. This is not in keeping with the policy of the NAB or some of its leading members who fear a repetition of an Ascap type of contract if President Joe Weber of the AFM can find a person or group who will actually have authority to represent the broadcasters other than the networks.

Meantime broadcasters continue to talk to Weber and the so-called subcommittee of the AFM which is meeting the radio men. Another group marshalled by station relation and electrical transcription men talked to the subcommittee yesterday afternoon. Consensus of opinion was that Weber was much warmer in his attitude and that the psychology of having the broadcasters talk it over was having a good effect. Otherwise the talks were the same as usual. With Weber, the subcommittee of the AFM includes two officials and members of the executive board, Birnbach and Kerngood.

### Johnny Johnstone Laid Out

Johnny Johnstone, WOR-Mutual publicity director, is confined to his home with a chest infection. Lester Gottlieb of Johnstone's department also was out yesterday, due to a cold.



(SEE PAGE THREE MONDAY)



**B**ING CROSBY a guest of Wayne King here en route to the east. They spent a day on the links together.

Bob Elson and Phil Collins, fight referee, to do the CYO-International Boxing bouts for Mutual next Wednesday.

Harold Stokes, WGN-Mutual Dance band leader, vacationing in Michigan. Joe Johnson, violinist-arranger, has taken over baton for a fortnight.

The Lawyers Legislative League, using a cast of more than 100, will return to the air with a new dramatic series about famous Chicagoans starting Sept. 22. WLS probably will be the outlet. Local jurists and officials will play the leading parts.

Dave Rubinoff has discovered a boy prodigy here, Aaron Rosen, a 9-year-old violinist. Boy's father is a milkman. Rubinoff has promised to coach the boy.

Mel Merkley, handling publicity for Fred Waring, is a bride.

Chicago Theater has engaged Jack Denny for Sept. 3 and is negotiating with Fred Waring.

Charlie Riley has a new "Racing Revue" program on WWAE at Hammond, Ind., at 8:30 a.m., which requires setting the alarm clock about 6 a.m.

The Jack Fultons have named their new son J. Anthony—Tony for short.

Alice Hill is back from a vacation in Panama. And Sunda Love is home from a fortnight in Maine.

### Hawkins Sues Over Script

Maxwell Hawkins, radio writer, filed suit in the New York Supreme Court yesterday, seeking an injunction and damages from Walter O'Keefe, RKO Radio Pictures, and the Hesse-McCaffrey talent agency, for alleged misappropriation of a radio script titled "The Rolling Stone." Supreme Court Justice Kenneth O'Brien set hearing for the October term.

1	9	3	7
4	5	7	
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

### Greetings from Radio Daily

August 20

Edgar Guest Andre Baruch  
Teddy Bergman

August 21

Carlton K McDell Billy Idelson  
Bob Haring Don Albert

August 22

Martha Raye Julia Sanderson  
William Brenton James Meighan  
Evelyn Brier



● ● ● Inasmuch as he's severed his affiliations with Eddie Cantor, Bobby Breen's future air appearances will be guided by Gertrude Berg, who is bringing the boy east and preparing a script show in which she plays "mamma" and Breen is "sonny boy".... Show will be recorded next week for submission to prospective sponsors.... Johnny Augustine's orchestra with Princess Kropotkin auditioned at CBS for Dona Ray Cosmetics.... Barry McKinley (now on the show), Tune Twisters, Joan Edwards, seven voices of Lyn Murray's group and an orchestra under the baton of Lloyd Shaeffer (from WLW) audition for Griffin Shoe Polish today.... Lois Bennett subs for Rachel Carley on "Manhattan Merry-Go-Round" the 29th.... Kenny Baker just re-signed for the Jack Benny series. Benny was handed a four-year contract with Paramount calling for his appearance in eight flickers in that period.... Barry Wood has been rushed into another Chevy transcription date.... Art Shaw will be an MCA attraction hereafter.... Mack Green takes over Al Porgie's duties at Marlo on Monday while the latter road-tours it for a while.... Walter Moore of NBC press is sending out cards that he's back "at my desk and here's the card I meant to send you." Cards are mimeographed!

● ● ● KYOS, Merced, Cal., literally aired a show from a bale of hay some time ago. The occasion was the Cal. 35th District Fair. A number of the popular KYOS talent shows were presented from a baled hay studio-booth in the big exhibit tent.... Charles McKinley, city's Agricultural Commissioner, interviewed livestock judges in the various classes.... The fair committee used KYOS in their promotion for the first time and had satisfaction both financially and from the exhibit standpoint.... Harry W. Flannery, newscaster for KMOX, St. Louis, who successfully fought the recent proposed sales tax there, is cooperating with the Automobile Club of Missouri and many filling stations reps in an effort to put another proposed tax to a vote.

● ● ● Rosalind Russell, picture star of "Night Must Fall," will star on the "Sunday Afternoon Silver Theater" starting on CBS Oct. 3. She is contracted for four appearances.... Contracts haven't been signed for the Paul Whiteman-Oldsmobile commercial—but they will be!.... Inside info states that Ted Lewis, with Jane Froman chanting, will be the fall Chevy series. Also, John Charles Thomas!.... Why did Frank Parker fly to the coast between Chesterfield airings?.... Shep Fields gave Mack Millar two extra weeks' salary as a bonus for his job at Manhattan Beach.... Paul Monroe is out at CBS and is now associated with Ted Collins.... Adele Purcell turned down the offer of the Demo Party.

● ● ● Over in Cleveland, WHK is having much fun airing the Great Lakes Exposition stunts. However, this may change many a word-slinger's desire to participate: The other day, Stanley Altschuler, director of foreign programs for WHK-WJAY, had just lined up two giant choruses in the main ballroom of a steamer at anchor for the night's battle of song.... Nicky Burnett, UBC announcer assigned to the show, stepped up to the mike. He was white as a sheet and trembling just a little.... The signals came from Stanley to go ahead.... "Good evening, ladies and gentlemen.... we bring you another in the series of nationality singing contests being sponsored by.... the.... United Broadcasting Company.... in.... con.... junction with.... the.... Cleve.... land and Buffalo Transit Com.... pany." Burnett gulped. He couldn't get past the first sentence. Altschuler rushed to the microphone, aghast. "C'mon, Nickey! What's the matter? You're on the air—get going!".... "Never been.... on a boat before," he gasped, and went—for the nearest rail.



**R**USS JOHNSTON, formerly of Neisser, Meyerhoff agency, has been made continuity chief at KNX, succeeding Beverly Latham, retired on account of ill health. Johnston is author of the popular "Scattergood Baines" series.

Caryl Coleman and Joseph Sill, of the Botsford, Constantine and Gardner San Francisco office, are in town huddling with executives of the local office and CBS on programs of agency accounts.

KMTR has a new remote from Monte Carlo Gardens, 'Bugs' Nelson and his orchestra, at 11:30 nightly.

Henry Jackson, CBS sales manager in San Francisco, is in town for a few days.

Dan Cupid has been very busy around Associated Cinema Studios. Betty Pope, secretary to Frank Purkett, v.p. and g.m., announces her engagement to Byron W. Benson, young Hollywood business man, and Lucille Wells, office secretary, is to marry Harold M. Majors, insurance executive.

NBC, having taken a lease on one of the big sound stages on the old Warner Bros. picture lot, will spend several thousand dollars converting it into a broadcasting theater seating 400, and with a stage of ample size to handle Standard Symphony or other large shows. Presently using Warners' KFVB model radio theater for "Show Boat," the new theater will give NBC four studios with capacity for large audiences and, to start, probably will house the fall Packard program as well as the new Tyrone Power show.

KHJ retains Andy and Virginia Mansfield, about whom there was some controversy due to the team having been approached by agency offering sponsorship—but on another station. Contractual obligations cited by KHJ keeps the duo sustaining on that station.

Frank Woodruff, director-general of "Lux Theater of the Air," is back at his desk preparatory to opening the new season.

Lee Pennington now heads CBS maintenance under Alan Cormack, traffic manager for Pacific Coast.

Paula Stone will be quizzed by George Fischer on his Saturday broadcast.

Lovers of classical music can catch a wide variety of their meat over KMPC at 11:00 p.m. Tuesday, Wednesday, Thursday and Friday, and at 10:30 a.m. on Monday, Wednesday and Friday, when Alfred Leonard runs the gamut of classics recorded by top-ranking artists and symphonies.

Ford Billings, now manager of KEHE, will devote his full time to Hearst California Radio System when Murray Grabhorn, former v.p. of Blair & Co., becomes manager of the station. Clarence Juneau, assistant manager, has been upped to supervising engineer on CRS.

## ORCHESTRAS MUSIC

**HERBIE KAY** flew to Los Angeles from Denver, where he is currently appearing with his orchestra, to make final arrangements for his Catalina Casino engagement starting Sept. 1, and to sign up for a musical short to be made by Paramount following the Catalina date. Incidentally, the bandsman also visited his wife, Dorothy Lamour.

*Buddy Webster, guitar player with Mountain Pete's orchestra, heard over WXYZ and the stations of the Michigan Radio Networks, is the father of a girl, Barbara Joan.*

Bill McCune, WOR-Mutual orchestra leader, will have Uncle Don as his Sunday night guest at the Marine Room of the Hotel Bossert.

"Fritos' Rhumba Kings" are now on WOAI, San Antonio, and the TQN each Sunday at 1:15 p.m. Last Sunday's program featured Enrique Garcia, leader, Senor T. Lira, vocalist; Beatrice Morin at the piano, and Senorita Rosita.

Some array of swing and sweet specialists will be heard on The Mutual Bandwagon this Fall when broadcasts by Guy Lombardo, Benny Goodman, Leo Reisman, Cab Calloway, Sammy Kaye, Kay Kyser, Freddy Martin, Eddy Duchin and George Olsen are heard over WOR-Mutual several times weekly from coast-to-coast.

One of the rare instances in which a new dance craze creates a popular song hit is "Big Apple", written by John Redmond and Lee David for Irving Mills of Exclusive Publications. The dance was introduced, demonstrated and given a stamp of approval at the recent convention of the national association of dancing teachers in New York. Redmond and David wrote the number to fit the dance, and it has been recorded for Variety disks by Clyde Lucas and his orchestra.

Mills Artists has booked Clyde McCoy and His Sugar Blues orchestra into the Stanley Theater in Pittsburgh starting Aug. 27, into the Earle in Philadelphia the following week and into the New York Paramount in November. Jack Denny and his orchestra will play the Chicago Theater in Chicago for two weeks, starting Aug. 27, also a Mills booking.

Don Bestor and his orchestra will play at the convention hall of the Manchester, N. H., American Legion which holds its convention on Sept. 10. Set by CRA.

Stan Zukor, general manager of CRA, has signed the Roy Eldridge and Bill Hogan orchestras to management contracts.

## ☆ Program Reviews ☆

### "HOW ABOUT IT?"

Sustaining

WOR, Wednesdays, 10-10:30 p.m.

### SWELL NEW TWIST IN AUDIENCE-PARTICIPATION POPULAR INTEREST PROGRAM.

Of the various new sustainings launched recently via WOR with ultimate sponsorship in view, this "How About It?" produced and presented by Sam Hammer is among those with best possibilities. It consists of several mixed teams, a man and woman in each, competing in giving the best replies to questions on what they would do if placed in certain predicaments, such as: If you had a million dollars; If a waiter spilled soup on your new evening dress; If you were arrested for kissing your own husband; If you were an employer with a sit-down strike on your hands, etc.

Listening audience is invited both to send in questions, which will be credited, and to appear as contestants. Initial program got off to lively start and had a very happy selection of subjects, all doing their talks in natural, clear voices. Much good common sense was dispensed, along with the humor, which was ample.

From a humorously entertaining angle, the program is a natural because its comic points come naturally and spontaneously, the funny stuff is fresh, as compared with a variety program's prepared gags that sometimes hit and often miss.

Hammer, aided by an announcer, does a very efficient job of handling the contestants. The winners—the team giving the most interesting replies as judged by a studio board—receive \$10. Under sponsorship, this

inducement could be hiked, adding to the program's scope and entertainment.

### "JUNIOR REVUE"

Sustaining

WJZ—NBC-Blue Network, Wednesday, 8:30-9 p.m.

### CLASS JUVENILE REVUE SUPPLYING FIRST RATE ENTERTAINMENT; MINUS PRECOCIOUS AMATEURS.

Mary Small's "Junior Revue" opened a four-week series on the NBC-Blue network Wednesday night, the first program revealing a refreshing half hour of talent, capably emceed by Miss Small, who had under her command a swell piece of continuity, clever juvenile artists, plus a couple of name artists as guests as well as established youthful radio names.

The routine included songs by Miss Small, who is in better voice and style than ever; Buddy Jones, embryo Winchell handing out "Laughs in the News"; Arnold Eidus, 12-year-old violinist, who makes a concert debut shortly; an Ohio River flood drama, featuring Janice Gilbert and Jimmy Donnelly; the Vass Family in some specially fancy singing, and the The Junior Choir.

Helen Menken as one of the "honor guests" offered a word of encouragement, and Harry Salter wielded the guest baton over Norman Cloutier's orchestra. Show, of course, was fast, but not rushed, the continuity being well built around the artists. Further bit of diversion was an interfering "baby sister" of Miss Small's who brought a laugh or two. Talent throughout was consistently good and further enhanced by being well sold.

## LOUISVILLE

John Jacob Niles, collector and interpreter of Appalachian mountain ballads and folklore, acting as emcee on 13 weekly 30-minute airings from WHAS University of Kentucky studios at Lexington. Programs are titled "Salute to the Hills".

Credo Harris, general manager WHAS, is being complimented on his book, "Microphone Memoirs of the Horse and Buggy Days of Radio", published by Bobbs-Merrill, Indianapolis.

Biff Carr, WGRC program director, will spend his vacation profitably, having engagements in Illinois as emcee to handle the entertainment end for several important county fairs.

Prairie Riders, WGRC hillbillies, leave shortly for Memphis.

Foster Brooks, WHAS announcer, is varying his daily chores by handling the p. a. mike for amateur night softball games.

Bill Bryan, WHAS announcer and vocalist, taking on additional duties as columnist for Louisville Times.

WHAS will be included in the new Kate Smith series for General Foods.

WAVE new mobile unit was given

## PITTSBURGH

Jimmy Murray, announcer and publicity chief at WCAE, and Mrs. Murray are the parents of a seven and three-quarter pound boy. It is their second child.

W. S. Walker, president of Walker & Downing, advertising agency, is vacationing in Atlantic City.

W. W. Rose, Walker & Downing radio director, due back from a two week holiday in Ohio.

Clifford Samuelson, General Mills advertising manager, is in Pittsburgh looking over new ideas for fall shows.

Mr. and Mrs. James F. Murray are the parents of a new boy. Father is associated with WCAE.

Phyllis Morton, oldest Pittsburgh radio artists in point of continuous service on the air, celebrates her ninth anniversary Saturday over WCAE.

a workout in the handling of the Soap Box Derby events.

Earl P. Carter, president of Central Transcriptions, is changing the name to Pan American Recording Studios. Firm is interested in the South American field, as well as home markets.

## PROMOTION

### WOAI Merchandising Items

San Antonio Brewing Association, for Pearl Beer, is giving away free on newscast announcements a booklet entitled "Sociable Menus".

Gebhardt Chili Powder Co., on "Texas Treasures", offers six hand-woven Mexican cocktail napkins for 25 cents in coin and two labels from a can of Gebhardt's Chili Meat.

Leona Bender of the "Girl Reporter" program is offering a booklet free to housewives entitled "Good House-keeping in Your Car".

August issue of the WOAI, San Antonio, house organ imitates Life magazine in format. It includes large photographs of new local programs, news about new accounts, a list of advertisers to date, and other information pertinent to advertisers and agencies. This issue is done in colors.

### WFBR Monthly Schedule

WFBR, Baltimore, is putting out a monthly program schedule for mailing purposes, particularly to sponsors. The schedule occupies the center spread of the sheet, 18 x 12 inches in size when unfolded. Time of program, whether it is a studio or NBC network show, if it is available for sponsorship, etc., is among the information given.

Half of the space on the back of the schedule is filled with news items and brief summaries of special programs available for sponsorship. The circular folds up in letter size, sealed with a sticker, for mailing.

### WCAU Newspaper Spread

Full page spread in last Sunday's Philadelphia Record pictorial section for WCAU has set local radio row on its ear. Entitled "Camera Tales on the Air," illustrated story showed WCAU's antennae mast, script writers in action, a dramatic sketch in rehearsal, sound effects man setting up his noises, the control engineer, the master control room, and finally a couple catching the program in their auto radio. Plant was a feather in cap for Ken Stowman, WCAU's demon space grabber.

### Mussolini Over WOV

Premier Mussolini will be heard from Italy at 12:45 p.m. today over WOV.

## ED JEROME says:

"I have found after two months of belonging to the Telephone-Secretary that it has cut down at least 60% of the worry and work necessary for successful contacts with agencies and directors."

### NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone-Secretary-Doris Sharp

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Enlarging of Quarters Is Completed by KSL

Salt Lake City—Enlarged quarters of KSL are completed, and now occupied is an entire floor of rooms in the building housing the 50,000 watt CBS outlet. Effected by a recent personnel change announced by Lennox Murdoch, director of station operations, the additional space occupies the sixth and parts of the seventh and eighth floors of the Union Pacific building.

## Sound Reproductions Modernizes Its Plant

Following an extensive re-organization three months ago, Sound Reproductions Corp. has just completed a total renovation of its studios and equipment. New equipment installed includes eight recording channels, acoustically treated audition room and high fidelity play-back equipment.

Concern will, in the future, concentrate on electrical transcriptions instead of the extensive recording business they have been doing. A schedule calling for the cutting of 108 master recordings has already been set for the fall.

Sound Reproductions has issued a rate card for its clients. Card, modeled after the AAAA rate card style, lists a \$240 charge for one full hour, \$160 for half-hour and \$80 for quar-

## WSOC's New Mobile Unit

Charlotte, N. C.—An all-white half-ton panel delivery truck is conveying WSOC's new mobile unit for remote pick ups. The portable broadcasting equipment consists of WAAK, a 40 watt short wave relay transmitter operating on 2058 kc., W4XBZ, W4XBT, and W4XER, the pack transmitters and portable receiver, all tuned to operate on 31,110 kc.

The small pack or "beer mug" transmitter has a power of one-quarter of one watt, while the standard pack has two watts power. The unit carries a 1000 watt AC generator to supply power for WAAK and W4XBT. The new unit will serve to coordinate WSOC's mobile unit facilities and for any emergency uses.

## Station Improvements

Medford, Ore.—Authority to install new transmitter and increase power to 1 kw. has been asked by KMED.

Astoria, Ore.—KAST has asked for CP to make equipment changes, install vertical antenna, increase power to 250 watts day and change frequency to 1200 kc.

Hagerstown, Md.—WJEJ has applied to the FCC for license covering CP for new antenna and move of transmitter.

Savannah — WTOC has been granted CP for changes in antenna, new equipment and increase in day power to 5 kw.

Monroe, La. — KMLB has been given authority to install new automatic frequency control.

St. Paul—FCC has set hearing on application of KSTP to boost power to 50 kw. unlimited and install new equipment.

Washington—Hearing has been set by FCC on request of WJSV for CP to change transmitter site, install new equipment and increase power to 50 kw.

Abilene, Kas.—FCC has set hearing on application of KFBI for permit to move station to Wichita and install new equipment.

Sherman, Tex. — KRRV's application for CP to install new equipment, change frequency to 1450 kc. and boost power to 500 watts has been set for hearing by FCC.

Daytona Beach, Fla.—Hearing has been set on WMFJ's application for mod. of CP to change transmitter site, install new equipment, increase power to 1 kw. and change frequency to 1240 kc.

Shreveport, La.—FCC has set hearing on KTBS application for permit to change freq. to 620 kc. and install directional antenna.

Cleveland—Hearing has been set by FCC on WGAR's amended CP to request installation of new equipment, increase power to 1 kw. night, 5 kw. day and use of directional antenna at night.

Lakeland, Fla.—WLAK has applied for CP to make changes in equip-

ment and increase power from 100 watts to 100 watts night, 250 watts day.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, change hours of operation from daytime to unlimited.

Oklahoma City — KOMA has applied for CP to install new transmitter, make changes in antenna and increase power from 5 kw. to 10 kw.

Nashville—WSIX has applied for CP to install new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Los Angeles — Further improvement of transmitter equipment at KGER, Los Angeles and Long Beach, Cal., has been brought about with the installation of the new Western Electric 110-A amplifier. Field tests show almost a doubling of the audio signal.

Winston-Salem, N. C.—WSJS has applied for a CP to install new transmitter and directional antenna, for night use, change frequency from 1310 kc. to 900 kc., increase power from 100 watts to 1 kw. night, 5 kw. day, and move transmitter.

Decatur, Ill.—WJBL has applied for a CP to install vertical antenna, change frequency from 1200 kc. to 1310 kc., hours of operation to unlimited, and move transmitter. Request facilities of WBOW, contingent upon the granting of WBOW's application for change of frequency.

## WPTF Plans to Install Auditioning Facilities

Raleigh, N. C.—Manager Richard Mason announces that plans are now being formulated for an elaborate audition arrangement for the benefit of prospective sponsors. Client rooms will be constructed and furnished in salon style, with emphasis on quiet comfort, enabling the listener to concentrate on the program. Direct wire facilities will make live talent auditions easily possible while additional turntables will be installed for custom built transcribed programs.

## WMT Program Amplifier

Cedar Rapids, Ia.—Charles F. Quentin, chief technical supervisor for WMT, has announced the completed installation of a Western Electric program amplifier at the transmitter north of Marion, Ia. The purpose of the amplifier is to raise the effective coverage area of WMT without increasing the consumption power of the transmitter, thereby bringing the listening audience increased volume in their sets. The primary coverage area is increased considerably without increasing the power of the station.

## Transmitter Rat Trap

Engineers at WNEW's Carlstedt, N. J., transmitter have been bothered with rats trying to bore their way from the marsh to the dry confines of the transmitter house. So the engineers erected a copper sheath around the transmitter grounds, spaced with cheese traps. This sheath is charged with 5,000 volts and whenever a rat is lured to the food, it is electrocuted.

### 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

LOngacre 5-4610

Founded 1889

## MORRIS LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE  
FOR RADIO STATIONS

320 West 46th Street  
New York City

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,089,956—Radio Range Course Indicating Device. Lawrence M. Harding, Washington, D. C.

2,090,001—Transversally Controlled Electron Tube. Fritz Hamacher, Berlin, Germany, assignor to Allgemeine Elektrizitätsgesellschaft, Friedrich Karl Ufer, Berlin, Germany.

2,090,006—Electron Discharge Tube. Max Knoll and Rudolf Rzehulka, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,090,026—Aerial Lead for Radio Reception. Kenneth Charles Bridges, Toronto, Ontario, Canada, assignor to Willis Herbert Tait.

2,090,033—Short Wave Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen Apparaten Fabrieken "Meaf."

2,090,051—Single Tube Radio Receiver. Gunther Jobst and Dietrich Prinz, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,090,218—Electron Discharge Device. Carl F. Miller, Emporium, Pa., assignor to Hygrade Sylvania Corp.

2,090,224—Control Apparatus. Daniel Earl Noble, Storrs, Conn.

2,090,315—Radio Tuning Device. Adolph A. Thomas, New York, N. Y., assignor to RCA.

2,090,359—Wireless Signaling System for Aircraft. James Robinson, London, England.

2,090,360—Electrical Condenser. Julian K. Sprague, Toronto, Ontario, Canada, assignor to Sprague Specialties Co.

2,090,387—Photoelectric Tube. Paul Gorlich, Dresden, Germany, assignor to Zeiss Ikon Aktiengesellschaft.

**Hal Scher Promoted at WKY**

Oklahoma City—Hal Scher, formerly of the sales department of WKY, has been appointed assistant production manager. Scher will travel through the state producing shows from various cities for local advertisers, with WKY broadcasting. Scher is a brother of George Scher, publicity director of Lennen & Mitchell, New York.

**Tenacious Lucy Monroe**

After being cut off the air recently before she had a chance to sing Victor Herbert's "Italian Street Song," Lucy Monroe expects to finally air the song over the CBS-Hammerstein program tonight at 8. Miss Monroe had originally planned to sing the song on the Aug. 9 Robin Hood Dell program on NBC, but Iturbi's flare-up that night caused NBC to take the program off the air.

**Golf Coverage Device**

Paul White, CBS's director of public affairs, has invented a golf coverage device for Ted Husing's links broadcasts.

Same principle involved in periscopes aboard submarines applies to the new device. It is a tall umbrella topped stick with a heavy point which is imbedded solidly in the ground. Attached to this stick is a periscope, and beneath is affixed a sliding microphone, which is easily detached and is connected to nearby short wave equipment. Contraption will have its first test at the National Amateur Golf Championships, Portland, Ore.

**New Chairman of FCC Starting From Scratch***(Continued from Page 1)*

which was semi-military for those too rough for public school. Got law degree but no academic degree from University of North Carolina and practiced law in Charlotte beginning 1900. Represented Mecklenburg County in House of Representatives, state legislature, 1905. Served as campaign manager for Governor W. W. Kitchin's race for United States Senate in 1912 against Senator F. M. Simmons, but Kitchin lost.

McNinch was elected Mayor of Charlotte for two terms, 1917-1921, during which he also was finance commissioner. In his administration, the street railway workers staged a strike for several weeks and McNinch finally ordered the police department to give protection to those employees who wanted to work, and in a fusillade of fire between strikers and cops four men were killed outright or fatally wounded. Several officers were indicted and tried for murder but came clear, and McNinch and city council stood by them.

For one year after retiring from Mayor's office McNinch worked with the National Community Service organization in New York City, then returned to Charlotte where he practiced law until 1930, when President Hoover appointed him to the Power Commission. Made chairman of Commission in 1933 by Roosevelt.

McNinch was leader of anti-Smith Democrats in North Carolina in 1928 and succeeded in swinging the state to Republican column for first time since Civil War. He has been married twice. Second wife, Hulda Groome, being sister to first wife. Has one son and two daughters by first wife and a daughter and son by second. Is a prominent Methodist and teacher of a Bible class and said by his friends to be artistic.

Since newspapers in North Carolina have said so many acrid things about his helping the G.O.P. in 1928, he probably is friendlier to radio than to the press.

*Washington Bureau, RADIO DAILY*

Washington—Senate Committee on Interstate Commerce yesterday reported favorably the President's nomination of Frank R. McNinch as FCC chairman. Appointment now comes up before Senate for final confirmation. The committee is expected to consider T. A. M. Craven's appointment today.

Meanwhile, in the lower house, Congressman Wigglesworth of Mass. introduced a resolution, H. 321, requesting FCC to transmit to the House all information regarding any member, agent or employe of the FCC financially interested in the manufacture or sale of any radio appliances.

**Jack Eigen Back Aug. 26**

Jack Eigen, after a three-month absence, returns with his "Broadway Newsreel" to WMCA on Aug. 26 at 10 p.m. He also brings back his air secretary, Gloria Pierre. Budd of Stoopnagle and Budd will be Eigen's guest on the opening show.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**W R R**

Dallas, Texas

"... And it appears that RADIO DAILY will have to be printed on some sort of wear-proof paper; each day's copy is thumbed dog-eared by our staff within a few hours! No more need be said as to the value of your publication..."

*John Thorwald*

Managing Director.

**TRACY-LOCKE-DAWSON, INC.**

Dallas, Texas

"... I have heard many enthusiastic comments about your splendid publication in this territory. Personally, I think it is swell. It's what the radio trade needed."

*Jimmie Jefferies*

Director of Radio.

**KTOK**

Oklahoma City, Okla.

"... I am now receiving RADIO DAILY and I may say that I am very glad to have it. I feel that you are doing a splendid job of what you have started out to do, and I think most of us regard your publication, by this time, as standard equipment."

*Joseph W. Lee*

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.

## SAN FRANCISCO

Pat Kelly, ex-KPO producer, back from Europe after six months, says continental broadcasting is far behind U. S. airings. He'll handle the Community Chest radio programs.

Lloyd Yoder, NBC press chief, back from vacation a week earlier than expected.

Mort Werner taking over KJBS's popular all-night "Night Owl" show during absence of Gordon Brown.

KJBSquibs: C. L. McCarthy back from southern Calif. where he conferred with MBS officials concerning KQW's recent affiliation. . . . Hugh Barrett Dobbs has a 10-day offing Aug. 20 which he'll spend in the northwest. . . . Rupert Pray, traffic mgr., now in the mountains. . . . Aubrey Loux, pianist, returns to the air after playing all summer with Ailen Dohrmann's ork at Boyes Springs Casino.

Benny Walker, emcee of "Woman's Magazine of the Air" will leave the show early next month to head a new variety show sponsored by S. & W. New program to be 5-a-week at 7:30 a.m. which will necessitate KPO coming on air earlier. Ned Tollinger replaces Walker on "Mag." Clarence Hayes and John Wolfe of "Jingletown Gazette" will be spotted. Botsford, Constantine & Gardner also considered KFRC's "Morning Merry-makers."

KROW airing "Songs of Scandinavia," half-hour sustaining record program of imported Scandinavian disks on Sunday nights.

Nancy Coleman, who had the title role in the Sperry Flour serial "Gloria Gale," has been succeeded by Doris Heene.

## NEW ORLEANS

Meyer Bros. Drugs have taken 24 spots over WDSU for the end of August and beginning of September.

WWL broadcast from the operating room of a local hospital yesterday as a special event, with Henry Dupre at mike.

WSMB officials are doing a buck and wing over their new transmitter, which is now in operation. Station heads happily claim they are getting nice reaction from listeners, especially in the country areas.

## ONE MINUTE INTERVIEW

## ARLINE BLACKBURN

"Every radio actor in New York seems to have a secret or expressed desire to join the big parade of radio artists to Hollywood. They think they'll work there in radio for a while and then by some stroke of magic will find themselves in motion pictures. But it doesn't work out that way. There are too many actors—of all kinds—in Hollywood already. Most of them are lost in the crowd."

## ★ Coast-to-Coast ★

**L**EROY SIMMONS, a brother of Robert Simmons, member of the Revelers Quartet, has joined KWK, St. Louis, as announcer. He was formerly at KWTO, Springfield, Mo., and KCMO, Kansas City. Simmons will handle studio assignments, replacing Tom Dailey, who departs within a week to assume a position as chief announcer of WDOJ, in Chattanooga, Tennessee.

**WICC, Bridgeport:** Fitzroy Kennedy has joined the operators' staff. . . . Lorella Tomlinson, Milford's juvenile star, will aid Rosabelle Nelson of "Enchanted Garden" in a new series this fall. . . . J. Vincent Callanan, William Dukenshire, Mack Parker and Frank Foti all celebrate birthdays this month.

Al Pearce is giving a new wrinkle to the common radio practice of dedicating programs to cities, people, stations, etc., by currently dedicating his CBS programs to members of his own Gang. Next Tuesday, the Ford Dealers' "Watch the Fun Go By" program, heard at 9 p.m., will be dedicated to Arlene Harris, the "human chatterbox."

*Ruth Elizabeth Allen, daughter of Mrs. Ida Bailey Allen, will portray the part of her mother at the age of fourteen when she appears on the "Homemakers of the Air" over WHN on Monday morning at 10:30.*

Cast of "The Headless Horseman," an original operetta by Stephen Vincent Benet and Douglas Moore, based on Washington Irving's celebrated yarn about Ichabod Crane, being broadcast for the first time Sunday at 8-8:45 p.m. over the NBC-Blue. Will include Edward Wolter, baritone, as Ichabod; Muriel Wilson, soprano; Fred Hufsmith, tenor, and Earl Styres, baritone. There will also be a large mixed chorus and a special children's chorus for the ensemble numbers. Harold Sanford, veteran conductor of NBC presentations of Gilbert and Sullivan and other operettas, will direct the radio premiere.

*A new program, "Hour of Dreams," starring George Morgan, lyric baritone, with Marguerite Werner, organist, was inaugurated this week over WXYZ and the stations of the Michigan Radio Network, and will be heard each Monday at that time. The program is sponsored by Chrysler's Air Temp air-conditioning division.*

KWK in St. Louis broadcast by direct wire the night game between the Cincinnati Reds and the St. Louis Cardinals, at Cincinnati last Tuesday. John O'Hara did the play by play description, while Tom Dailey handled the commercial plugs for the sponsor, General Mills. Chief Engineer Jimmy Burke handled the

technical assignment of arranging lines and setting up the equipment in the Cincinnati park.

*Heinie Manush, sensational hard hitting outfielder of the Brooklyn Dodgers, will be honored by WLTH tomorrow at 6 p.m. during the "Sports Parade." Jocko Maxwell, WLTH's ace sports commentator, will dish out the words of praise.*

Grace Legge and Bob Provan are present vacationists at WDRC, Hartford, Conn.

*Already served by the full-time report of the United Press radio wire, H. R. Gross, WHO (Des Moines) news editor; Jack Shelley, assistant news editor; Herb Plambeck, farm editor, and Bill Brown, sports editor, now have access to the additional reports of the United Press trunk wire and the full service of Trans-Radio-News.*

WELI, New Haven: Jane Lord, accountant and one of the pioneers of station staff, has resigned. Miss Lord also conducted the "WELI Does the Town" daily program. . . . Station bids adieu to the Bigelow Twins, ballad singers with the station since its inception. Mel being forced to move to Vermont, Jim refused to continue alone. . . . Added to announcers' staff: Sherman Riley and Bill Farley.

*The special events department of KVOO, Tulsa, Okla., "scooped" other stations of the state when a series of broadcasts were made from the campus of Oklahoma A. & M. College at Stillwater, Okla., where three thousand boys and girls were assembled for the state 4H-Club round-up. Remote lines to the campus, 75 miles distant, carried the broadcasts of interviews, demonstrations, and group singing to the rural communities of the state which had sent the delegates to the meeting, generally declared to be the largest 4H-Club round-up the state has ever held.*

Milton Morris, who is heard three times weekly in "The Adventures of Ace Williams," was a deputy weight master in a coal yard before embarking on a radio career.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., and his bride of a couple weeks, have returned from their honeymoon, down Maine way.

Vernon Radcliffe, WPA radio production manager for New York, announces that "Northland Lumberjacks," radio serial of the logging camps which WINS features at 11 a.m. on Monday, Wednesday and Friday, has proven so popular that the station has renewed the contract for the third consecutive time.

*Uncle Don received loads of birthday congratulations on his WOR program last night.*

## BOSTON

WCOP will celebrate its second anniversary Aug. 26.

Vic Jerome and Lucille Doran are the two new voices over WBZ and WBZA.

Carleton "Sandy" MacVarish, sales promotional manager at Yankee Network, on vacation.

Mary Dodd, ballad singer, has returned to WBZ-WBZA to replace the Happy Sisters on some of the WBZ Little Shows. The Happy Sisters are touring with Rudy Vallee.

Donald Van Wart of Yankee network back after a trip to Bermuda. He flew down on the Clipper.

Virginia Read is pinch-hitting for Mildred Carlson on WBZ-WBZA "Home Forum." Mildred is on vacation.

George MacFarlane and the Rhythm Girls are now featured in the WBZ-WBZA musical presentation fed to the NBC network on Thursdays at 3:45 p.m.

Alan Curtis and his orchestra open at the Nautical Plaza at Revere Beach on Monday. They will have a nightly WMEX wire.

Arthur and Eddie, song and patter team, are now appearing on the WBZ-WBZA "Noonday Revue," Saturdays.

## COLUMBUS

William "Bill" Sweet, famed air show announcer, will appear at the Ohio State Fair, Aug. 28 to Sept. 3. WBNS activities at the Fair this year will be more intense than ever before.

Ellis Lucas, youthful Irish tenor, formerly featured over WHK, Cleveland, is now presented each Wednesday night over WHKC in "The Mender Of Broken Dreams."

**WMCA**  
NEW YORK'S OWN STATION

leads in **PROGRAM PLANNING**

**GOOD WILL HOUR**

sponsored by **TRUE STORY MAGAZINE**



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 37

NEW YORK, N. Y., MONDAY, AUGUST 23, 1937

FIVE CENTS

## Six Months' Biz Up 28.7%

### TELEVISION DIRECTOR IS APPOINTED BY CBS

Appointment of Gilbert Seldes, prominent writer and critic of the drama, movies, radio and music, to the post of experimental television program director, and the establishing of a tele program center in the Grand Central Terminal Building, on which construction will begin early this fall, are the latest steps taken by CBS toward developing a television program service. Seldes takes up his new work Sept. 1. He terminates his

(Continued on Page 4)

### N. W. Ayer Rounding Out Kellogg Football Lineup

With Atlantic Refining football broadcasts now set, N. W. Ayer is attempting to round out the schedule for Kellogg which will blanket the midwestern games this year. Games, stations and commentators are expected to be set within a week, despite the fact that sponsor is at present engaged in a price war with other breakfast food manufacturers in that territory. Situation, although tense at the moment, is not expected to curtail radio activities this fall.

Agency also expects to receive final word on the Ford "Universal Rhythm" broadcasts by next week. A representative is now in Detroit holding discussions with the sponsor.

### Fall Business Uptrend On New York Stations

Present indications are that fall and winter business on local stations this year will show a strong upward trend. WNEW, with an increase of

(Continued on Page 8)

### Paid Italian Audience

Clement Giglio, Italian impresario, has taken over the Bayes Theater and changed the name to Comm. Giglio's Radio Theater. Giglio uses full-hour Italian programs on WOV and it is planned to broadcast dramatic shows from the theater in addition to selling tickets for the performances, starting Aug. 28. Shows will be given Saturdays and Sundays.

### No AFM Local Deals

On a direct query from Radio Daily, President Jos. N. Weber of the AFM stated that no local union has or would have authority to conclude an agreement with a broadcasting station in a case where the AFM held International jurisdiction, as in the situation with the pending radio and disk situation. If a strike is called by the International body, no local has any alternative but to obey. AFM never before in its history has been confronted with the possibility of a nation-wide strike.

### ANNUAL SHOW SHUFFLE FAVORS MUTUAL SYSTEM

Annual switching of network accounts from one web to the other finds Mutual garnering six programs which were formerly on CBS or NBC. CBS comes next with four accounts, all from NBC. NBC has lined up three, two from CBS, one from MBS.

Mutual takes Duart Sales, Kellogg-Singing Lady, Barbasol and Commentator Magazine from NBC, and Heck-

(Continued on Page 6)

### York Fair Buys Time Over Four Stations

York, Pa.—The York Inter-State Fair being held here Oct. 5-9 and reputed to be one of the biggest and best fairs in the east, is using radio extensively this year to call attention to its many educational and agricultural displays and exhibits. Four

(Continued on Page 6)

### Broadcast Advertising Up \$14,624,253 in First Half of Year—Increase Tops All Media—Seasonal Drop Less

By GEORGE W. MEHRTENS

Radio Daily Staff Correspondent

Washington—Broadcast advertising for the first six months of 1937 jumped \$14,624,253, an increase of 28.7 per cent over 1936, the NAB reports. All portions of the medium showed gains in gross time sales. National non-network volume increased to the greatest extent, rising 43.3 per cent over the level recorded for the first half of 1936.

Radio broadcasting for the first half of this year showed the greatest relative increase of any major medium.

(Continued on Page 3)

### PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

Philadelphia—On behalf of its radio glass tube department, Philco Radio & Television Corp. will launch a quarter-hour disk series the week of Sept. 6 on 200 stations across the country. A \$50,000 cash prize contest, called "Phyl Coe Radio Mysteries," will be a part of the radio campaign. Arthur P. L'Hommedieu, eastern sales manager of Philco tube division, has been appointed contest manager.

It is estimated that the total cost of the 16-week campaign will be

(Continued on Page 3)

### Schering Corp. Places Test Series on Disks

Schering Corp., Bloomfield, N. J. (Saraka, a laxative), on Sept. 7 starts a 13-week test series of quarter-hour RCA-Victor transcriptions on seven stations scattered around the country. Disks, entitled "Doctors Who Dared", will feature Dr. William E. Aughinbaugh and will be broadcast twice weekly. Stations are KFBK, Sacramento; KTBS, Shreveport; WMBD, Peoria; WHP, Harrisburg; WSBT, South Bend; WIBX, Utica, and WFEA, Manchester. Marschalk & Pratt Inc. has the account.

### 267 STATIONS GETTING NEW CHEVROLET DISKS

Detroit—Chevrolet Motor Co. on Sept 6 will renew the "Musical Moments" transcriptions on 267 stations for another 13-week run. Schedule has been shaved of about 100 stations since the last renewal, probably due

(Continued on Page 3)

### 26 Penna. Stations Get H'way Campaign Series

Philadelphia—Barnes & Aaron Advertising Agency here has scheduled for the Governor's Highway Safety Council, State of Pennsylvania, 40 one-minute spot announcements over 26 Pennsylvania stations, including the entire Quaker Network. The program will consist of two one-min-

(Continued on Page 6)

## ★ THE WEEK IN RADIO ★

... Roosevelt Drafts McNinch

M. H. SHAPIRO

APPOINTMENT of Frank R. McNinch, chairman of the Federal Power Commission, to the FCC as temporary chairman to succeed the late Anning S. Prall, came somewhat of a surprise to all concerned, and the appointment bids fair to be confirmed by the Senate. . . . T. A. M. Craven was named to fill vacancy of vice-chairman Irvin Stewart, who resigned earlier this year. . . . McNinch doesn't look as though he's the kind of official who takes a job lightly. . . .

Fireworks may be expected in the FCC before very long, what with Commissioner George H. Payne's determination to dig into the 500,000 watts of Crosley. . . . Craven and Payne do not seem to think alike on various matters . . . for one thing. . . . Otherwise the Capital front still bristles with Senator White's desire for a radio probe and Congressman Wigglesworth wants data on FCC Commissioners, employees or others

(Continued on Page 2)

### Park Sponsors Show

Chicago—What is believed to be the first radio show sponsored by an amusement park will begin Friday over WGN, Riverview Park, through Louis G. Cowan agency, has signed for a series of three 15-minute shows at 6:45 p.m. Fridays. Dr. Sam Bartlett is preparing script and will produce. Park has used spots on local stations for some time.



Vol. 2, No. 37 Mon., Aug. 23, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	169	169 1/4	+ 1/2
Crosley Radio				
General Electric	55 3/8	54 7/8	55 3/8	+ 1/4
North American	24 7/8	24	24 7/8	+ 3/8
RCA Common	10 7/8	10 3/8	10 3/4	+ 3/8
RCA First Pfd.	72 3/4	72 3/4	72 3/4	+ 2 3/4
Stewart Warner	18	18	18	
Zenith Radio	41	40	41	+ 1 3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	13 1/4	14 1/4		

### Schaefer Beer on WEF

Schaefer Brewery will bring the "Schaefer Nine O'clock Revue," with Leo Reisman's orchestra and Ray Heatherton, back to the air on WEF, locally, Sept. 9 at 7:30-8 p.m. Sponsor had the same show on WOR last spring. Batten, Barton, Durstine & Osborn placed the account.

### GUESTING

LOU HOLTZ, CONWAY TEARLE, RED SKELTON, ERIN O'BRIEN-MOORE and TOMMY RIGGS, on Rudy Vallee program, from Chicago, Aug. 26 (NBC-Red, 8 p.m.).

REINALD WERRENATH, on "For Men Only," tonight (WHN, 8:30 p.m.).

MARX BROTHERS, on Packard program. Sept. 14 (NBC-Red, 9:30 p.m.). Set by Zeppo Marx.

JEANETTE McDONALD, on Elza Schallert program, Aug. 25 (NBC-Blue, 10 p.m.).

HELEN JEPSON and BRIAN AHERNE, on "Kraft Music Hall," Aug. 26 (NBC-Red, 10 p.m.).

**WOPI** "The Voice of the Appalachians"

**BRISTOL** --- TENNESSEE

VIRGINIA

# THE WEEK IN RADIO

... Roosevelt Drafts McNinch

(Continued from Page 1)

connected with it who have any outside radio interests, no matter how small. . . .

On the labor front, comes the election of Eddie Cantor as president of the American Federation of Radio Artistes, with prominent names as vice-presidents and lesser offices. . . . WOR signed an agreement with the American Guild of Radio Announcers & Producers, granting shorter hours and more pay . . . and the CIO is reported as blacklisting other commentators unfavorable to the organization.

Indiana broadcasters formed an organization, along lines of other state orgs, with Eugene C. Pulliam of WIRE being elected temporary chairman. . . . Nebraska Broadcasters Assn. elected John M. Henry of Central States Broadcasting as president . . . also other officials. . . . NEA starts delivery on its newspaper features for radio on Sept. 27. . . . P. & G. starts foreign language test programs in Detroit over WJBK through Blackett-Sample-Hummert and Van Cronkhite Associates. . . . Ike Levin

Philly defends the FCC personnel. . . . Watch Tower Bible and Tract Society threatens to squawk to FCC if time isn't cleared as per its wishes . . . so far more than 50 stations have been lined up out of a sought for 75 for two one-hour programs. . . .

Powel Crosley sticks to guns aent info on WLW to Commissioner Payne . . . CBS quizzes stations on AFM through medium of a lengthy questionnaire. . . . Barry W. Bingham, of WHAS, Louisville, invited Eastern independently owned stations to attend a series of meetings for early this week in New York on AFM question and self defense in the AFM squeeze. . . . Sesac officials scored the NAB report on its music catalog and withheld further comment until they have read it. . . . A. L. Ashby, NBC attorney, in Europe talking copyright. . . . NBC has been broadcasting recordings from abroad more or less on the q.t. and it looks like a fancy and meaningful experiment. . . . P. G. Parker, assistant manager of the NBC Central Division, left his pal Niles Trammell to join B.-S.-H. agency in Chi.

## UP Coast Radio Circuit Adds 700 Miles of Wire

Latest move in the expansion and development of United Press news service for radio stations is the addition of 700 miles of leased wire to UP's west coast radio circuit. This extends the circuit practically the entire length of the west coast and brings the total UP radio news circuit mileage to well over 10,000 miles. UP now is serving 190 stations in the U. S. and Canada. More than 85 of these stations have been signed since Jan. 1 and nearly 75 per cent are on the radio wire circuits. Further expansion is under way.

### Major Bowes Gets Award

First personality to be honored by Radio Mirror's new Roll of Honor will be Major Edward Bowes, whose "Amateur Hour" is on CBS for Chrysler every Saturday night.

### Daughter for Aaronson

Irving Aaronson, musical director of WHN, is the father of a six-pound daughter.

**Wanted.....**

**A CAPTAIN WHO NEEDS A LIEUTENANT . . . .**

A lieutenant who can produce sales . . . Sales . . . and MORE SALES . . . through the medium of good, solid, sound sales promotional activities.

This soldier has been through many campaigns, in the last 11 years, and for the last two years has marshalled together the forces of a large group of radio stations in one of the greatest promotional battles ever waged.

He is anxious to get on the firing line again . . . all lines of communication are open to him at Box A-107 RADIO DAILY, 1501 B'way, N. Y. C.

## Nat'l Biscuit Sponsors Final in Golf Tourney

National Biscuit Co. is sponsoring the final round of the National Amateur Championship over CBS next Saturday afternoon from the Alderwood Country Club, Portland, Ore., with Ted Husing at the mike. McCann-Erickson Inc. is the agency.

## Get Texas Radio Charter

Fort Worth—Frontier Broadcasting Co. of Fort Worth, with Elliott Roosevelt, his wife, and Harry A. Hutchinson as incorporators, has been granted a charter. Roosevelt is negotiating to buy the Alamo Broadcasting Co. at San Antonio. He also is associated with Hearst Radio.

# COMING and GOING

PARKS JOHNSON left New York last week for a hurried visit to Gainesville, Ga., where he met his family and returns in time for this week's Vox Pop show.

EARL THOMAS of Consolidated Radio Artists flew to Fort Worth last week to talk over commercial plans with Paul Whiteman.

VIVIENNE SEGAL leaves shortly for Maine where she will go into rehearsal for a new summer stock show there.

BOB LAWRENCE, one of Paul Whiteman's featured singers, flies to Mitchell, S. D., from Cleveland to appear at the Corn Palace on Sept. 26.

VICTOR BAY, musical director of the CBS Shakespeare cycle, returns to New York next week.

OZZIE NELSON leaves for Hollywood the early part of next month.

TITO SCHIPA, opera star, sailed for Europe aboard the Conte Di Savoia on Saturday

ROBERT TAYLOR, MAUREEN O'SULLIVAN, BOB GOLDSTEIN, and MR. and MRS. E. F. HUMMERT of Blackett-Sample-Hummert sailed Saturday for Europe aboard the Berengaria.

ALLAN ZEE, WHN producer, left Saturday for a two-week vacation at Saratoga and Maine.

MORTON FREUND, head of the advertising agency bearing his name, has returned from a seven-week European trip.

FRANK ROEHRENBECK, station manager of WHN, returns today from a three-week vacation.

MARGARET KENNEDY, secretary to Lester Gottlieb, MBS publicity coordinator, is on vacation.

NINETTE JOSEPH, secretary to Ned Midgeley, BBDO time buyer, off to Maine for two-week vacation.

RAY LEE JACKSON, photographer, and DR. WALTER KOONS, music editor, of NBC are vacationing.

CHARLES BUTTERFIELD, AP radio editor, to his Connecticut farm for a vacation.

PHIL BLOOM of the New York office of Music Corp. of America arrived from Cincinnati last Saturday.

LEE WILEY leaves New York soon to return to Hollywood for some film work. She will continue broadcasting work from the coast.

PAUL STOES, manager of the Don Cossack Male Choir, is back from abroad.

ANDRE KOSTELANETZ returns by plane this week from the coast to resume his Chesterfield batoning.

HARRISON HOLLIWAY, KFI-KECA general manager, arrives in New York this week from Los Angeles to attend huddles between radio execs and AFM officials.

NORMAN FIELD, vice-president of the newly-formed American Federation of Radio Artistes, arrives in New York this week from the coast to attend meetings of the Federation board.



## SIX MONTHS' BUSINESS SHOWS 28.7% INCREASE

(Continued from page 1)

Compared to the 28.7 per cent rise on the part of radio broadcasting, national magazine advertising increased 16.2 per cent in volume, national farm paper volume 13.6 per cent, and newspaper lineage 2.9 per cent.

Total non-network advertising exceeded the gross time sales for the first half of last year by 32.8 per cent. Regional station group showed the greatest gain by rising 45.6 per cent. Non-network advertising in the New England Middle Atlantic area increased to a greater extent than that in other portions of the country.

National network and local advertising also recorded marked gains over last year, rising 26.1 per cent and 21.2 per cent, respectively. Regional network advertising rose 3.8 per cent in volume as compared to the first half of 1936.

Of the major geographical districts, non-network advertising in the New England Middle Atlantic area showed the greatest rate of increase as compared to the first half of the preceding year, rising 56.4 per cent. Advertising in the South Atlantic and South Central area during the first half of 1937 exceeded the previous year by 30.3 per cent. The North Central and Pacific and Mountain areas also recorded good gains.

Live talent exhibited the greatest rate of increase among the various types of rendition by rising 37.1 per cent in volume over the first half of 1936. Live talent programs in the national non-network field rose 47.0 per cent in volume and 27.4 per cent in the local field.

Total Transcription volume during the first half of 1937 exceeded that of the previous year by 24.4 per cent. This type of rendition increased 27.5 per cent in the national non-network field and 12.3 per cent in the local field.

Records in the national field more than doubled the volume recorded for the first half of 1936, while increasing 15.7 per cent in the local field. Total record volume rose 25.1 per cent. Announcements in the national field rose 72.4 per cent and in the local field 15.2 per cent, the total volume rising 34.0 per cent over the level recorded for the first six months of last year.

Although all major media declined in advertising volume in June as against May, radio broadcasting declined to the least extent. Radio gross time sales declined 6.2 per cent while national magazine volume dropped 18 per cent, national farm

## NEW PROGRAMS—IDEAS

### "Our Baltimore" Makes Hit

The "Our Baltimore" program, WBAL feature which is making a big hit, is running the gamut of local industries and is winning high praise from the listeners. Handled by Brad Bradley, of the station staff, the programs are sponsored by the various companies. This week's series includes broadcasts directly from McCrory's 5-and-10-Cent Store and the Maryland Casualty Co.

### Social Calendar

The problem of how to handle requests for announcements from civic organizations and clubs has been solved by WFAM, South Bend, through the medium of a program heard six days a week at 8:30-8:45

a.m. The feature, "Your Engagement Book", is a brainchild of Bob Swintz, WSBT-WFAM commercial manager, and is handled by Margaret Douglas of the continuity department. Brief announcements covering all types of social functions, meetings, church entertainments, etc. are made without charge upon request.

### Daily Tobacco Market Report

As a service to its tobacco farmer listeners, WPTF in Raleigh now broadcasts each afternoon a detailed news report of market conditions and prices on all grades of weed sold, this data being compiled daily by the Federal Bureau of Agricultural Economics.

### WDGY Back to Normal After Labor Troubles

Minneapolis — After a month of labor difficulties that included union picketing, firing of shots at the station and its assistant manager, Edward P. Shurick, and various damage to transmitter equipment, WDG service was restored to normalcy last week.

Trouble began July 23 when Dr. George Young, owner of the station, discharged the chief engineer. Two other engineers thereupon resigned. After much controversy, federal labor conciliator was asked to intercede and the controversy finally was straightened out. The two engineers who had resigned returned to work.

A meeting of station owners took place Thursday to discuss the general situation.

### Offers to Testify

Jay Lewis of Jay Lewis Associates, advertising, has written to both Senator Wallace H. White and Commissioner George Henry Payne of the FCC asking that he be called upon to testify in the pending investigations of radio, the FCC and Crosley-WLW.

Lewis says he wants to make public what he knows, including data about former FCC officials who allegedly obtained power boosts for certain stations, then retired from government service to enter the employ of the stations in question.

papers 13.1 per cent and newspaper lineage 6.9 per cent. Radio also showed the greatest increase in advertising volume as compared to last June, 34 per cent.

The principal gains over the last month occurred in the following groups: national network clothing and financial, regional network beverage and toilet goods, national non-network automotive and financial, local toilet goods, soap and kitchen supplies. Retail broadcast advertising over individual stations amounted to \$1,260,370, a decline of 5.4 per cent from the volume recorded in May, but 20 per cent greater than that of June, 1936.

## PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

(Continued from page 1)

more than \$500,000, a figure far in excess of original plan. In the early plans 100 stations were thought to be ample, but distributor and dealer enthusiasm forced Philco to expand the schedule, according to C. E. Carpenter, manager of the tube division.

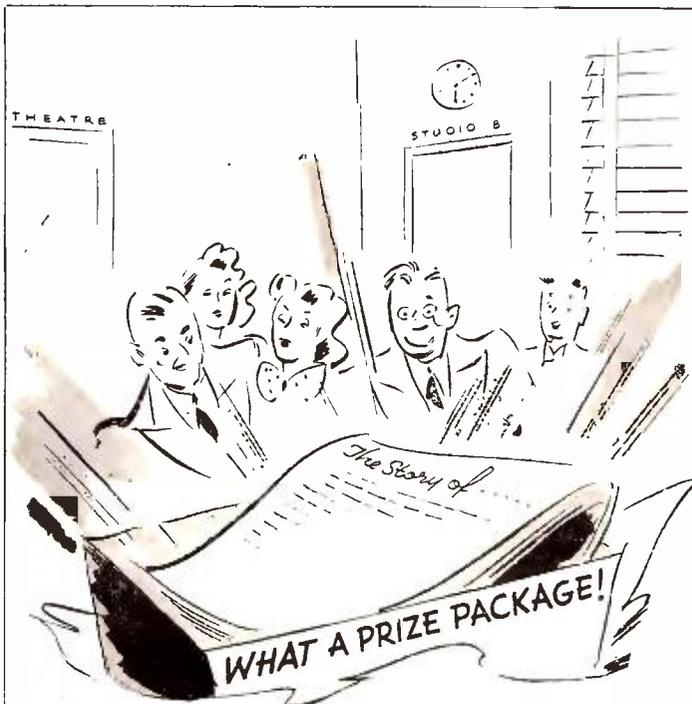
Disks will be broadcast once weekly. No proof of purchase is necessary to enter contest, but all contestants must visit a Philco dealer for entry blanks and contest books. Disks are being placed on stations at the local rate with the dealer sharing the expense with Philco. Geare-Marston, Inc., is servicing this portion of the Philco account.

### Glass Container Extends

Glass Container Ass'n of America has signed a four-week extension of the WEAF Tuesday and Thursday 7:30-7:45 p.m. series, effective Sept. 7. Program is entitled the "Steinie Bottle Boye Boys." U. S. Advertising Corp. is the agency.

### 33 Stations for Sleetmaster

Addition of more stations in the Sleetmaster (windshield wiper) campaign planned by Anderson Co., Gary, Ind., brings the total up to 33 outlets. Schwab & Beatty Inc., New York, is the agency.



(SEE PAGES 4 AND 5 TOMORROW)

NOW AVAILABLE for FALL BOOKING

**MORTON BOWE**

SU 7-3348 or Billy Hilpott—NBC

AGENCIES

CLARENCE B. GOSHORN, formerly with Arthur Kudner Inc., has joined Benton & Bowles Inc., as vice-president. Prior to his affiliation with the Kudner agency, Goshorn was with the Erwin Wasey Co. He entered the advertising field in 1930 after a long association with the Curtis Publishing Co. in Philadelphia.

AIRCASERS INC., new Detroit radio advertising agency, formally opened its doors at 4049 West Lafayette Boulevard with an open house. Large numbers of the Detroit radio industry turned up for the affair. Stan Boynton, former exec at WJR, Detroit, heads the new agency.

LENNEN & MITCHELL, New York, has been appointed advertising agency for Cashay Corp., manufacturers of Cashay Invisible Sanitary Puffs. Agency is now preparing a national advertising campaign for early release.

ARTHUR H. KUDNER INC., handling the Buick account, will be given a bigger appropriation for the 1938 model, according to T. H. Corpe, Buick's director of advertising and sales promotion.

Television Director Is Appointed by CBS

(Continued from page 1) newspaper affiliations to give most of his time to the new duties.

The studio, designed to provide a full-scale working model of a complete television unit operating under typical conditions of actual daily production, will operate in conjunction with the new CBS television transmitter to be located in the Chrysler Tower, to which it will be connected by coaxial cable. Policy will be "to make as many experiments as possible in order to make as many errors as possible in advance."

Marion to Write for Oakie

West Coast Bureau, RADIO DAILY, Los Angeles—George Marion, Jr., film writer, has been signed by Savington Crampton to a William Esty Co. contract to script the Jack Oakie show for Camel. Deal is probably forerunner of many similar ones to come and marks the first step in competitive bidding between radio and pictures for the services of competent craftsmen who can turn in sure-fire material justifying use of high-priced picture personalities on the air.



PETTY CASH VOUCHER Week ending Aug. 20th

● ● ● Saturday... While sunning up in the Catskills—away from the studios, personalities, Lindy's, etc., some one tips us off to the fact that Jessica Dragonette will sing at the Pittsburgh Music Festival on the 5th... That night we enter a theatre in the hope of some diversion—and what happens... A satire on the radio industry is being staged!

● ● ● Sunday... Just before leaving, the phone rings with a flash!... With the pencil trembling in hand, we note "Kati Cuff has joined Standard Radio in Chicago—doing publicity"... So we miss ducking the dinner check—and paying for a day extra... In town word comes that Alois Havrilla, the announcer, took his family to the Rainbow Grill where he walked off with a dancing prize for the tango. He never danced a tango before!... His young daughter nearly won the "Shag" prize, but they couldn't let one family walk off with two prizes.

● ● ● Monday... Catalog of songs arrives from Shapiro, Bernstein and while thumbing thru the booklet we note songs with titles like "Keep Your Skirts Down, Mary Ann" and "Last Night On The Back Porch," amongst others, which wouldn't be permitted on the nets now—but were successes in their day... Another is "Paddlin' Madelin' Home" to give you an idea.

● ● ● Tuesday... Wire arrives from WBT, Charlotte, N. C., that their commentator, William Winter, scored a scoop with his prediction last Friday that the Senate would confirm Sen. Black's appointment to the Supreme Court. Senate doesn't want to disappoint Winter and comes thru with the okay.

● ● ● Wednesday... With Sammy Fain, Mervyn Rosenthal and Adele Purcell we invade the shooting galleries on Broadway where Miss Purcell puts us men to shame with four bull's-eyes out of five... So we decide to stick to our hi-li where the score is 185... Teddy Powell and Harry Weinstein give the boys around town the latest reports on Abe Lyman's condition—and that Abe won't be here to appear at Manhattan Beach as advertised.

● ● ● Thursday... At lunch Al Shayne remarks that with almost every show going to the coast, NBC's 8th floor will shortly go into competition with Nola's Rehearsal Studio—and charge \$2 with free mike use! So we run over to get what may be the last dress rehearsal—Rudy Vallee—with blinkers in the control room giving instructions over the mike... We send an air mail letter to the coast asking for facts on a rumor!

● ● ● Friday... Patricia Gilmore phones to say thanx while lunch is brought for John Mayo and A. Dinsdale... Word that Bob Goldstein sails on the morrow with the Hummerts of the agency to scout talent and look-see on radio abroad. Bob promises to tell our publisher, Jack Alicoate, now over there, that we're keeping expenses down and "keep punchin'"... That nite to the Russ Morgan and Lou Breese opening at the French Casino before calling it a week... Some one sends in a clip from W. W.'s pillar regarding Myrna Loy, William Powell, "Thin Man" series—with a clip from here of JULY 28!... Ruthrauff & Ryan is the agency—that's why Myron Kirk went west!

TOTAL EXPENSE... Six CENTS for air mail stamp to coast!

AUDITOR'S REMARKS... Request GRANTED though you could've used a three-cent stamp as well.

(Editor's note... Two more lines to fill... Scoops fainted!... Hospital just reported he'll be out by tomorrow!)

Program Reviews

"The Editor Speaks"

This 15-minute shot, which made its bow Friday night at 8:15-8:30 as a weekly feature via WMCA, is a new twist in the commenting line in that it presents excerpts from the editorial expressions of eight New York newspapers. Though it doesn't cover enough ground to actually be a crystallization of press opinion on the various vital subjects brought up, it does give some pointed views, and the possibilities for wider application of the idea are evident.

The editorial digest is presented without amplification or explanation by the reader, who remains anonymous.

Depending on the judgment used in selecting the quotes, the idea looks good.

"Vallee's Varieties"

Rudy Vallee had one of his best programs in weeks last Thursday night over the NBC-Red. Willie Howard furnished the comedy highlight, as he has done before, with his "French lesson." The Eva Jessye Choir, colored singers who were in the "Porgy and Bess" stage production, offered some distinctive vocal work. Tommy Riggs and his "Betty" repeated as a comedy click. Gene Lockhart and Doris Nolan were interesting to listen to despite a trivial skit, and there was some entertaining chatter between Vallee and John McClain, ship news reporter, who quizzed the radio star on his attitude toward newspaper boys.

"The Only Ones" on WMCA

"The Only Ones," a new human interest program presenting persons who claim the distinction of being the only ones of their kind in occupation, achievement, etc., makes its bow Saturday at 9-9:30 p.m. over WMCA. Andrew Stanton will emcee the show.

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, The R. L. Watkins Co., New York, engaged in the sale of Dr. Lyon's Tooth Powder, will discontinue certain false and misleading representations in advertising such dentifrice. The respondent company stipulated that it will stop advertising that Dr. Lyon's Tooth Powder has twice the cleansing properties of tooth paste, is doubly efficient, and costs only half as much to use; that there is nothing known that will clean, whiten or polish teeth so quickly or effectively as powder, that dentists everywhere recommend Dr. Lyon's, and that people by the thousands or millions are discarding other methods of teeth cleansing and are using powder instead.

BIRTHDAYS calendar grid for August 1937 with days 1-31 and corresponding initials.

Greetings from Radio Daily

August 23

Wendell Hall Art Van Harvey
Ray Perkins Lawrence Marks

***"Another VCA Service"***

---

# **Radio's Most Outstanding Football Feature**

---

**THE DICK DUNKEL FOOTBALL FORECASTING BROADCAST**  
*(entering 3rd year for Atlantic Gasoline)*

---

## **Now Available**

***For broadcast on both large and small local and regional stations***

---

*VCA has purchased the rights for the DICK DUNKEL forecasts for the 30 states west of Ohio and the Carolinas. It is the same feature which last year pulled 700,000 people each week into Atlantic service stations to "find out who is going to win."*

*VCA has prepared this feature into a compact package so that you can drop it into the lap of your most important (local or spot) advertiser for his fall advertising.*

---

**EXCLUSIVE RIGHTS FOR YOUR  
STATION AREA WILL BE SURPRISINGLY LOW**

*Wire for details*

**Van Cronkhite Associates, Inc.  
360 N. Michigan Ave.  
Chicago  
State 5080**

***"Radio's Only News Counsellors"***



**T**HE long-discussed new studio for KMTR is now under construction, with Vic Dalton apparently having abandoned former more ambitious plans for a "radio village." In any event, ground has been broken and foundation is completed for a California-Spanish studio building at the present site of KMTR transmitter, North Cahuenga at Romaine Avenue, and the presently-scattered departments will be housed and functioning in the new building within 90 days.

KECA will have another live show when the Edwards Brothers' sponsored program with the Colonial Quartette hits the airlines on Oct. 4. Scheduled for Mondays at 6:45, the new musical period is set for 52 weeks.

When Al Jolson resumes with his new series on September 7 he will have last season's standbys, Victor Young, Martha Raye and Parkyakarkus. Present plan is for Jolson to alternate with a guest star in the weekly dramatic spot, with George Jessel set for the initialer.

Charles Bulotti, director of program operations for KHJ and the Don Lee chain for the past five years, resigned last week. His resignation was followed by those of Paul Dudley, his assistant, and John Conte. Bulotti and Lewis Allen Weiss, Don Lee g.m., were mum regarding reasons for the split, though both insisted that it was an amicable arrangement. Weiss, incidentally, reports that the Don Lee absorption of 11 stations in the Northwest is an accomplished fact but that no announcement of actual stations involved will be forthcoming until decision is made regarding which of alternate stations under single ownership is to be included in the set-up.

Joseph G. Corey, newly-appointed New York and eastern field manager for Radio Transcription Co. of America, is in town attending annual sales convention of the C. C. Pyle organization.

Les Bowman, CBS head technician for the Coast, returned from supervising plans for new KSFO transmitter in San Francisco.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BR yant 9-9746

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.

## ★ PROMOTION ★

### Admiracion Contest

Beginning Sept. 12, Tim and Irene will inaugurate a new contest, a 50-word statement on "The first thing said to me after I shampooed with Admiracion was . . ." Prizes will be three Gunther-Fifth Avenue silver fox furs, valued at \$200 each; 500 pairs of \$2 hosiery, and a 60 cent size bottle of Admiracion Hair Tonic to everyone. Contest runs 13 weeks over MBS. Carton enclosure necessary.

Tim Ryan will personally telephone the three major winners each week—whether they live in California or New York, prior to the broadcast, (so they won't get such a shock on

hearing their names read out). Judge will be Helen King. Agency is Charles Dallas Reach, Newark.

### CBS Promotion Piece

Latest CBS promotion piece is based on a P.S. sent out on a post card by Life magazine. The P.S., which Life allowed CBS to write on its card, mentioned the fact that the magazine was the only one to be launched with support of a radio advertising campaign. Excerpts of "March of Time" broadcasts, dated Nov. 12, 1936, April 1, 1937, and July 15, are included indicating the fast progress made by the publication.

### 26 Penna. Stations Get H'way Campaign Series

(Continued from page 1)

ute spot announcements an evening, five evenings a week, for four weeks from approximately Sept. 15 to Oct. 15. They will warn the motorist, as well as the pedestrian, on common hazards encountered on the highways.

Barnes & Aaron agency recently was awarded the radio portion of the Pennsylvania State Publicity Campaign, conducted by the Pennsylvania State Publicity Commission, of which Warren Van Dyke, Secretary of Highways, is chairman. For the radio portion of the Campaign there is planned for the balance of this summer, as well as the summer of 1938, a coast-to-coast hook-up for a half-hour show, entitled "Hail Pennsylvania". Tentatively, the program will consist of a name band; a dramatic sketch running about seven or ten minutes depicting outstanding historical events in Pennsylvania's history as well as three of Pennsylvania's great industries, oil, coal and steel, and a double quartet, using both modern and old-fashioned songs. Walker & Dowling of Pittsburgh will place the balance of the advertising for this campaign.

### Ray Perkins in Grant Show

Ray Perkins, instead of Whispering Jack Smith as previously announced, will appear with Allen (Wifesaver) Prescott in the W. T. Grant disk series which has been set for 19 stations in the east and south. N. W. Ayer & Co., Philadelphia, is the agency.

### New Biddick Disk Series

West Coast Bureau, RADIO DAILY  
Los Angeles—Radio Programs Division of Walter Biddick Co. is releasing nationally 100 fifteen-minute transcription series called "The Adventures of Sunny and Buddy", produced by Park Edwards.

### The Show Goes On

Lucille Manners sang on last Friday's Cities Service program despite the fact that her father had died the day before.

### Annual Show Shuffle Favors Mutual System

(Continued from page 1)

er H-O and Delaware & Lackawanna Coal from CBS.

International Silver, Sanka coffee, Calumet baking powder and Bayer aspirin shows have all transferred to CBS from NBC.

National will get the CBS cooperative bank series and on Jan. 1, 1938, Campbell Soup takes the Amos 'n' Andy period. (It is assumed here that Campbell will cancel one of the two present CBS spots). From MBS, NBC took the Fendrich cigar program.

### York Fair Buys Time Over Four Stations

(Continued from page 1)

stations are now being used—WORK, York; WGAL, Lancaster; WCAO, Baltimore, and WFMD, Frederick, Md.—with the possibility of one or two more being added.

Account is being handled direct, with J. Robert Gulick, WORK manager, handling the details and acting as radio consultant for the fair management.

### Preparing Latin-Amer. Series

B. Charles Dean, president of British American Productions, has been retained to build a series of electrically transcribed programs for Latin-American countries. He is at present rounding up talent and will begin auditions within the week.

### Urges Anthem Sign-Off

Americanism Committee of the Michigan Department of the American Legion last week recommended in a resolution that radio stations all over the country play the "Star Spangled Banner" when signing off. Resolution was introduced at the 19th Annual State Convention now being held in Detroit.

Resolution, in urging the adoption of the custom, pointed out that all Canadian stations play the National anthem there before concluding the day's broadcasting activities.



**EVA CONDON**, who plays in "You Can't Take It With You," Chicago stage company, has joined "Couple Next Door" on WGN-Mutual. Dorothy Gish, Harold Vermilyea and Harriette Widmer are other members of the cast.

Lewis LaMar, WGN announcer, back from vacation.

Hill Blackett, head of Blackett-Sample-Hummert, expected back today from vacation.

Jack Van Volkenberg, assistant to Les Atlass, CBS vice-president, vacationing in Wyoming.

Raymond Johnson of "Guiding Light" is changing his name back to Johanson to please his grandfather. Ray and his brother George have just polished off a play, "October Night," and are peddling it.

Bernice Yanacek, NBC pianist, back from a vacation.

Wayne King broadcasts from Detroit on Sept. 7-8 while playing at Michigan State Fair.

Adelaide Hemenway is a new vocalist at WAAF.

Arkansas Woodchopper (Luther Ossenbrinck) rounds out eighth year on Alka-Seltzer National Barn Dance.

Campana's "First Nighter" renews for 52 weeks, effective Sept. 3. A big whoopla is planned for that date since it's Barbara Luddy's first anniversary with show and Les Tremayne's fifth anniversary in radio.

Paul Sabrin winds up at La Salle on Aug. 28. Room closes for week and then Kings Jesters go in on Sept. 4. Through CRA.

Wynn Orr has moved to Stack-Goble from NBC to become radio director there.

Clark Dennis, NBC tenor, will be off air all week while making personal appearance at Lyric Theater, Indianapolis.

Truman Bradley, CBS announcer, made a hole in one.

Edyth and Shelly Mae of the WLS Ozark sisters have disclosed recent secret marriages—Edyth to Les Gillette of The Three Notes and Shelly Mae to Ralph Goldsworthy of Paris, Ark.

Virginia Temples of "Ma Perkins" becomes the bride of Kenneth Fagerlin, manager of WMFG, Hibbing, Minn., on Sept. 11 at Joplin, Mo.

Herb Morrison, who made the Hindenberg scoop for WLS, flew to Washington, D. C., on vacation.

Harold Fair, WHO production director at Des Moines, in town looking around for talent.

### Tax Receipts Drop

Washington Bureau, RADIO DAILY

Washington—Tax receipts from radios and phonograph records in July totaled \$433,243, against \$595,713 in the same month last year, according to figures released by the Treasury Department.

**NEW BUSINESS**  
Signed by Stations

**KCKN, Kansas City, Kas.**

Consolidated Drug Trade Products Inc. (Peruna-Kolorbak), renewed for one year from Oct. 5, and increased from five half-hour weekly broadcasts to five full-hours weekly, through Benson & Dall, Chicago.

**WSBT-WFAM, South Bend**

Radio Equipment Co. (Philco distributors), mystery serial; Schering Corp., Bloomfield, N. J. (Saraka), through Marschalk & Pratt; Chicago Motor Club, "On to Adventure".

**KFOX, Long Beach, Cal.**

Kay Jewelry Co. (national chain jewelers), "man in street" program with Bob Lee, through Sydney Garfinkel Agency.

**WMAQ, Chicago**

Pharmacraft Co. (Ting, for athlete's foot), sports review with Norman Ross, through Young & Rubicam.

**WJJD, Chicago**

Histeen Corp. (hay fever remedy), "Courthouse Reporter," through Ruthrauff & Ryan.

**"Ave Maria Hour" Renews**

The Franciscan Fathers, sponsors of the "Ave Maria Hour," which is heard over WHN, WIP, WAAB, WBRY, WSPR and WEAN, have renewed the show for an additional 52 weeks beginning Sept. 5. Series is heard at 9:30-10 a.m. Sundays over WHN and WIP, with a repeat airing from 10-10:30 a.m. for the rest of the outlets. Programs originated from WHN studios.

**Look Magazine Trying East**

Chicago—Look Magazine will shortly invade New York radio for the first time with a late evening spot on either WOR, WHN or WMCA. New test series "Stop, Look, Listen," will supplement transcribed broadcasts now aired over WTMJ, WGAR, and Des Moines outlets.

Sponsor also plans a network program. In addition to transcribed programs, Look is using some spot announcements. Schwimmer & Scott, Chicago, has the account.

**WQXR Operatic Program**

"Gateway to Opera", one-hour program of intimate opera featuring a newly formed company of talent, has its premiere Sept. 25 at 7-8 p.m. over WQXR. Raulo Querze is director of the group, which has been in rehearsal for several weeks. He will be assisted by Jascha Zayde, who with Clifford Herzer will provide the two-piano accompaniment for the soloists.

**Toscanini from Salzburg**

NBC will broadcast a special 1½ hour program from Salzburg, Austria, tomorrow afternoon at 12:30-2 p.m. over the Red network featuring Arturo Toscanini conducting the Vienna Philharmonic Orchestra in a benefit concert.

**ORCHESTRAS - MUSIC**

**D**UE to the responsibility of whipping the new "Folies Bergere" into shape, French Casino Musical Director Lou Breese has deferred his radio opening from Aug. 24 until Aug. 31, when his music will be heard at 11 p.m. every Tuesday and Thursday over the NBC Red and Blue networks.

*The King's Jesters and their queen, Marjorie Whitney, return to the Blue Fountain room of the Hotel La Salle, Chicago, Sept. 3, with an NBC wire.*

Stella Unger, radio script writer, and Phil Charig, song writer, have written a new song entitled, "Was It the Wine, Was It the Music or Was It You?" Miss Unger has previously written several songs including the "Three Little Girls" score. Charig wrote the "Americana" score.

*Frank Dailey's ork, packing them in at Bill Green's Dancing Casino, Pittsburgh, did a special half-hour network show Saturday night.*

Joe Robichaux and his All Colored Swing Band from New Orleans and doing a daily swing session over WSGN, Birmingham.

Gennett Sound Effect Co. has recorded and released ten sound effects numbers, including noises of baseball fans from Tokyo, Japan, traffic sounds from London, including Big Ben and St. Mary's Chimes, Hurdy-gurdy and monkey organ and street cards and traffic from Tokyo circus parade sounds, etc.

Harry Candulle and his orchestra have been set for an indefinite engagement at Arrowhead Inn, Cincinnati, by the Cleveland office of Consolidated Radio Artists, opening Aug. 26. Bobby Grayson and his orchestra, now at Tony Cavalier's Mansion, Youngstown, move into the Grand ballroom, Detroit, Sept. 10, for Paul Strasburg.

*Clyde Trask, popular Cincinnati orchestra leader, has signed a Consolidated Radio Artists management contract and goes into Jimmy Brink's Lookout House, Covington, Ky. Trask will broadcast over WLW, Cincinnati.*

Mischa Borr and his Gypsy Orchestra will continue as the luncheon music at the Waldorf-Astoria, where Leo Reisman resumes in the Starlight Roof on Thursday night. Ralph Rogers and his tango-rhumba band also continue on the Roof, alternating with Reisman during the supper hour.

*Husk O'Hare and his orchestra are now playing the Andrew Jackson tavern, a mountain resort, near Jonesboro, Tenn., for Consolidated. Next month "the genial gentleman of the air" will do a series of one night engagements in the middle west playing the Archer circuit of ballrooms in Iowa, Nebraska, and South Dakota.*

David Ross, ace announcer for CBS, has written a lyric for Debussy's "Claire de Lune," which Ray Heaton will air for the first time on his CBS program tomorrow at 5 p.m. Ray Block will conduct the orchestra.

*George Gerwin and his orchestra have replaced Frankie Cooper's band at Toy's Restaurant with daily broadcasts over WTMJ, Milwaukee.*

Stan Jacobsen and his orchestra are at the Schroeder Hotel, Milwaukee, with broadcasts over WTMJ.

*Paul Whiteman, as a Colonel on the Governor's staff, had his busiest week since he first landed in Ft. Worth for the Frontier Fiesta. The NBC orchestra leader led parades in Ft. Worth, Dallas, Waco, Stamford, Austin and San Antonio and carried on his work at the Fiesta and his NBC broadcasts.*

Zinn Arthur and his ork are headed for a New York hotel in September, with a network wire. Arthur has been at the Pine Brook Country Club, Nichols, Conn., this summer.

*Tony Almerico and his orchestra, who are making merry for the dancers in an Opelousas, La., night club, are scheduled to return to New Orleans to finish the season at the Penthouse, whose Leon Prima goes to the Hotel Heidelberg, Baton Rouge.*

Leon Lafell, harmonica virtuoso, has been signed by Irving Mills to be featured in a series of Master recordings. Lafell has been given the support of an orchestra for the waxings.

★ **F. C. C.** ★  
**ACTIVITIES**

**CALL LETTERS ASSIGNED**  
Columbia Broadcasting System, New York. Mobile. KAAC.  
Columbia Broadcasting System, New York. Mobile. WAWE.

**APPLICATIONS RECEIVED**  
Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.  
National Life & Accident Insurance Co., Inc., Nashville, Tenn. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.  
Woodmen of the World Life Insurance Assn., Omaha. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

**Heads School Radio Dep't**

Seattle—George Jennings, production director for WILL at the University of Illinois, has been selected to head the newly created radio division at the Cornish School here. Jennings is now in New York completing a course of training in network broadcasting under the direction of NBC's educational department and will leave to assume his new duties about Oct. 1.

The new department will offer courses in broadcasting techniques and writing for radio, as well as studio appearances over several Seattle stations. The Cornish School recently completed a \$15,000 radio studio.

**WBBM Personnel Additions**

Chicago—Dudley Faust of Chicago Evening American sales staff has joined WBBM sales force, succeeding Tom Kivlan, who is joining George H. Hartman agency Sept. 1 as account executive. Epes Sargent Jr., Rutgers grad of season, joins Chicago staff of Radio Sales Inc., CBS spot subsidiary, as an apprentice.

**IT'S HOT..IT'S NEW..IT'S READY**

*"The Best of the Week from Hollywood"*

A Music Box Revue Featuring What's New and Who's Who in Hollywood . . . Done in a Kindly, Friendly, Intimate Vein which distinguishes it from any other Hollywood Strip now on the air. Easy to buy, easy to sell, easy to listen to. Write or wire for two audition samples and prospectus.

**MERTENS AND PRICE, Inc.**

1240 South Main Street Los Angeles, California

## Coast-to-Coast

**WEST COAST** division of CBS has made elaborate arrangements to cover the National Amateur Golf Championships from Alderwood Country Club, Portland, Ore., Aug. 22-28. Originating station is KOIN. For short wave pickup, Engineer Syd Bergere was sent with the necessary equipment from New York CBS headquarters, with cooperation of Engineer Harold Peery, Hollywood, and Louis Bookwalter, KOIN.

*William Botzer is a recent addition to the announcing staff of KOMO-KJR, Seattle.*

WSGN, Birmingham: Lawrence Lee is directing a newly launched quartet each Sunday morning.... Lee MacArthur, announcer, is doing nicely with the Job Clinic which he originated in cooperation with the Unemployment Bureau.... Claude Maenza and wife are back from two weeks in Florida and New Orleans; Claude is on the engineering staff.... Helen Jacobs, secretary to the exec. staff, vacationing at Daytona Beach.

*WHO, Des Moines, is having the Crystyl Studio at the Iowa State Fair grounds put into shape for the first day of this year's fair, Aug. 27. More than 50,000 saw the WHO artists broadcast from there last year.*

Jack Costello is now announcing the NBC "Vox Pop" program directed by Parks Johnson and Wally Butterworth. Costello also will handle the commercials on the "Radio News-reel" when it starts in October.

*Glenn Goodwin, leading man of the WHO Playhouse in Des Moines, last week revealed his marriage earlier in the year to Maxine Wilson.*

Fred J. Hessler, formerly an announcer at WHBL, Sheboygan, has been added to the staff of WTAQ, Green Bay. In addition to his announcing, Hessler will take part in dramatic presentations and will also write dramatic sketches.

## ONE MINUTE INTERVIEW

EDDIE CANTOR

"Our aim and purpose (American Federation of Radio Artists) is to do the same thing for the rank and file of radio as the Screen Actors' Guild has done for the rank and file of motion pictures. While we who happen to be at the top can take care of ourselves we feel that organization is necessary to help the lesser known people of radio and are glad to pledge our efforts to effect this aim."

## STATIONS OF AMERICA

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

No. 60 of a series.

### WCOP — Boston

1120 Kilocycles—500 Watts Day

**HAROLD A. LAFOUNT, President**

**GERARD H. SLATTERY, General Manager**

**ARTHUR LEARY, Program Manager**

**WCOP**, youngest radio station in America's fourth largest buying area, is owned and operated by Massachusetts Broadcasting Corp. Licensed to operate on a regional channel from sunrise to sunset, WCOP is the only Boston station situated within the city proper. Offices and studios are located in the beautiful Copley Plaza Hotel in historic Copley Square. The transmitter is located on the Speedway directly in back of Harvard Stadium in Brighton, a suburb of Boston.

WCOP celebrates its second birthday anniversary this month, having begun broadcasting on Aug. 26, 1935. With its coverage of eastern Massachusetts, southern New Hampshire and blanketing the entire Metropolitan Boston buying area of more than 2,500,000 persons, WCOP looks with pride upon its short record of air service. WCOP boasts not of "bonus coverage" of other New England states and part of the Maritime Provinces, but contents itself with servicing its Metropolitan Boston listeners.

Using the newest RCA and Erpi facilities, including lateral and vertical cut transmissions, both 78 and 33 1/3 r.p.m., WCOP subscribes to the World Broadcasting System transcription library. WCOP also has a complete news department supplying its listeners with Transradio News in addition to local news covered by several correspondents.

In addition to its regular studio facilities, all function rooms of the hotel have been wired and broadcasts can originate from any of these points. This gives the station the opportunity to present groups of any size on the air.

Satisfied users of WCOP are I. J. Fox, Scott Furriers, Jordan Marsh Co., Kane's Furniture Co., Edgar P. Lewis Candy Co., Gentles Baking Co., Sears-Roebuck, Jenny Gasoline Co., New England Coke & Coal Co., M. A. King, makers of Statler Tissues, and many more.

An idea of the drawing power of WCOP can be gathered from the fact that 40,000 five-cent candy bar wrappers were received by the Edgar P. Lewis Co. during a 13-week children's amateur contest. Scott Co., using a half-hour song guessing program, garnered 1,200 replies each broadcast—not to mention the WCOP Children's Opportunity Hour which averaged 5,000 letters per week, one program weekly.

WCOP has originated many unusual programs including "Opportunity Knocks," "For Ladies Only," "Audition Time Today," "Man 'n the Lobby," "Public Affairs," conducted by William H. McMasters.

Headed by Harold A. Lafount, president, and Gerard H. Slattery, general manager, WCOP's staff includes Arthur Leary, production and program manager; James Donovan, special events and news announcer; James O'Hara, Stephen Burke, Thornton Steil, Sandra Bruce, announcers, and Whitman N. Hall, chief engineer.

### Expedition to Use Radio

The Holden Expedition, which leaves New York this week to explore the Amazon jungles, will be the first of such expeditions to be guided by radio direction bearings. An NBC link will be maintained, using special RCA equipment.

### Belmont Radio Profits Up

Belmont Radio Corp. reports net income of \$123,384, equal to 41 cents a share, for the six months ended June 30, against \$53,503 or 18 cents a share in the corresponding period last year.

### Dawn Program on CKLW

CKLW, Detroit-Windsor, on Aug. 28 will inaugurate an early morning "Dawn Patrol" series. Closing time will be 4 a.m. Station has already lined up three advertisers who have signed six-month contracts for plugs during the airings. Riley Gentile will conduct the program.

### Ambers Fight on Mutual

Mutual will air a blow-by-blow description of the welterweight fight between Lew Ambers and Irish Dean in Washington on Aug. 30 at 11:15 p.m. Program will be fed to MBS by WOL. Tony Wakeman will be at the microphone.

### Alan Roberts for Shorts

Alan Roberts, network tenor, has signed to appear in a series of shorts by Educational films. Pictures will be made at the company's Long Island studios. Roberts, who speaks nine languages, will sing various European folk songs in the various shorts.

### Ted Bliss in Program Post

West Coast Bureau, *RADIO DAILY* Los Angeles—Ted Bliss takes the post of director of program operations for Don Lee System vacated by Charles Bulotti. Has been with KHJ as writer-producer for several years.

## Coming Events

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

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Aug. 29-Sept. 2: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

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.

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

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

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

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

## Fall Business Uptrend On New York Stations

(Continued from page 1)

52½ per cent commercial bookings already set, leads the field to date.

WHN, having a network affiliation to work with this year, has noted an excess of 35 per cent commercial business over last year. Bookings scheduled for WHN and the WLW line this fall include Barbasol, Beaumont Cough Tablets and Lydia Pinkham.

WMCA also has noted a marked increase in bookings for the new season, but figures are not available.

There is no Substitute for Coverage

**W S Y R**

Send for New 16-County Program Survey

SYRACUSE, NEW YORK



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 38

NEW YORK, N. Y., TUESDAY, AUGUST 24, 1937

FIVE CENTS

## Pick Committee on AFM

### ELECTION OF AFRA SEC'Y IS DELAYED BY BATTLE

Spirited battle for the position of executive secretary of the American Federation of Radio Artists was indicated yesterday when AFRA held a long drawn out meeting at Actors Equity offices. AFRA was originally scheduled to elect an executive secretary at yesterday's meeting, but the confab did not get anywhere along this line and the agenda for a later meeting was set up.

Included among radio artists present for a time yesterday afternoon

(Continued on Page 2)

### Campbell Cereal Serial On Midwest Mutual Net

Chicago—Campbell Cereal Co. has bought the serial "Rube Appleberry," a favorite on WGN a few years back, for a midwest Mutual network on a three-a-week basis starting Sept. 27. Also plans recordings for spots. Show is written by Capt. Paul Fogarty. Mitchell-Faust is the agency.

### Radio Bills to Remain Active In Next Session

Washington Bureau, *RADIO DAILY*  
Washington—Though adjournment of Congress sine die last Saturday meant the temporary shelving of the half dozen or more radio bills, all of the measures will remain vital at the next session. This was only the first session of the 75th Congress, and there is probability that President Roosevelt may call the legislators back into special session this fall

(Continued on Page 7)

### Fishing Tale

New Orleans — Three control room operators from a local station—J. D. Bloom, Francis Jacobs and Dan Hynes — a-fishing went and claimed to have fished out 60 speckled trout, neglecting to bring the evidence with their yarn. They also had to fish Dan Hynes out of the lake, where, it is said, he went in after a case of beer which slipped overboard.

### Formal

Cincinnati—In inaugurating its "News for Executives" program, 8:30 a.m. weekdays, giving a brief summary of industrial items, opening prices on London Stock Exchange and general news, President L. B. Wilson of WCKY mailed 10,000 finely engraved invitations (to listen in) to business men and women in the station's area. Believed to be the first formal invite to five minutes of listening.

### SID SKOLSKY TO CHATTER ON NBC-BLUE FOR BROMO

West Coast Bureau, *RADIO DAILY*  
Los Angeles — Sidney Skolsky, columnist, has been signed by Emerson Drug Co., Baltimore (Bromo-Seltzer), for a new series of programs to be aired over a nationwide NBC-Blue network, Wednesdays, 8:30-8:45 p.m. (EST), beginning Oct. 6. Program will be keyed out of Hollywood.

Standard Brands had previously reserved the 8:30-9 p.m. period on

(Continued on Page 2)

### Young & Rubicam Assigns Stuhler As Talent Buyer

William R. Stuhler, in addition to his duties as director of the Young & Rubicam radio department, will personally take over complete responsibility for all talent buying, with Therese Lewis in charge of talent buying for the agency in New York and Joseph Stauffer handling the same assignment in Hollywood.

(Continued on Page 2)

## NAB Says Sesac Catalogue Includes Some Ascaph Music

### Kate Smith Program Starting on Sept. 30

General Foods (Swansdown cake flour and Calumet baking powder) program featuring Kate Smith will begin its new series over CBS on Sept. 30. Jack Miller's orchestra, Ted Collins, Henny Youngman and

(Continued on Page 2)

## Official Statement Is Expected Today by Indep't Station Men on Procedure to Meet Musicians' Demands

### PROGRAM DETAILS SET ON COCA-COLA SERIES

Complete details and starting date for the new Coca-Cola series have been set by the D'Arcy agency, which handles the account. Program begins Sept. 10 over a CBS network of 93 stations and will be heard Fridays at 10-10:45 p.m. Talent will be headed by Kitty Carlisle, soprano, with Reed Kennedy, baritone; Alice Cornett, rhythm singer; Songshop quartet, 22-voice choir, and a 47-piece orchestra under the direction of Gus Haenschen. Series will be titled "Coca Cola Presents the Songshop." Frank Crumit will emcee and program will emanate from New York.

### KMED of Medford, Ore. Joins NBC on Sept. 15

KMED, Medford, Ore., joins the NBC network on Sept. 15 as an optional Red or Blue outlet on the west coast. Station is a 250-watt operating on 1410 kcs. Mrs. Blanche Virgin is owner of the station and Lee Bishop is manager.

NBC rate will be \$120. Station is the 137th outlet to become affiliated with the network.

Group of 75 important broadcasting executives representing 135 stations throughout the country met nearly all day yesterday at the Waldorf-Astoria in an effort to find ways and means to proceed on the emergency arising as a result of the demands of the American Federation of Musicians. Preliminary meeting was held Sunday night.

Gathering is being marshalled by Barry Bingham of WHAS, Louisville Courier-Journal outlet, who sent out communications last week calling attention to the necessity of getting together.

Various views were given at the sessions held yesterday and it was

(Continued on Page 7)

## HECKER MUTUAL SERIES IS STARTING ON AUG. 31

Hecker Products (Silver Dust & Gold Dust) will begin the Beatrice Fairfax-Mutual program next Tuesday at 2:45-3 p.m. over 11 stations (WFIL, WBAL, WCAE, KWK, WGN, CKLW, WIRE, WHKC, WGAR,

(Continued on Page 2)

## WMCA Evening Schedule Expects Sellout by Oct.

WMCA will be completely sold between 6 and 11 p.m. daily by Oct. 1, according to present indications, station officials said yesterday. New

(Continued on Page 7)

### On Their Toes

Merced, Cal. — Members of the staff of KYOS here are being kept on their toes these days by a rule put in effect by Woody Woodling, manager. He has specified that all employees must submit, at a general weekly meeting, an idea to increase the station's local influence. Best of the ideas are put into effect.

(Continued on Page 7)



Vol. 2, No. 38 Tues., Aug. 24, 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. Mersereau, Treasurer and General Manager; Chester B. Buhn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. 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, Aug. 23)

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

Table with columns: Bid, Asked. Rows include Stromberg Carlson.

OVER THE COUNTER

Young & Rubicam Assigns Stuhler As Talent Buyer

(Continued from page 1) Stuhler will maintain offices both in New York and California.

Clarence Olmstead has been made manager of the radio department with offices in New York. He will be assisted by Fred Wile Jr.

Tom Harrington will continue to be manager of the California offices in Hollywood.

NEA Radio Newsfeatures Available to only one radio station in each city Details on Request Represented exclusively by Stephen Slesinger, Inc. 250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 21, 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. Rows include Whispers in the Dark, I Know Now, My Cabin of Dreams, First Time I Saw You, That Old Feeling, So Rare, Have You Got Any Castles Baby, Sailboat in the Moonlight, Stardust on the Moon, Gone With the Wind, Where or When, Can I Forget You, Afraid to Dream, 'Cause My Baby Says It's So, Me, Myself and I, Moon Got in My Eyes, Remember Me, Stop, You're Breaking My Heart, Yours and Mine, Caravan, It Looks Like Rain, Harbor Lights, You're My Desire.

Johnnie Olson Is Signed For Penn Tobacco Show

Milwaukee—Johnnie Olson, veteran radio star and former chief announcer at WTMJ, has signed with the Ruthrauff & Ryan agency to write, produce and present his own program three times weekly for Penn Tobacco over a state network.

Olson, a former recording artist, does his own vocals with a rhythm combination.

Kate Smith Program Starting on Sept. 30

(Continued from Page 1) the Kate Smith chorus is the supporting talent to date. Program will be heard over a coast-to-coast network at 8-9 p.m. weekly. Young & Rubicam has the account.

Sid Skolsky to Chatter On NBC-Blue for Bromo

(Continued from page 1) the Blue beginning Sept. 22, but cancelled last week. J. Walter Thompson Co., New York, handles both accounts.

"First Nighter" Renewed "First Nighter," the dramatic show, sponsored by Campana Sales Co., Batavia, Ill., and heard over the NBC-Red network Fridays, 10-10:30 p.m., has been renewed for 52 weeks, effective Sept. 3. Roche, Williams & Cunyngnam Inc., Chicago, has the account.

Old Melodramas on WNYC Melodramas of the gas lamp era, under direction of Alfred Einhorn, will be offered in a new Saturday 6:45 p.m. series over WNYC.

Election of AFRA Sec'y Is Delayed by Battle

(Continued from Page 1) were Lanny Ross, James Melton and others, also George Heller treasurer, and other officials.

Executive secretary post is expected to be a busy one but with a fair-

Hal Kemp Renewed

Chesterfield has extended Hal Kemp's contract until January 1. Broadcast will continue from Hollywood.

New "Unseen Friend" Makeup

"Your Unseen Friend", sponsored by Beneficial Management Corp., changes program policy tonight. Series, in the past a dramatic show, will feature Harry Salter and his orchestra during the first 15 minutes, and the dramatization during the latter portion of the presentation.

Program, now heard over a CBS network of 11 stations each Tuesday at 10-10:30 p.m., is also due for a switch in time shortly. The Camel program has first call on the spot and is scheduled to increase its present half-hour set-up to a full hour on Sept. 28.

WSPD Seeks to Buy WBLY

Toledo—Fort Industry Co., owners and operators of WSPD here, has applied to the FCC for authority to buy and operate WBLY, Lima, O., now owned and operated by Herbert Lee Blye. WBLY, the only station in Lima, began operations last December.

COMING and GOING

LEO REISMAN and his orchestra arrive today from Paris aboard the Ile de France.

SOL HUOK, impresario, and MRS. HUOK, are other Ile de France arrivals today.

RALPH HAYES, vice-president of Coca-Cola, arrives from Europe today.

BREWSTER MORGAN, director of the CBS Shakespearean series, left Hollywood last night for New York. Upon completing the series, Morgan vacations for six weeks around Tacoma before returning to Hollywood to join M-G-M.

VIVIAN BROWN of the WHN publicity department, returned to her desk yesterday from her vacation.

DON HIGGINS of the CBS press bureau is back at his desk after vacationing.

MR. and MRS. GEORGE ALPERT arrive on the Europa tomorrow.

HARRY LEEDY of Rockwell-O'Keefe leaves for the Coast Friday.

FRANCES COMSTOCK returned from the Coast yesterday.

HARRY BERMAN of Consolidated Radio Artists' legal department has returned from his vacation in Canada.

BILLY SHAW of the New York CRA office returned yesterday from a ten-day trip in the southland.

KARL STROHL, who operates the Mecca Temple dances in Scranton, Pa., was in town last week on a talent hunt.

J. M. COX JR. and J. LEONARD REINSCH, WHIO; E. K. CARGILL, WMAZ; LUTHER HILL, KRNT; JESSIE JACOBSEN, KFBB; WILLIAM KNIGHT, WTCC; F. W. BORTON, WQAM; R. E. BLOSSOM, WFBB; BARRY BINGHAM, WHAS; GUY HAMILTON, KOH, and A. L. CHILTON, KARK and KGHI are expected in town today.

A. A. SCHECHTER, NBC director of news and special events, arrives in town this afternoon aboard the Ile de France.

JOHN GILLIN, WOW; ED ZIMMERMAN, KARK; JOSEPH HENKIN, KSOO; CHUCK MYERS, KOIN, and J. R. LOUNSBERRY, WGR-WKBW, were among radio men who arrived in town yesterday.

JACK H. HARTLEY, NBC assistant director of special events, to Newport, R. I., yesterday to handle the invitation yacht race broadcasts.

Hecker Mutual Series Is Starting on Aug. 31

(Continued from Page 1) WGR and WOR). A repeat will be aired over WTIC, WTAG, WNAC and WEAN, 2:15-2:30 p.m., (tentative).

Program will be broadcast Tuesdays through Fridays. Question of whether the New England stations will receive a live program or a disk series is not settled. If disks are used, program will start a week later than the live show.

Batten, Barton, Durstine & Osborn, agency, is also seeking a Cincinnati outlet, with WCKY the favorite. WLW is unavailable due to a Procter & Gamble NBC show.

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

**AGENCIES**

**MALCOLM-HOWARD** Advertising Agency, Chicago, has added two men to its staff. John L. Sullivan, former program director of WGES, events announcer, commentator, one time member of WIND sales staff, and regional manager for Nu-Enamel Corp., has joined as director of radio production. Saul R. Woolf, former president of Woolf-Gurwit agency and in various other ad posts, becomes an account executive and will also serve as merchandising counsel.

**J. WALTER THOMPSON CO.** will handle the national campaign planned by Washington State Progress Commission to advertise that state. Eric A. Johnston, Spokane business leader, is chairman of the commission.

**YOUNG & RUBICAM**, Chicago, will give a luncheon today at the Palmer House to Mr. and Mrs. Lanny Ross, who are stopping over while en route to the coast.

**LOUIS A. FEHLING**, for the past several years of Fehling & Jourdet Inc., Philadelphia agency, died Saturday at the age of 56 after a long illness. He was also a member of the Poor Richard Club.

**C. J. LaROCHE**, Young & Rubicam president, and Don Stauffer, radio head of the agency, are in Hollywood huddling on Packard and other fall programs.

**A. J. WELCH** of Lord & Thomas has resigned and will join M. H. Hackett Inc. Hackett was also associated with Lord & Thomas before starting the agency which now bears his name.

**JOHN H. LUBS**, formerly associated with the United States Advertising Corp., has joined the staff of Luckey Bowman as an account executive.

**GUEST-ING**

**FRANCIA WHITE** and **TOMMY DORSEY** and his orchestra, on "Magic Key of RCA," Aug. 29 (NBC-Blue, 2 p.m.).

**TOD DUNCAN** and **EVA JESSYE CHOIR**, on Ben Bernie program, Aug. 31 (NBC-Blue, 9 p.m.).

**JACKIE COOPER**, on the Al Pearce show, Aug. 31 (CBS, 9 p.m.).

**KAY THOMPSON** and **DONALD DICKSON**, with Jay C. Flippen on "Gulf Summer Stars," Aug. 29 (CBS, 7:30 p.m.).

**General Guest of Lowell Thomas**

General Bernard Kearney, national commander of the Veterans of Foreign Wars, just back from France, where he attended the dedication of the American battle monuments, was guest on Lowell Thomas' program over NBC-Blue last night.

**NEW PROGRAMS—IDEAS**

**By and for the Blind**

A special program featuring members of the Birmingham Association for the Blind is presented over WSGN each Saturday at 10:30 a.m. Harvey Puckett has charge of the broadcast, on which only persons who are blind appear. The program helps to promote safety for the blind, as well as offering an outlet for their talent and announcing benefit performances for the blind. This program, one of many of its type presented on the Friendly Station, has created wide interest in the local Blind Association.

**Ranch House Program**

The newest item on the WSGN Birmingham, schedule is the "Round The Ranch House". A 45-minute program of western tunes and characters each Sunday night at 7. The listeners are really going for this feature from the favorable comment pouring into the station.

**WGBF's Weather Bureau Line**

WGBF, Evansville, Ind., has placed a microphone in the office of E. E. Unger, chief of the local Weather Bureau, and a five-minute broadcast will be made every noon direct from

**KGHL Speeds Remote In Shoshone Disaster**

Billings, Mont.—A few hours after the body of the first victim of the disastrous Shoshone National Park forest fire had reached Cody, Wyo., KGHL of Billings, NBC affiliate, was on the air with an hour's remote from Cody, getting interviews with eye-witnesses from hospital bedsides. The fire claimed more than 12 lives and packed Cody hospitals with injured.

A broadcast late yesterday was to be attempted from the front of the uncontrolled blaze if lines could be secured. Sunday's remote was carried from a distance of 150 miles, climaxing a long series of brilliant remotes staged by KGHL which began a year ago with its own origination of the Washington-Minnesota football game at Seattle. On the fall sports schedule, which is sold out, are many of the nation's big games, exceeding last year's long distance mark.

Ed Yocum, Lear Mucoy and Ed Cooney handled Sunday's broadcast from Cody.

**Juvenile Radio Study**

Muncie, Ind.—Ball State Teachers College and WLBC are making arrangements to conduct a series of juvenile programs this fall as part of a study of "Radio in Education." Details of the experiment are being closely guarded as study will include juvenile listening habits and trends in radio. Series of programs is said to depart from all usual radio programs now devised for juvenile entertainment.

the Weather Bureau giving local forecasts as well as observations on weather conditions generally. In addition, detailed river stages on the Ohio, Wabash and Green Rivers will be given. In case of unusual weather conditions, the Weather Bureau will be in a position to give immediate flashes.

This development is an outgrowth of the close cooperation between the Weather Bureau and WGBF during the flood.

**Requests on Wheel of Chance**

So popular is the "Peoples Request" program, a brand new idea in "request" programs over WHKC, Columbus, that the station has been forced to install two additional trunk lines after the telephone company complained that from 1,400 to 2,100 unanswered phone calls flooded the switchboard every time it went on the air.

The program features a "wheel of chance," whereby listeners are invited to phone in their favorite requests along with their names and addresses. These requests are then placed on the "wheel," and the person whose name comes up succeeds in having his selection played.

**Hollywood Chatter on Disks**

West Coast Bureau, RADIO DAILY Los Angeles — "The Best of the Week from Hollywood," with Violet Moss as commentator and emcee and John Heistand as narrator, a new transcription offering of Mertens and Price, Inc., is announced as a review of "what's new and who's who in Hollywood," but differs from other Hollywood spotlight programs in that it will present the kindlier and more human side of the film capital, with a thumbs-down attitude on scandal and back-door gossip. The show will have "names," since one half of the time allotment will be devoted to a prominent star's analysis of best beauty hint, best exercise, best menu and other bests of the week, while the second half will have Miss Moss interviewing another well-known picture personality each time. It is planned to record and release two shows weekly in order to keep material fresh and timely.

**OUTSTANDING PERSONALITIES IN THE RADIO WORLD**



**FRANK PARKER**

★  
*Chesterfield*



**SINGIN' SAM**

★  
*Coca-Cola*



**KATE SMITH**

★  
*General Foods*



**REED KENNEDY**

★  
*Heinz and Coca-Cola*



**HOWARD and SHELTON**

★  
*Sealtest*



**TOMMY RIGGS**

★  
*New Sensation of THE VALLEE HOUR*



**ALOIS HAVRILLA**

★  
*Pathe Newsreels Universal Pictures*

For  
**The Prize Package**  
see pages  
4 and 5  
**TOMORROW**

WILSON TOWELL and HAYWARD, INC.  
JAS. V. PEPPE, Gen. Mgr.  
444 Madison Avenue  
New York City  
ARTISTS' REPRESENTATIVES  
RADIO PRODUCERS



**BETTER BROADCASTS for BETTER BUYERS**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## San Francisco

KYA Notes: Ford Billings, gen. mgr. of California Radio System, paid a brief visit here with Clarence Juneau, newly appointed superintendent of plant and operations for KYA and KEHE . . . Dick Wynne, announcer, is back in the KYA fold to replace Bert Buzzini, who started yesterday in the U. of Calif. law school. Buzzini will assist Clarence Myers, press chief, with "Yours Truly" beginning the 28th . . . A new serial, "The Family Next Door," by Evelyn Boehm, switched here from KLS, Oakland . . . "Reveries of a Romantic Bachelor" bowed in Satdee night, conducted in narrative form by Tom Brodie, author and producer, with background by Organist George Nyklicek.

Bernard J. McOwen, former Broadway actor, now sustaining at KLS, starts a series of 15-minute mystery scripts complete each episode on Sept. 1. He'll write the hauntings himself and form a dramatic group to play them.

Bill Pabst, KFRC producer, back from a visit to Lake Tahoe and Fallen Leaf Lake.

Bob Rockwell, of "S. & W. Junior News," back at work after a Hollywood visit which resulted in his being put under contract by a flickie studio. Bob Hudson, "Memory Lane" player, back after fishing and hunting in the northwest.

Jane Burns, chief of NBC hostesses, a vocal teacher in her spare hours, has opened a new studio.

Bobbe Deane, NBC actress, sporting a new maroon sedan, a birthday gift from husband Ted Maxwell, author and actor, same web.

Betty Baird, soprano, signed on the new KSFO dinner concert program "When Twilight Comes." Al White waves the stick.

Don Allen, the "Hollywood Reporter," leaves the Joseph Magnin Co. (clothing) sponsorship (Leon Livingston agency) on Sept. 26 and starts hawking hand lotion for Howe Inc. (S. L. Kay Inc. agency) Sept. 30. Magnin auditioning for another standard bearer.

### WMCA Rejects Watch Tower

The Watch Tower series, featuring Judge Rutherford, has been refused time by WMCA, because policy of Rutherford does not call for scripts of the religious disks to be submitted to stations before broadcast date.

## The Prize Package

will be seen  
on  
this page  
TOMORROW



● ● ● Palmolive has made a deal with Life mag for a show similar to Time's "March of Time" with Al Goodman handling the music. Show won't interfere with present Jessica Dragonette airings. . . Taylor Buckley, air and screen baritone, auditioned for Ruthrauf & Ryan yesterday. . . Flash from the coast states that the CBS Music Box Theater went up in flames yesterday. . . "We, The People" returns for a General Foods product Oct. 7 via CBS a half-hour before the Kate Smith show with Gabriel Heatter emceeing the proceedings. . . Frances McCoy opens at the Riviera tonight with Wini Shaw coming in next Tuesday. . . Lucille and Lanny have been given four NBC shots this week. . . Vick Knight has had his option lifted by Eddie Cantor and will continue directing. . . The Cantor show comes to N. Y. Nov. 7. . . Benny Meroff opens at the New Yorker Sept. 2 for four weeks prior to the Casa Loma shindig. . . AFL prexy William Green appears on CBS Sept. 12 from 8-8:30 opposite Charlie McCarthy! The question is—who'll draw the biggest listening audience?

● ● ● It was 8:40 Friday night and the staff announcer on duty for that period had gone out for dinner but should have been back by now—to read the 8:45 commercial. . . Production people and artists were in a frenzy. . . Norman Weiser of the editorial staff of RADIO DAILY happened into studio at that time, pursuing his hunt for news. Overhearing the dilemma the station was in, Weiser offered to help. . . He went on the air, read the plug—and left the studio without anyone being the "wiser" . . . OUCH! . . . RADIO DAILY is always at your service. . . We'll even mind the maid while you take the baby out to a show! . . . For the first time in four years, 110-year-old "Grandma" Martha Lay missed her broadcast. . . Every anniversary since her 106th she was interviewed in the studios of KVOO, Tulsa. . . Recently, to commemorate her 110th natal date, the station called for her customary appearance—to which she readily agreed. . . En route to the studios, however, Grandma developed a bad case of mike fright for the first time in her 110 years. She was unable to appear on the show.

● ● ● Reported that the Women's Christian Temperance Union plans taking the air via a transcription series with a commentator on local outlets across the country. . . "Rippling Rhythm" with Bob Hope, Del Casino, et al., will emanate from the coast next month. . . "College Hero," the Columbia flicker for which Johnny Green will act and score, has changed title to "Froshman Follies" with Hal Le Roy added and Ted Koehler assigned to lyric. . . To avoid the rush of the weaker sex, Robert Taylor's interview via WHN Friday came from his hotel suite—not a studio. . . Mickey Alpert, who has added Ben Yost's "Varsity 8" chorus for his airings, has been given seven MBS spots weekly. . . Ted Husing did plenty of hustling over the week-end. CBS aired Ted from the Wightman Tennis matches at Forest Hills on Saturday afternoon—and Sunday at 6:30 Husing was heard again—from Portland, Ore. . . He made the hop with but two hours to spare!

● ● ● When Charlie Horn, director of research and development for NBC, was guest of WPTF in Raleigh, N. C., last week, he didn't dream that when he continued his radio tour he would carry with him fame as a leading disciple of Izaak Walton. . . It all came when Manager Dick Mason organized a fishing party, including Royal Penny, commercial manager, and Henry Hulick, chief engineer, and set forth for a local Fisherman's Paradise. . . Spending an entire day on the deep sea casting for denizens of the Atlantic, the four were rewarded with a catch that totaled 450 pounds, a new record for private parties on the coast. . . And to prove that they were not telling fish stories, candid cameraman Penny snapped various and sundry shots of his usually dignified companions reeling in the finny victims.

## Philadelphia

Lee Lawrence, former WIP singer, was adjudged winner in a personality contest conducted by Radio Press, local fan weekly, rating Miss Lawrence a Lincoln car.

Doris Havens, WCAU staff accompanist, is marrying Sept. 25. This brings the total weddings at WCAU to eight this year.

Bill Dyer, WCAU baseball announcer, plans a month's trip to California after the World Series.

Fred Ford will return shortly to WCAU with his "Inside Stories on Sports."

Jack Barry and Sandy Guyer get the call at WIP to announce the Temple University games for Atlantic Refining.

Charles P. Shoffner resumes his tri-weekly news commentations on WCAU.

WCAU's broadcasting day starts again at 6:45 a.m. on Aug. 30, instead of the 7:30 a.m. summer opening.

### KFEQ Airs From Fair For Allis-Chalmers Co.

St. Joseph, Mo.—Allis-Chalmers Manufacturing Co. (farm implements) will broadcast daily all this week over KFEQ from their large exhibit at the Missouri State Fair in Sedalia, 150 miles from here. Broadcast will take place in the large tent erected on the fair grounds by Allis-Chalmers, and a one-half hour program will be aired each day at 12:20-12:50 p.m. over KFEQ by remote line facilities. Program will be a combination of musical entertainment by the "Rhythm Ramblers" and interviews conducted by Earl Williams, farm program director of KFEQ.

### Brother Team on WLTH

WLTH's new "Sunday Night Swing Session" is the result of two brothers putting their heads together. Meyer Warembud, prepares the script, selects the recordings, and produces the show, while brother Norman, staff announcer, announces the show. The idea is to present a favorite swing orchestra every week, as per the requests of the audience. The show is heard Sundays at 10:45 p.m.

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

Greetings from Radio Daily

August 24

Phil Baker Jimmy Fidler  
Arlene Black Ralph Kirby  
Louis Dean Frank Foti



**CLAUDETTE COLBERT** and Tallulah Bankhead will follow Rosalind Russell, who is set for the first four programs in the Rogers (silver) "Silver Theater" series on CBS starting Oct. 3.

Harry "Parkyakarkus" Einstein submits to having his palm read over the air today by Dorothy Field, KHJ's palmist. Parky's life apparently not as involved as his language.

Richfield has renewed Olsen and Johnson for 13 additional weeks on NBC.

Fred Jones, formerly handling KEHE publicity, has joined Bill Stuart's Young & Rubicam staff.

KFI-KECA has a new sales promotion department presided over by Karl Kellogg, who formerly operated his own agency. Harrison Holliday also appointed Bernie Smith publicity director of the twin NBC outlets, the post having been vacant since Jose Rodriguez switched portfolios recently. This appointment relieves genial Hal Bock of his double assignment and permits him to concentrate on NBC network propaganda.

KMPC will remote Ted FioRito from the Beverly Wilshire, where he opens Aug. 31. CBS also will pick up intermittently.

KEHE has set Peggy Gilbert and her girl orchestra for a series of sustainers five nights weekly.

Harry Simeone, billed as a "music caricaturist," will be heard over KNX and CBS Pacific Coast tomorrow in his "caricaturing" at the piano.

Ivan Epinoff, only recently appointed musical director at KEHE, has resigned, and Cy Furer, musical director for Brunswick recordings, succeeds to the position which Epinoff took over from Leon Rosebrook a few weeks ago.

R. M. Heebner, chief draughtsman in the office of Wm. Lescaze, CBS architect, back from San Francisco following supervision of plans for new CBS studios in the Palace Hotel.

Lyon Van & Storage is sponsoring "Moving Stories of Life," 15-minute transcription series, on KFI, Mondays, 5:15 to 5:30, for 52 weeks starting August 30.

Botsford, Constantine & Gardner auditioned a tentative half-hour program for prospective sponsor at CBS this week. Al Lyons and his orchestra to be featured if deal jells. Caryl Coleman and Joseph Sill, agency executives from San Francisco, were in town during negotiations.

## ORCHESTRAS - MUSIC

**A**L DONAHUE hung up an enviable record in the Rainbow Room, where he concluded his third successful engagement last night. During his last stay, Donahue shattered all summer business and attendance records, so Manager John Roy signed him to return to the swank rendezvous for a fourth term, making him the only batoneer ever to play so many engagements there. In addition, Donahue is the first one to be signed to play for the summer and winter sessions therein one year. He has been granted a six-week leave by the Rainbow Room management to fill a previously contracted engagement in the Hotel Roosevelt, New Orleans. During his absence the music for dancing and divertissement will be provided by Emery Deutsch and his orchestra. Donahue's orchestra, Durelle Alexander and the crew of entertainers will open the white tie and tail season atop Rockefeller Center on Oct. 12.

Neil Giannini and his orchestra, formerly aired over KFOX from the Majestic Ballroom on the strand in Long Beach, Cal., has earned for himself a half hour spot on the Southern California Network at 10:15 nightly.

Guy Lombardo and his suave music-makers, after a summer on the Waldorf-Astoria's Starlight Roof, leave tomorrow for the Steel Pier in Atlantic City. With a stopover at Asbury Park, Sept. 4, the orchestra

proceeds to Toronto to open Labor Day at the Canadian National Exposition. The Lombardos begin their seventh consecutive season in the Roosevelt Grill, upon their return to New York the last week in September. Leo Reisman, who has been filling an engagement and hobnobbing with royalty at Monte Carlo, returns to the Waldorf room this week.

*Breaking a 11-year record at the New York Paramount, Phil Spitalny and his all-girl orchestra are being held over for a fourth week. They played to about 173,000 admissions in their week.*

Paul Pelletier, staff pianist at WMAS, Springfield, Mass., and accompanist for Kay Fayre, the station's star vocalist, has left for Dallas, where he has an engagement at the Pan American Casino, lasting until Christmas.

*RCA-Victor waxed four sides of Lionel Hampton and his band last week on the coast.*

June Parish of the Parish Sisters, singing violinists, currently at the Palmer House, Chicago, and Reginald Voorhees, CRA sales representative, were married in Chicago last week.

*Jack Denny and his band will make a one-night stand tour in the mid-west following his two weeks at the Chicago Theater.*

### WRBL Community Service

Columbus, Ga.—WRBL, a community-minded station, co-operated with Georgia mail authorities in urging the people throughout the week to "Mail By Air Mail."

In line with Air Mail Week, WRBL immediately arranged to have lights put on its 210-foot tower although radio tower lights were not required by the Department of Commerce until the air mail route was actually established through Columbus.

Postmaster L. W. McPherson, a member of the state committee which arranged for Air Mail Week expressed appreciation to J. W. Woodruff Jr., manager of WRBL.

### KSO-KRNT Add Announcers

Des Moines—Hibbard Cleveland, formerly of WHO and more recently on the Iowa network, and Gene Loffler, who has been announcing at KTUL, KFAB, KOIL and WHO, are recent additions to the KSO-KRNT announcing staff.

### Herbert Lateau to KARK

Little Rock, Ark.—Herbert Lateau, ace newscaster of Oklahoma City, joins the announcing staff of KARK here on Sept. He will be in full charge of news broadcasts and dramatic productions.



**R**ALPH ATLISS, president of WJJD and WIND, back from a tour of the western states. Lou Whittal, his secretary, now vacationing at Mackinac Island.

Ralph Maddox, formerly production director and announcer at WJDX, Jackson, Miss., has been added to NBC production staff.

Whitney Clement is a new member of NBC sales force. John Sandberg has left sales force to join Swift & Company.

William C. Hodapp, former Indiana University dramatic instructor and recently with Fort Wayne Civic dramatic players, has joined NBC continuity staff.

Jackie Heller and Frankie Masters are giving a farewell party for Martha Raye at the College Inn today.

Wendell Hall here from New York over weekend to sing at Chicagoland Music Festival and visit his family.

When Mutual's Couple Next Door moves to New York on Aug. 30, Stephen Gross, production director, will go along.

Martha Crane and Helen Joyce, long home economic experts at WLS, will be the headliners of "Feature Foods," a new half-hour daily stanza on WGN. Participating sponsorship will be sold. Staff artists, including Harold Turner, Harold Stokes, Edna Odell, Arthur Wright, Jess Kirkpatrick, Len Salvo and the Three Graces, will appear from time to time on this period.

J. O. Weaver, CBS news editor, back from Mexico City.

Alice Patton, pianist and character actress in NBC's "Backstage Wife," and a Chicago socialite, worked as usual on Friday and in the evening became the bride of W. Hatfield Smith, broker. Vivian Fridell, the headliner of "Backstage Wife," was bridesmaid.

John Sheppard III, head of Yankee network, in town talking over next year's baseball plans with Carle M. McEvoy, baseball broadcasting coordinator for the American league.

### "Way Down East" Returns

Chicago — Sterling Products is bringing back the daytime script show, "Way Down East," for a recorded series on WGN in the interests of Danderine, through Blackett-Sample-Hummert.

### New CBS Rate Card

CBS is mailing out its new rate card No. 23, to all advertisers, agencies, stations, etc., this week. Complete CBS network in 104 cities costs \$21,170. No station increases are

### Ed McConnell's Cast

Chicago—Robert Trendler, conductor; Doring Sisters, Four Grenadiers, Campus Choir, Glee Club, Chorus, and Wayne Van Dyne, Guenther Decker, Phil Calkins and Kirk Douglas among soloists, will support Ed McConnell in his new Acme White Lead series starting Sunday on NBC.

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .  
 Appearing Nightly at  
**BEN MARDEN'S**  
**RIVIERA**  
 Just Across the Geo. Washington Bridge

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

**The Prize Package**  
 will be revealed  
 on  
 this page  
**TOMORROW**

# ★ Program Reviews and Comments ★

## "VAGABOND ADVENTURES"

with Tom Terriss  
Sustaining

WEAF-NBC-Red Network, Saturdays, 5-5:30 p.m.

### UNUSUAL ADVENTURE EPISODES ENHANCED BY MUSICAL BACKGROUND.

In this new series of adventures, Tom Terriss, "The Vagabond Director" of the travelogue films, is augmented with an orchestra and vocalists, thereby making possible an unusual and very entertaining presentation of its kind.

Highlight of the initial program was a sequence dramatizing one of Terriss' Egyptian exploration trips, which included visits to the tomb of King Tut as well as many others of the Pharaohs and other historic rulers of ancient times. By use of narration, dialogue, sound effects and music, the incident was related in an absorbing and thrilling manner.

The fund of material acquired by Terriss in his colorful travels, plus his ability to present it in showmanship style, should make this a highly interesting series.

Orchestra and vocal work were first-rate.

## LINTON WELLS

Sustaining

WEAF-NBC-Red Network, Saturdays, 8:30-8:45 p.m.

### NEWSPAPERMAN - AUTHOR DRAWS UPON HIS BACKGROUND FOR HIGHLY INTERESTING STORIES.

Author of "Blood on the Moon" and highly esteemed for his coverage of the recent Italo-Ethiopian war, Linton Wells has a wealth of material to draw upon for his "That's Life" series. Episode related when reviewed concerned his experiences in a Russian concentration camp follow-

ing the defeat in 1920 of the White Russian forces headed by Admiral Kolchack. Striking up a friendship with a supposed Czech whom he sought to teach the English language, it was not until recently that he ran into him again and learned that the "Czech" was a famous English spy. Wells has a delivery not unlike Alec Woolcott, but less flowery and more convincing in his language. He has an interesting intimate style and, if every story is as good as the Russian tale, the series should develop a good following.

## "The Headless Horseman"

Stephen Vincent Benet, the poet, and Douglas Moore, composer, did right well by the Ichabod Crane story in their operetta titled "The Headless Horseman", which had its premiere Sunday over NBC-Blue at 8-8:45. It was a fine combination of suspenseful mystery story, pleasing music, natural and enjoyable comedy, and good performances, all making for ideal ear entertainment. Harold Sanford conducted the orchestra, and the cast included Edward Wolter as Ichabod, Muriel Wilson, Fred Hufsmith and Earl Styres.

## Jay C. Flippen

As a pinch-hitting emcee, Jay C. Flippen handles the Gulf summer show (Sunday, 7:30-8 p.m., CBS) very smoothly. Backed by entertainment that ran like a good vaude show, there was less of a hullabaloo about nothing and more downright entertainment than of late. Flippen bantered with Oscar Bradley, ork conductor, and Bert Parks, announcer, the former doing his stuff in English accents that registered nicely. Zeke Manners and his hillbilly outfit gave the show a lift as is his wont, the note-holding yodeler being par-

ticularly long winded Sunday night. Francia White, coast prima donna, offered a selection from "The Merry Widow," followed by Rosa Rio and Al Phillips, piano duo. Elsa and Billy Newell did their family album stuff, a bit of patter of the gay nineties. Closing was a Neapolitan song by Miss White and the Ken Christie chorus.

Flippen maintains an even tempo in his usual witty conversation and delivery, while emceeing the other talent is no tough job for him. That's what he's been doing for quite some time.

## "Dead End" Disk

Though it is essentially a "trailer" exploiting the motion picture, the 15-minute electrical transcription of "Dead End," aired over WNEW at 1:15-1:30 p.m. Saturday, was an absorbing piece of entertainment. Humphrey Bogart, Sylvia Sydney, Joel McCrea and other film players, along with the youngsters from the stage version, appear in the cast. A few explanatory remarks provided the background to enable listeners to understand the sequence, with the climax being withheld.

## Briefly

"Escape," the Galsworthy play presented in two parts on successive Sunday evenings over CBS by the Columbia Workshop, turned out a fine piece of radio entertainment. Orson Welles topped the cast.

Benny Davis is improving his "Stardust Revue" as he goes along on WOR-Mutual, Sunday nights. Judy Starr, the Drew Brothers, Ruth Denny and others were among his guests last Sunday, and Davis himself always provides some enjoyable vocalizing of some of his many hits.

Allan Jones has deservedly won himself a steady singing berth on the Werner Janssen program over NBC-Blue on Sunday nights at 7:30. Jones gave vibrant renditions of "Alone" and "Song of the Vagabonds" on the past Sunday's show. Loretta Lee holds up the feminine vocal spot on this show very capably.

Bob Hope was particularly funny last Sunday night over NBC-Blue. Better material is the answer. And besides Honeychile, Del Casino has been proving quite a good comedy foil in addition to his choice vocalizing.

Comedy seemed to pick up generally on Sunday's programs. The Tim and Irene show and the Ray Perkins funfest on WOR-Mutual both had more laughs, and there was the usual plentitude in Milton Berle's CBS program. But the grand Chase & Sanborn hour received a blot when W. C. Fields told the one about the goat that had no nose. "How does it smell?" asked Charlie McCarthy, who can be forgiven since he wasn't even an acorn yet when the gag had its 99th funeral. You know the answer.

## Jell-O Summer Show

Milton Douglas and his femme stooze, Priscilla, bowed in for a few minutes on the Jell-O summer show Sunday at 7-7:30 p.m. over NBC-Red, with a batch of old gags and some new material which brought a few hearty laughs from the audience—and proved that the two have mike appeal and deserve further consideration. This was a guesstar shot, replacing Freddie Lightner. Vocalist Jane Froman, Emcee Don Ross, the Tune Twisters and D'Artega's music all were up to the mark.

## SAN ANTONIO

Eva Garza, radio and stage actress, has gone to Los Angeles to fill a singing engagement.

Station Manager Harry Lee Taylor of KABC is in Palacios for his vacation. Patrick Baxter is pinch-hitting.

KMAC's recording department is cutting 108 disks for "Knight Kap," also 13 disks for Tex-Sun Grapefruit Co.

Texas tidbits: Elizabeth Cranford is now vocalizing on KGKL, San Angelo . . . "Knight Kappers" Ted and Bill, recently made their first appearances on KRIS, Corpus Christi, KNOW, Austin, KRGV, Weslaco, and WACO, Waco . . . Joseph McGarrigle, who has sung over Texas stations, is in the cast of "Rose of Algeria" at the San Antonio Sunken Garden Aug. 31.

## INDIANAPOLIS

Al Beveredge, WIRE announcer, on vacation, expects to visit New York, Philadelphia and Pittsburgh.

Norman Perry Jr., WIRE baseball

announcer, confined to his home by an infected throat.

Durward Kirby, formerly with WFBM, now with NBC Chicago, spent the week end here visiting his old friends.

Indianapolis Power & Light Co., owners of WFBM has organized a choral group and Floyd Chafee, WFBM singing director, will direct.

## NEW ORLEANS

WSMB dedicates its new transmitting equipment this week.

Henry Dupre has been appointed publicity department head for WWL and will continue with his special broadcast duties. The new move nets him a beauteous secretary.

Jack Halliday, WBNO sports announcer, is getting some nice comments on his Coca-Cola baseball broadcasts.

At least one New Orleans radio station isn't satisfied with its press association news service and would like to make a change, but all services are tied up.

Louise Boday, who's been singing

over radio for quite awhile, will probably get an anniversary party some of these days. She's better known as WWL's Little Cookie, since her song broadcast twice weekly on a commercial.

## COLUMBUS

Irwin Johnson is doing Jim Cooper's daily news stint over WBNS while Cooper vacations.

Other absentees: R. A. Borel, WBNS station manager; Jack Price, program director for WBNS, up in Callander, Ont., fishing; Bob Thompson, WCOL station manager.

Geer Parkinson, WBNS organist, robbed by two boys of his watch and four dollars in cash, after giving them a lift in his car.

## Leslie G. Ross Dead

Superior, Wis.—Leslie G. Ross, 56, one of the founders of WEBC, died suddenly Aug. 19. He is survived by his wife, a daughter, his mother, and two sisters.

## KANSAS CITY

Co-operating for the first time in an effort to sell radio time, five local stations have sold the committee staging the annual Jubilesta a campaign calling for a total expenditure of \$2,000, nearly three times the amount spent last year. KMBC, WHB, KCKN, KCMO and KXBY will carry the program which calls for 36 one-minute announcements over a period of 28 days. On the committee which arranged the radio promotion program were Ellis Atterbury, general manager of KCKN, Don Davis, president of WHB, and M. F. (Chick) Allison, KMBC advertising and promotion manager.

J. Leslie Fox, director of Sales for KMBC, has returned from a brief visit to Chicago.

## WTMV Feeds KWK

East St. Louis—WTMV yesterday began feeding KWK, St. Louis, its "Man on the Street", sponsored by a St. Louis furniture firm. Bill Durbin continues to handle broadcasts.

**Boston**

Edward Hall, NBC news editor at Boston studios, will be an official linesman at the National Doubles Tennis Championships to be played at Longwood Cricket Club starting today.

Roger Wheeler, continuity editor and writer of WEEI's "Radio Almanac," off vacation.

WBZ and WBZA will broadcast the complete football schedule of eight games of Boston College under the sponsorship of Atlantic Refining.

Morton Blender, who left WCOP some time ago to announce over WCFL, Chicago, has left the Chicago station to return to WCOP.

Second issue of the WBZ-WBZA house organ, "The Airway to Sales," is off the press, and lives up to all that was said about the first one.

Evelyn Began and Ruth Farwell of the Yankee network staff off to Cape Cod.

**Radio Bills to Remain Active In Next Session**

(Continued from page 1)  
instead of waiting until the first of the year.

The several bills asking for radio probes, the wattage tax bill, the measure to prevent the FCC from being absorbed by the Department of Commerce, the measure for a government-owned station, and the anti-monopoly, anti-censorship, restricting of paid endorsements, reserving of time for educational programs, etc., all remain active.

Appointments of Frank McNinch and T. A. M. Craven to the FCC were confirmed by the Senate before adjournment late Saturday.

**New WRBL News Service**

Columbus, Ga.—An amplified news service, titled "News While It Is News", will be inaugurated Sept. 15 by WRBL, it is announced by Manager J. W. Woodruff Jr. With a full leased wire printer machine in the studios, news will be given every hour. An auxiliary printer also will be installed in a prominent store window.

**Herth to Judge in Contest**

Milton Herth, the electric organ master on CBS, will be one of the judges in the Harmonica Contest being conducted by Department of Parks on the Mall, Central Park, tomorrow night.

**Walter W. Voss Resigns**

Walter W. Voss, formerly in charge of accounts at Sound Reproductions Corp., has resigned. His future plans have not been made known.

Young man, 22, now employed. Every type radio writing, newspaper, publicity, widely traveled, well educated all theatre radio arts, alert worker, desires assignments where fresh viewpoint is desired. Highest references. Write Box A-108, RADIO DAILY, 1501 Broadway, New York City.

**STATION MEN TO PICK COMMITTEE ON AFM**

(Continued from Page 1)  
decided to select a committee to work out the methods of procedure in the AFM matter, etc. Committee will issue a statement today, following a session scheduled to start at 3 p.m.

Committee will be empowered to state the aims of the group and whatever is to be said officially. Meanwhile strict secrecy is being maintained on the proceedings.

**NAB Says Sesac Claims Some of Ascap's Music**

(Continued from Page 1)  
claimed by Sesac have been composed by Ascap members, and that the Ascap contract with its members needs looking into, since it was understood that Ascap members assigned exclusive performing rights to this organization.

Urgent need for immediate copyright legislation is indicated, says the foreword, and that in fairness to both the creators and users of music some form of registration is needed which will make known to all concerned the true owners and their authorized agents in all copyrights. On a general basis, the report indicates that Sesac is claiming more of a catalog than it actually controls.

Sesac officials stated that the NAB report will be closely studied from legal and other aspects before replying to NAB. However, Sesac reiterates that the NAB Report is "misleading, inaccurate and distorted."

**WMCA Evening Schedule Expects Sellout by Oct.**

(Continued from Page 1)  
commercial contracts for the fall include Finlay Strauss who will sponsor 15 minutes of news daily, a 15-minute musical show featuring Jerry Lee and Nat Brusiloff's orchestra Sunday through Friday and 66 spot announcements per week.

Barney's Clothing Store will increase its present advertising budget over WMCA by 50 per cent beginning Sept. 7.

Consolidated Drug Trades has bought 12 spots weekly, half-hour each, for a musical series.

Advance sales are reported far ahead of any previous year since the station's inception. Just what percentage of the fall business will be aired over the Inter-City network has not as yet been announced.

**Frazier Managing New Station**

Philadelphia—Howard Frazier, former chief engineer of WPEN-WRAX, is operating the new WSNJ station, located north of Bridgeton, N. J. General manager of the station is Paul Alger, well-known to local radio listeners.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**MUSICIANS MUTUAL PROTECTIVE UNION**

New Orleans, La.

"... I think we are going to need RADIO DAILY. It carries the news when it happens and gets it to us rapidly. So I would appreciate it if you would enter our subscription and have us sent a bill."

R. L. Chabao  
Secretary.

**KOBH**

Rapid City, South Dakota

"... We like RADIO DAILY and think it has completely filled a necessary niche in the industry. It's handy it's newsy and it's daily! We are much obliged."

Archie W. Hall  
Program Director

**NATIONAL BROADCASTING COMPANY**

New York City

"... I must congratulate RADIO DAILY, which so acceptably fills a need in a field that is so different every 24 hours."

Jesse Butcher  
Station Relations

... 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 ★

**J.** CHARLES McINTIRE, veteran sports announcer at WMBH, Joplin, Mo., and Blanche Sullivan were married last week. The baseball broadcast went on as usual.

WFBR, Baltimore, will carry an unusual series of Friday night broadcasts from St. John's College, Annapolis.

Arnold King Jr. of the WLTH technical staff is on vacash.

WKRC, Cincinnati: John McCormick, general manager, back at his desk after a short recess.... Bill Williamson, sales manager, left Saturday with Mrs. Williamson for two weeks at Lakeside, Mich.

WTMV, East St. Louis: William H. West, v.p. and g.m., week-ended with Mrs. W. and the kids in the Ozarks.... Charles Barnhart, scripter-actor, has taken over the emcee job for Seidel's store, replacing Fred Hunter, who is trying his luck on Broadway.... Alex Buchan, announcer, vacationing in Scotland.... "Around the Town", late night dance session, has been revamped and now is called "Stern Brau Music Festival."

Florence Ballou, WICC (Bridgeport) assistant, handling program-publicity-production during Jud La Haye's vacation.

John Schramm, WOV-WBIL program director, leaves Sept. 2 for second half of his vacation.

Nicholas Cosentino, tenor, has joined "Music in Many Moods" over WOV on Sundays.

WAGM, Presque Isle, Me.: Bill Davis, mikeman, while on his vacation in the White Mountains and along the coast of Maine, visited all stations in Maine and a few in New Hampshire.... R. W. MacIntosh, manager of Aroostook Broadcasting Station, spent the week-end at his home in Gloucester, Mass.... L. E. "Red" Hughes, commercial manager and newscaster, is handling publicity for Aroostook Valley Fish & Game Club Field Day, Aug. 26.

Jay Coffey, announcer and continuity writer at WELI, New Haven, joins WBRY, Waterbury, Sept. 1, succeeding Maybell Hinton, resigned. Bill Farley takes Coffey's place. Sid Goluboff, WELI roving reporter, has been placed in charge of press relations.

WSPD, Toledo: George Pickard is airing "News Reel" during Jack Fitzgerald's absence, with Stan Babington collecting and writing the data.... Elsa Clement, lyric soprano, has changed to a Saturday spot from Thursday.... Connie Desmond, announcer, got so sunburn on vacation he had to spend two days in bed when he got back.

Bill Dittman, salesmanager at WTMJ, Milwaukee, on vacation.

Bob Eaton, actor at WHO, Des Moines, wrote and appeared in "The Alamo", presented Sunday by the WHO Playhouse group. Archie Leonard, Glenn Goodwin, Donald Thompson, Kenneth Ferguson and Emmett Lynn also were in the cast.

F. Turner Cooke, program director at WMAS, Springfield, Mass., who is vacationing in the northern states, was birthday-partying on the 19th.

Larry Lawrence, heard over WTMJ, Milwaukee, in "Drama in the News," is vacationing in California.

Phil Brito, Newark radio tenor, has been signed for a 16-week commercial beginning Sept. 8 over a 34-station hookup throughout Canada. At present he is on a sponsored show with Lloyd Huntley's orchestra.

Nelson Olmsted, formerly program director for Station KNOW, Austin, Tex., is now announcer for WBAP, Fort Worth. He takes announcing place of Russ Lamb, who has gone to Chicago.

Three Jesters (Red Latham, Wamp Carlson and Guy Bonham) have joined the Sunday night Sylvia Froos program on WOR-Mutual.

Larry Roller, special events director of WHK, Cleveland, has arranged to broadcast the Thompson Trophy Race from start to finish on Sept. 6, as the first program of the 1937 National Air Races. CBS will pick up the finish of the race from WHK.

WCAE, Pittsburgh: Frank Seidel of the continuity staff has been asked to prepare a series of 20 scripts for the Northwestern Territory Celebration.... Jack Wentley of the sales staff touring east on vacation.... Jim Murray and Carl Dozer are doing some nice pinch-hitting for Norman Twigger, newscaster, who is vacationing.

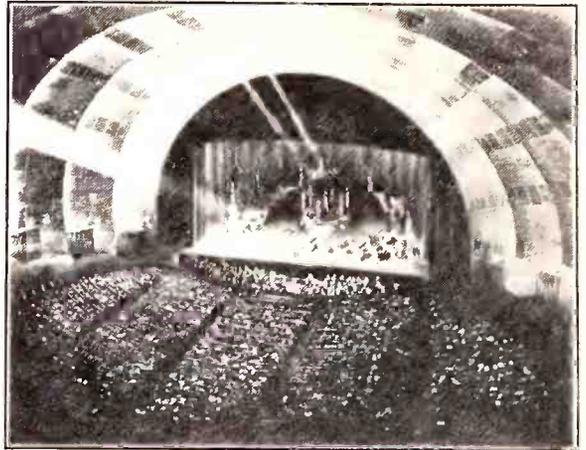
Ralph Simpson, singing announcer at WLW, is now featured as emcee on the "Toy Band" program heard via WHN at 6 p.m. on Mondays, Wednesdays and Fridays. Simpson tells stories and sings for his young audience.

Orson E. White, pianist at WRJN, Racine, Wis., has returned from vacation.

**"Sure—WCOP is Boston's Finest!"**

for all day coverage  
of the Boston area  
National Representative  
WEED & CO.

NEW YORK CHICAGO DETROIT



Radio City Music Hall brings hearing to its deafened patrons with

# ACOUSTICON THEATREPHONES!

**T**HOUSANDS 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



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 39

NEW YORK, N. Y., WEDNESDAY, AUGUST 25, 1937

FIVE CENTS

# Counter-Proposal to AFM

## "WAY DOWN EAST" DISKS PLACED ON 14 STATIONS

Sterling Products will use 14 stations five days a week for the new "Way Down East" disk series which returns Sept. 27.

Quarter-hour WBS disks will plug Danderine twice weekly and Haley's M-O the other three days. Series is expected to run for 39 weeks. Station (Continued on Page 7)

## New Television System Is Shown by Kolorama

Demonstration of a new television system was given yesterday by Kolorama Laboratories of Irvington, N. J., which has carried on intensive research to construct television equipment adaptable for home use with (Continued on Page 3)

## Radio Union to Send Organizers Into Field

Although selection of an executive secretary of the American Federation of Radio Artists has been delayed until another meeting next week, the AFRA is going ahead with active organization. A National Organizing Committee of five has been (Continued on Page 2)

## Cantor Switching

West Coast Bureau, RADIO DAILY Los Angeles—Eddie Cantor and his Texaco program switches from Sunday to the Wednesday spot on CBS now held by Ken Murray for Campbell, on Sept. 29.

The latter show is being discontinued. It is now authentically reported that Murray and Oswald will step into "Hollywood Hotel" to inject comedy.

## Amateurs Out

Toronto—No new entertainers seeking a radio career will be auditioned by the Canadian Broadcasting Corp. hereafter unless they can show favorable references from music and dramatic teachers, the network has just ruled.

What's more, no auditions will be given unless the recommendations are from duly qualified teachers or institutions.

## Slips

Lou Gehrig's recent classic boner in plugging the wrong product on a guest spot was almost duplicated on Uncle Jim's Question Bee over CBS last Saturday night when he called on a volunteer to come up and speak on the sponsor's product, G. Washington coffee. The tyro announcer said that G. W. coffee is so easy to prepare that he could make his own coffee—"and it didn't taste any different from any other kind."

## WJZ, WEFW AND WABC UNIONIZED BY AGRAP

American Guild of Radio Announcers and Producers, continuing its efforts to unionize the announcing and production end of radio, has signed the 35 sound effects engineers of WJZ, WEFW and WABC. Roy Langham, AGRAP president, also made it known yesterday that the AGRAP has signed the announcers (Continued on Page 7)

## Chi Nitery Orchestras Going On Six-Day Week

Chicago—A six-day week for all men working in hotel and night club orchestras becomes effective Sept. 5 for the Chicago Federation of Musicians headed by James C. Petrillo. Except during the first week, when Monday falls on Labor day, that will (Continued on Page 2)

## Copyright Owners Holding Up Phonograph Record Licenses

### N. Y. State Milk Bureau Selects 16 Stations

New York State Milk Publicity Bureau through J. M. Mathes has selected 16 stations for its spot radio campaign which starts Sept. 27. One-minute RCA-Victor disks will be used, once daily, for 20 weeks. Stations in list are WINS, WMCA, WBNX, WHN, WOKO, WIBX, WSYR, WFBL, WHAM, WHEC, WBEN, WGR-WKBW, WEBR, WESG and WBNF.

## Alternative Proposition Will be Made by Indep't Broadcasters After Survey—Bitter Wrangling at Meeting

### ASCAP GIVING STATIONS INDEXED LIST OF TITLES

For the first time in its history, Ascap is offering a free special service to all licensed radio stations which will eventually give the stations thousands of indexed musical composition titles, with the name of the composer, author and publisher, and date of copyright, if any. The first batch of titles will be supplemented from time to time as Ascap gathers them from the combined logs of stations, so that the compilation will be (Continued on page 3)

### Home Products to Have Four Shows on NBC Nets

American Home Products will promote BiSoDol in the NBC-Blue network spot, Tuesdays, Wednesdays and Thursdays, 7:15-7:30 p.m., which sponsor signed for sometime ago. (Continued on Page 2)

### Stove Campaign on Coast

Hammer-Bray Co., Ltd., manufacturers of gas stoves and oil heaters, of Oakland, Cal., will conduct a spot radio campaign this fall in California, Washington and Oregon. D'Evelyn & Wadsworth, San Francisco, has the account.

Approximately 135 radio executives representing all of the 161 independently-owned network affiliated stations gathered in the Empire Room of the Hotel Waldorf-Astoria late yesterday afternoon and night, and, after bitter wrangling between individuals and factions, including (Continued on Page 2)

## SONGWRITERS TAKING ET ISSUE TO COURTS

After a spirited meeting yesterday afternoon, the Song Writers Protective Ass'n voted to stop arguing with the music publishers on the question of vested electrical transcription and movie synchronization rights and (Continued on Page 7)

### Swift's Sunbrite Series On NBC-Blue Net Sept. 27

Chicago—Swift & Co. (Sunbrite cleanser, etc.) on Sept. 27 starts the "Sunbrite Junior Nurse Corps" on a nationwide NBC-Blue network from here, Mondays through Fridays, 5:15-5:30 p.m., with repeat at 6:15 p.m. (Continued on Page 7)

### Dullzell as Equity Head

When Frank Gillmore leaves the presidency of Actors Equity for his post with Associated Actors and Artists of America, Executive Secretary Paul Dullzell will be active head of Equity, with his present title, the association's council decided yesterday.

### Union Signs WCAU

American Communications Association, formerly the ARTA, yesterday announced that 17 members of the technical staff of WCAU, Philadelphia, have signed an agreement recognizing the ACA as sole bargaining agent for the station. The organization expects to sign the rest of radio technical employees in Philadelphia and all of the Baltimore stations shortly.

(Continued on Page 2)



Vol. 2, No. 39 Wed., Aug. 25, 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. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**  
 (Tuesday, Aug. 24)

NEW YORK STOCK EXCHANGE				Net Chg.
	High	Low	Close	
Am. Tel. & Tel.	169	168 1/2	168 1/2	...
CBS A	28 1/4	28 1/4	28 1/4	+
Crosley Radio	19 5/8	19	19	- 3/8
Gen. Electric	56	54 5/8	55 1/2	+ 1/2
North American	25 1/2	24 1/2	25	+ 1/2
RCA Common	11 3/8	10 5/8	11 1/4	+ 3/4
RCA First Pfd.	73 1/2	72 1/2	73	+ 1/4
Stewart Warner	17 3/4	17 3/4	17 3/4	+
Zenith Radio	43	40 1/2	42 7/8	+ 2 5/8

NEW YORK CURB EXCHANGE			
	High	Low	Close
Hazeltine Corp.	16 1/2	16 1/2	16 1/2

OVER THE COUNTER			
	Bid	Asked	
Stromberg Carlson	13	14 1/2	

**Radio Union to Send Organizers Into Field**

(Continued from Page 1)  
 chosen, with George Heller as chairman. Heller is also treasurer. Remainder of the committee is being kept secret to avoid embarrassment, since the individuals are actively engaged in radio work.  
 Heller was also authorized to hire field organizers as he sees fit and will soon send out a crew to various parts of the country.

**NFA**  
**Radio Newsfeatures**  
 Available to only one radio station in each city  
**Details on Request**  
 Represented exclusively by  
**Stephen Slesinger, Inc.**  
 250 Park Avenue New York

**Broadcasters to Make Counter-Offer to AFM**

(Continued from Page 1)  
 much anti-network sentiment, finally decided to keep the doors open for negotiations with the American Federation of Musicians.

Earlier in the day a five-hour session was held by a newly appointed broadcaster committee with President Joseph N. Weber of the AFM. It is understood that Weber declared himself in favor of a negotiating yardstick for a weekly wage scale for additional musicians that would be the equivalent of three and one-half times the highest quarter-hour rate per week, meaning an addition to the weekly payroll of the industry of about \$105,000 weekly, or \$5,000,000 annually. This resolves itself into the hiring of 3,000 more musicians than are now being employed at an average scale of \$35 weekly.

While numerous broadcasters vowed they would go out of the broadcasting business rather than submit to such an additional load, the majority opinion prevailed that the committee make a counter-proposition after the industry had been surveyed as to how many musicians it could absorb without putting an unbearable burden upon itself.

The committee will now look the situation over and arrange to meet again with the AFM on or about Sept. 9. It is pointed out, however, that while the committee is empowered to negotiate, it has no power to bind the broadcasters it represents.

William S. Hedges, vice-president and general manager of WLW, was chosen chairman of the committee which is to treat with Weber. His conferees are Samuel R. Rosenbaum, president of WFIL; Emile Gough, vice-president of Hearst Radio; Edwin W. Craig, vice-president of WSM, and John J. Gillin Jr., manager of WOW. Mark Ethridge, general manager of the Louisville Courier-Journal, was chosen permanent chairman of the group and ex-officio member of the committee. This paper owns WHAS.

The move was instigated by Barry Bingham of WHAS, and newspaper-owned stations took the initiative in many directions. Most drastic element among the newspaper-owned stations even expressed itself as being willing to risk a strike and let the networks do the worrying. In a statement issued by the committee and as told to Weber, it was significantly indicated that the AFM made its demands upon radio "through the networks". It was also stated that stations are linked together only for network commercial programs and that each station must be dealt with separately on any question involving operations or expenditures and that no one company, committee or person is authorized to commit the industry as a whole or the network affiliates as a whole to any proposition.

Further the independent broadcasters believed that conditions other than broadcasting were responsible for the vast army of unemployed musicians, and that they do not feel

**MPPA Is Holding Up Licenses on Records**

(Continued from Page 1)  
 vention. Their original plan for a letter to stations was presumed to be in the hands of general counsel.

Copyright owners' intervention came through the general manager of the Music Publishers Protective Ass'n, Harry Fox, acting as agent and trustee for a group of copyright owners. In a letter addressed to all phonograph record manufacturing companies, Fox expressed himself as follows:

"I read with considerable interest articles appearing in various trade publications which purport to reveal your plans to undertake a system of licensing the radio broadcast of phonograph records manufactured by you.

"I am constrained to call your attention to the fact that the manufacturing license granted to you by the copyright owners of the musical works recorded on such records does not extend permission to manufacture recordings intended for public performance for profit.

"Accordingly, therefore, I anticipate that you will give adequate notice to all persons concerned that you have no authority at the present time from the copyright owners permitting you to manufacture recordings of their works for purposes of reproduction by radio broadcast stations."

Two-way angle on this complication is that either the music men are backing down on the AFM concordat and wish to take the play away from manufacturers who want to keep down the playing of disks on stations, or it gives the record men an "out" in regard to complying with the AFM ultimatum. Music men, however, state they merely wish to preserve their rights in the matter and control their copyrights.

**New Disk Labels**

RCA's Victor and its subsidiary brand, Bluebird phonograph records have appeared with new label legends, the latter in black and gold in place of pale blue. The new legend does not mention the phrase "Not licensed for radio broadcast." New phases are said to be aimed at coin operated phonographs, etc., and reads: "This record is manufactured and sold under U. S. Patents... and is licensed only for non-commercial use on phonograph in homes. The original purchaser has expressly agreed with the manufacture of this record that it will not be sold for any purpose other than non-commercial use on phonographs in homes. All subsequent purchasers and users are notified that this record may be used only for non-commercial purposes on phonographs in homes." This new label follows a letter to all Victor-Bluebird dealers that the disks must not be sold for commercial purposes and that a talk with the AFM revealed their support in the matter.

responsible for the incompetent or poorly qualified, nor for the technological unemployment in the craft. Setting forth their sincere desire for an amicable adjustment, the committee requested that the AFM defer its proposed strike order tentatively set for Sept. 16.

**COMING and GOING**

WENDELL HALL returns to New York from Chicago the latter part of the week.  
 DONALD DOWD, announcer in NBC Chicago studios, is visiting his parents in Philadelphia.  
 JACK ALICOATE, publisher of RADIO DAILY, returns Monday from a month's sojourn abroad. W. I. DUMM, head of KSFO, San Francisco, is in New York.  
 DEAN FITZER of WDAF, Kansas City, and HAROLD HOUGH, NAB treasurer and of WBAP, Fort Worth, in town for the big meeting.  
 Station executives who arrived in town yesterday were: EDGAR L. BILL, WMBD; HARRY SEDGWICK, CFRB; HARRY STONE, WSM; LAMBDEN KAY, WSB; HUGH A. HALFF, WOAI; JOHN SHEPARD III, WNAC, Yankee network, etc., and WALTER DAMM, WTMJ.  
 CORK O'KEEFE and DANNY COLLINS left for Philadelphia yesterday.  
 DICK INGRAM of Rockwell-O'Keefe planned to Memphis yesterday.  
 GENE AUSTIN is in from Hollywood and is stopping at the Hotel Edison for his first visit to New York in five years.  
 WINI O'KEEFE, casting director of Langlois & Wentworth, is back at her desk after a two-week vacation.  
 AILEEN STANLEY is finishing up her last lap of a British Isles tour and then boards the Ile de France for home and air appearances.  
 LOUIS K. SIDNEY, managing director of WHN, returned yesterday from Cape Vincent.  
 RAY SAUNDERS, WHN announcer, has returned from a vacation to Nova Scotia.  
 LESLIE HOWARD sails for England today aboard the Queen Mary.  
 H. J. ZANE of the Hartenstein-Zane Co., returned to New York last night from the Coast, having completed the installation of a new tower for KSFO, San Francisco.

**Home Products to Have Four Shows on NBC Nets**

(Continued from Page 1)  
 Series, a script show, is expected to start on Oct. 1.

Sponsor has also signed a 52-week renewal, effective Sept. 13, for three other shows on the NBC-Red network, namely, "Mrs. Wiggs of the Cabbage Patch," "John's Other Wife" and "Just Plain Bill." Programs are heard Mondays through Fridays, 10-10:45 a.m., with repeat at 1:15 p.m. Blackett-Sample-Hummert Inc. handles the account.

**Chi Nitery Orchestras Going On Six-Day Week**

(Continued from Page 1)  
 probably be the night on which substitute bands are used. Only relief band set so far is reported to be Charlie Gaylord for the Empire room of the Palmer House, taking over on that night for Dick Gasparre. Radio musicians here are already on a six-day week.

**Baume Bengue on WABC**

Thomas Leeming Co. (Baume Bengue) through William Esty & Co. has bought the 7:55-8 a.m. period on WABC for news reports to be aired Mondays through Friday on and after Oct. 4.

**CRAIG & HOLLINGBERRY**  
 Incorporated  
 Radio Station Representatives  
 New York • Chicago  
 Jacksonville • Detroit

**AGENCIES**

BATTEN, BARTON, DURSTINE & OSBORN has been appointed advertising representatives of Koppers Co. (Koppers Coke) for the following divisions: Connecticut, Brooklyn; Seaboard, New Jersey and Minnesota. Appointment does not affect advertising of other divisions. Fall advertising scheduled are now being readied by B.B.D.&O. and will include radio, probably spot programs, in the various territories.

ROBERT HAYES, prominent in the advertising agency field of Seattle, has been appointed as assistant to C. E. Johns, formerly of the Seattle Chamber of Commerce, who was made executive secretary of the recently formed Washington State Progress Commission, to administer a fund of \$250,000 for state advertising that has been placed in the hands of the Seattle office of the J. Walter Thompson Co.

KNIGHT PUBLICATIONS, New York, has put out a book titled "Poisons, Potions and Profits, the Antidote to Radio Advertising," by Peter Morrell, who attacks many products advertised on the radio. He goes after drug products in particular.

**Ad Club Committee**

Lowell Thomas, president of the Advertising Club of New York, has announced the personnel of the club's admissions committee for 1937-38. Committee consists of Oliver B. Merrill, sales manager of National Independent Broadcasters Inc., chairman; James J. Clark, Liggett Drug Co.; Arthur C. Doornbos, Atherton & Currier Inc.; Edwin C. Treat, and John A. Zellers.

**Clergy League on WNEW**

Clergy League for America Inc. starts a series of semi-religious broadcasts Sept. 7 over WNEW at 7:30-7:45 a.m. The meditations, under direction of Rev. Irvin C. Wise, will be heard Monday through Saturday, with ministers from various churches as guest speakers.

**Roy LeMay Laid Up**

Roy LeMay, star of "Junior G-Men", heard over WOR thrice weekly, this week missed his first broadcast in over a week as a result of being stricken ill a few days ago. He was taken to Lenox Hill Hospital.

**Put Lines in City Hall**

Cleveland—As a result of numerous originations coming from City Hall, the United Broadcasting Co. stations WHK-WJAY have installed lines into the City Hall.

**NEW PROGRAMS—IDEAS**

**"A Year Ago Today"**

WLTH's "A Year Ago Today" contest, presented Saturdays at 1 p.m. in the Academy of Music, has drummed up quite a bit of popularity and hundreds of the station's listeners already have been guests on the program. The idea of the show is to present the news and music of a year ago. The songs selected, are those used on the "Hit Parade" a year ago from the day of the broadcast. This is done with special permission from the American Tobacco Co., sponsors of "Hit Parade", through its agency, Lord & Thomas. The show is scripted and announced by Norman H. Warembud.

**Dramatizing City Facts**

Radio programs to acquaint residents with the outstanding facts about the city are being planned by the Springfield (Mass.) Chamber of Commerce. Suggestions have been made that dramatizations of high points in the city's history or of rackets practiced on men or women would be welcomed in addition to programs

**Ascap Giving Stations Indexed List of Titles**

(Continued from Page 1)

one of the most used songs in radio, or those "presently current."

According to a communication going from Ascap to the stations today, there will be approximately 25,000 titles available immediately upon request from stations. The titles will be on gummed and perforated paper, suitable for pasting on 3x5" cards, for use in a recommended steel cabinet holding 10 drawers. The broadcaster may further index and cross index the titles and the cabinet will hold 50,000 titles. Eventually, over a period of years, Ascap believes it will be able to supply broadcasters with several hundred thousand titles. Additional titles which will be available, as accumulated, will be sent out according to responses from broadcasters.

**CBC Boosts Chain Programs**

Toronto—Starting Sept. 1, programs put on the air by Canadian Broadcasting Corp. will include 16 hours of national chain broadcasting daily, instead of six hours as at present. Hon. C. D. Howe, Minister of Transport, in making the announcement, said there had been a very decided improvement in the radio situation in Canada since the Dominion government placed Major Gladstone Murray, formerly of British Broadcasting Commission, in charge.

**"Lone Ranger" Magazine**

In addition to having been sold to Republic Pictures as a film serial, "The Lone Ranger", Mutual program, now has a magazine named after it. It is being sold on news-stands and contains stories of the old west.

which would present outstanding talent from various fields in the city. Albert W. Marlin for WMAS, Robert D. White for WBZA and Wayne Henry Latham for WSPR are co-operating.

**Post-Reviews of Films**

Outstanding films of the past will be post-reviewed by WNEW through cooperation of leading film companies. Hit music and dialogue from the pictures will be given. Program will be presented at 2:30 p.m. three times weekly, on days when station does not carry a Newark Bears baseball game.

**Livestock Auctions on KFEL**

A new kind of "Ringside" broadcast is being aired weekly over KFEL, Denver, with microphones set up in the "Sale Ring" at the Greeley Cash Livestock Auction Market. For many years a regular feature of KFKA at Greeley, these broadcasts are now being piped over Mutual to KFEL each Thursday afternoon.

**New Television System Is Shown by Kolorama**

(Continued from Page 1)

projection on a large screen. Kolorama officials believe that small pictures, measuring only a few inches on a side, will not be acceptable in the home or useful for commercial application.

At the demonstration, television transmission was highlighted by projecting high definition pictures on a screen measuring 4x5 feet.

Advanced experiments in color for television is still dependent upon the perfection of black and white transmission, it was said.

The Kolorama system is not yet perfected, but engineers claim they have not reached their limitations.

**"Aunt Jemima" Cast**

Chicago—In addition to Harriette Widmer in title role, Quaker Oats has lined up the following cast for its "Aunt Jemima" serial starting Aug. 31 on NBC five-a-week: Vance McCune, Forrest Lewis, Roy Brower, and Noble Cain's a capella choir. Basil Loughrane will handle production for Lord & Thomas.

**New "Jungle Jim" Series**

"The Adventures of Jungle Jim", quarter-hour transcribed adventure show heard on more than 200 stations weekly, started a new series of adventures this week. Ed McDonald and Bob Strauss are new members of the cast. The series is written by Gene Stafford and produced by Langlois & Wentworth Inc.

**Peggy Wood in "Methuselah"**

Peggy Wood will play the leading role in NBC's 75-minute airing of Shaw's "Back to Methuselah" on Monday at 9:30-10:45 p.m.

**GUEST-ING**

LESLIE HOWARD, ADOLPH ZUKOR and RAYMOND MASSEY, interviewed by Martin Starr on "Gangplank" before sailing of Queen Mary, today at noon over WMCA.

SALLY EILERS, on "Sealtest Sunday Night Party," Aug. 29 (NBC-Red, 10 p.m.).

CLAUDIO FRIGERIO, baritone, on "Our American Neighbors," Aug. 29 (CBS, 5 p.m.).

INA CLAIRE, added to "Kraft Music Hall" guest list, Aug. 26 (NBC-Red, 10 p.m.).

ELLA FITZGERALD, on "Broadway Melody," tonight (WHN-WOR, 8 p.m.).

ETHEL MERMAN, on "Hit Parade," Sept. 15, booked by Mack Davis of Columbia Artists (CBS, 10 p.m.).

**"Name Your Own Rate" For Midnight to 6 a.m.**

Anderson, S. C.—WAIM, which extends its operating time to include 12 midnight to 6 a.m. beginning Sept. 1, has sent out novel promotional letters to call attention to this fact and is offering the early a.m. hours to sponsors "at your own rate". Contract blanks are enclosed in the letters, which announce that the recipient is one of 36 lottery winners whose names the station took the liberty to enter, after satisfying itself of the potential sponsor's qualifications.

**KWK-WLW Line Hookup Takes Effect Sept. 13**

St. Louis—Confirming a recent story in RADIO DAILY, KWK announces actual starting date of its Transamerican affiliation as Sept. 13. At least one commercial show will start then as a WLW Line program (Lydia Pinkham). KWK is also an NBC-Blue network affiliate as well as part of Mutual chain.

**Canada Dry Fall Spots**

Canada Dry Ginger Ale is planning a fall spot campaign and has already signed with WOR for Transradio Press reports on Mondays, Wednesdays and Fridays, 6:30-6:45 p.m., beginning Oct. 4. J. M. Mathes has the account.

**"Marriage Clinic" on WOR**

"The Marriage Clinic," originating at WAAB, Boston, and with disseminating advice on marital problems, will be heard over WOR starting tonight at 10:30-10:45.

NOW AVAILABLE for FALL BOOKING

**MORTON BOWE**

SU 7-3348 or Billy Hilpott—NBC

IN BOSTON YOU CAN'T BEAT

**WCOP**

National Representative

WEED & CO.

New York Chicago Detroit



# HILLTOP HOUSE

HILLTOP HOUSE is a continued story that will appeal to people of all classes and creeds between the ages of five and seventy-five.

HILLTOP HOUSE will quickly attain a large and responsive listening audience.

HILLTOP HOUSE will build additional good will and increased sales for its sponsor.

YOU will love the warmth and the humane kindness of Martha McCrae who guides the destiny of HILLTOP HOUSE.

YOU will sympathize with the romantic problems of the impetuous young Dr. Robbie.

YOU will be intrigued by the charm of the mysterious young Englishman, Barton Jeffers.

YOU will laugh with the young Adair twins in their humorous escapades and weep with them in their sorrows, and you will find a warm place in your heart for the other children of the orphanage.

YOU will chuckle at the romance of Tulip, the colored maid, and Luke, the iceman.

YOU will respond to the gentle homey personality of Paul Hutchinson, president of the Glendale bank.

YOU will love to bate the sharp tongued Thelma Gidley who assists Martha McCrae.

YOU will find yourself looking forward to tomorrow's episode of HILLTOP HOUSE.

# HILLTOP HOUSE

## *The Prize Package* **OF THE RADIO INDUSTRY!**

### HILLTOP HOUSE

*Starring*

SELENA ROYLE

*Supported by a distinguished cast*

Hilltop House is a tender, beautiful story of human appeal that lives within, and centers about the orphanage of Glendale.

A human interest story, that runs the gamut of all the emotional phases . . . . romance, tragedy, pathos and humor live within Hilltop House.

*Available thru*  
National Broadcasting Co. Columbia Broadcasting System

*Or direct*  
Edward Wolf  
Wolf Associates, Inc.  
1270 Sixth Ave. New York City  
Phone: COlumbus 5-1621



## ORCHESTRAS MUSIC

**P**HIL SPITALNY and his orchestra of 30 singing girls will get a rousing reception when they arrive in Cleveland on Sept. 3 for a week's engagement at the Palace Theater. The Ohio metropolis is Spitalny's home town. The weekly "Hour of Charm" program over NBC-Red on Sept. 6 will be broadcast from WTAM. On Sept. 10, the orchestra begins a week's engagement at the Michigan Theater, Detroit, broadcasts Sept. 13 from WWJ. The orchestra will be back in Radio City for its broadcast Sept. 20.

*Shep Fields is playing one-nighters in New England this week. The "Rippling Rhythm" will be heard at Old Orchard, Me.; Marshfield, Mass.; Lynnfield, Mass.; Hampton, N. H., and Holyoke, Mass.*

Benny Meroff and combine booked into the New Yorker Hotel for four weeks, starting Sept. 2, followed by Glen Gray and his Casa Loma band.

Red Nichols and his ork play a week at the season's opening of the Pla Mor ballroom, Kansas City, starting Sept. 11. Deacon Moore follows.

Harl Smith and band have been held over indefinitely at Hotel Muehlbach grill, Kansas City. The ork airs over WDAF on Saturday nights.

Jimmy Dorsey and his ork will begin an indefinite engagement the first week of October at the Congress Hotel, Chicago. Music will air over three networks through 14 broadcasts weekly.

### Trout Succeeds Godfrey

Bob Trout, CBS special events announcer, succeeds Arthur Godfrey on the Prof. Quiz program Sept. 4, when program starts plugging Nash cars instead of Kelvinators. Trout formerly announced the show but had to leave when he was sent to London to cover the Coronation. Nash-Kelvinator will renew Prof. Quiz for another 13 weeks.

### WCBD Ready to Start New Plant

Chicago — With tests completed, WCBD expects to put into operation its new 5,000 watt transmitter late this week. Since its \$60,000 fire last April which destroyed its plant at Zion, Ill., the station has been using facilities of WMBI, Moody Bible Institute station.

## CLYDE BARRIE

CBS

Thursday

6:15 P. M.



● ● ● Buddy Clark leaves 20th Century-Fox because he refused to remain the "Invisible Voice"... Buddy will probably return to the air-planes—possibly succeeding Tony Martin on the Burns and Allen show when the latter's term expires... George Olsen starts via CBS from the International Casino Sept. 7... Arthur Caesar will script the gags for the Al Jolson shindig... Oyster Bay Coast Guardsmen rescued Henry Hayward of Wilson, Powell & Hayward and his wife Monday after the two had been adrift in their 31-foot cruiser all night and part of the day... Brooklyn Strand Theater reopens Sept. 2 with flesh entertainment plus stage band and name policy—if union matters are straightened... Bunny Berigan is out of the Pavillon Royal and Arthur Warren's crew is in... Del Casino must have a due-bill on a grease concession—judging from his hair. How about calling him "Pretty-Boy Casino?"

● ● ● Here's one of those laughs that can't always be helped. ... An announcer at KIDO, Boise, had just finished reading a plug for a lecture entitled: "God's Last Call"... Then, with hardly enough pause, he continued—"and now our orchestra plays 'Satan Takes a Holiday!'"... The Louis-Farr fight tomorrow night will be aired via Canadian Broadcasting Corp. and relayed to England with CBC's own announcer describing from the ringside. The announcer will be R. T. (Bob) Bowman, assistant to the supervisor of programs and noted sportscaster for CBC.

● ● ● Willys autos are again in the throes of auditioning talent for a fall show. Last night Mike Reilly and his "Music Goes Round" crew sweated for the sponsor over at NBC... David White of BBD&O failed to announce his engagement last week... Richard Brooks, topnotch commentator, will celebrate Labor Day doubly—by marrying a Boston girl... Doris Sharpe of National Radio Registry is back at work after a two week illness, and so is Joe (Brunswick Records) Higgins... Herbert H. Marsh, former Ohio advertising manager, has been drafted east from the Ferris-Fizdale Chi office to handle copy and contact... Why is Russ Morgan rushing to Saratoga tomorrow to confer with Bing Crosby?... Connie Boswell became a blonde as soon as she reached the coast—for flicker work... Glen Gray opens at the New Yorker Oct. 8... Roy Campbell's choir has been set for the Gruen show to vocalize with Joe Rine's crew... Because of his click on the Ben Bernie show from the Spa last week, negotiations are on again for Ken ("Joe and Asbestos") Kling to head his own show... Ray Block does two auditions tomorrow.

● ● ● In Missoula, KGVO aids considerably in public service work during the forest fire season... Only recently Lolo forest officials received reports of a fire breaking at 3 o'clock in the afternoon... Immediately the station aired appeals for volunteer fire-fighters on every half-hour station break until 9 p.m., when the station was advised that some 750 helpers arrived and the fire was under control... CBS Music Box Theater fire in Hollywood was next door in same building but no damages to studios... Eric Snowden, ass't producer, was a hero when he rescued a damsel.

## NEW BUSINESS

Signed by Stations

### WIP, Philadelphia

Philco Radio & Television, mystery drama disks, through Julian Pollock Agency; Gardner Nursery, renews disks, through Northwest Radio Adv'g Co.; Kirkwood Laboratories (hay fever remedy).

### WHO, Des Moines

Iowa Coal Institute, promoting sale of Iowa coal and employment of Iowa miners; Omar Mills Inc., Omaha, "Your Home Town," musical-dramatic quarter-hours.

### WJJD, Chicago

State of Michigan, three dramatizations weekly plugging vacations, through Fred M. Randall Co.; Middle West Distributing Co., three 5-min. periods weekly.

### WHK, Cleveland

Sterling Products Co., Wheeling, W. Va. (Calif. Syrup of Figs), 15-min. programs, 31 weeks, through Thompson-Koch Agency, Cincinnati.

### WNEW, New York

Carol Pharmaceutical Co. (Caruso Capsules), spots in "Make Believe Ballroom."

### May Film "Ave Maria Hour"

A deal is being discussed for the filming of the "Ave Maria Hour" as a series of short subjects. The program, directed by Charles LaTorre, is heard Sundays over WMCA from Garrison, N. Y.

Florence Malone, who appeared in the "Ave Maria" presentation last Sunday as St. Jane Frances de Chantal, will also do St. Alice in next Sunday's program.

### Swift Test Show on WJAR

Swift & Co. (Quick Arrow Soap Flakes), through Stack-Goble Advertising Agency, Chicago, on Oct. 4 starts a 26-week test series of one-minute spot announcements twice daily over WJAR, Providence.

### Radio Relay League Meeting

Seattle — American Radio Relay League, northwestern division, holds its 12 annual convention Aug. 28-29 at Sunrise Park, Rainier National Park.

### ATTENTION: RADIO ARTISTS!

YOU NEED AN OFFICE for  
Telephone Messages  
Correspondence  
Business Appointments  
YOU NEED A SECRETARY to  
Relieve you of details  
Organize your activities  
Handle your correspondence  
Call Miss Purcell  
at  
BRyant 9-2319

### MY PRIVATE SECRETARY

Secretarial Service for Radio Artists  
48 West 48th St., N. Y. C. Suite 608



★ Program Reviews ★



**A. E. BENNETT**, managing director of 2GB, Sydney, Australia, is due in the U. S. sometime in September on business connected with his station and Broadcasting Service Association, of which he also is director.

**F. Wallis Armstrong** agency has signed **Addison Simmons** to work on scripts for Hollywood Hotel. Previous assignments have been on "Grand Hotel," "First Nighter" and Chase and Sanborn.

**Howard Swart** is back at CBS after two weeks vacationing East.

"Moods and Melody" makes its bow over CBS Pacific Coast, replacing **Ted Malone's** "Between the Bookends," for this week. **Ralph Ricard**, piano, and **Marshall Grant**, organ, supply the melodic moods.

**Clark Ross**, baritone, added to the "Randalliers" program and will be heard regularly over CBS Pacific Coast net. Replaces **Arthur Gilmore**, who, however, will continue as announcer on the program.

**Tracy Moore** is vacationing from his NBC chores for the usual two weeks.

**Andy Devine** will be back with **Jack Benny** on the Jello series this fall.

**KNX** presents the winners of talent auditions annually held at the Pasadena Civic Auditorium and sponsored by the City of Pasadena, from 1:45 to 2:15 on Wednesday afternoon, August 25.

**Stuart Hamblen**, Texas cowboy-entertainer, seems to have established some sort of a record with more than 6000 hours on the air to his credit. Rolled up this impressive total largely over **KEHE**, where he has a schedule of several hours daily.

The **Stafford Sisters** current popularity is attested by their doubling with **Hal Kemp** and **David Broekman** on the same evening, Friday last.

**John Swallow** taking time off from his NBC duties to do a bit of yachting off Santa Barbara with **Baron Long**.

**Lud Gluskin**, CBS musical director, back from Seattle, where he purchased a mammoth Wurlitzer organ to be installed in the new CBS studios.

**Lily Pons** and **Gladys Swarthout** will appear on the **George Gershwin Memorial Concert** on Sept. 8 at Hollywood Bowl in place of **Irene Dunne** and **Helen Jepson**, originally announced but whose other commitments prevent their appearance. CBS releases coast-to-coast.

**RALPH KIRBERY**  
 "The Dream Singer"  
 MANAGEMENT  
**WILLIAM MORRIS AGENCY**  
**BILL MURRAY**

**AL ROTH**  
 ("Melodic Contrasts")  
 Sustaining  
 WJZ—NBC-Blue Network, Mondays, 9-9:30 p.m.

**SPARKLING DISTINCTIVE AND RICHLy ENTERTAINING MUSICAL COCKTAIL.**

For musical entertainment that is in a different class without being in the least odd or freakish, this weekly production under the direction of **Al Roth** stands far apart from the usual run. Its distinguishing qualities are an imaginative mind in the selection of numbers to present in contrast, a full-bodied rhythm that is dreamily symphonic and sparkling by turns, smoothness and cleverness in weaving the various numbers into the pattern of the whole program, very interesting special arrangements, and a couple of fine contrasting vocalists in **Joan Edwards** and **Karen Kempel**, heard Monday night. A melodious choir also fills in the background.

From an opening with "Old King Cole" by the orchestra and choir, down through "I Get a Kick Out of You," with vocal, orchestral and piano variations, a stirring but restrained arrangement of "Song of the Vagabonds," then "Whispers in the Dark," "Me, Myself and I," "Poor Butterfly," a vocal treat of "Chiri Biri Bin" by **Miss Kempel**, and finally to a choir finish with "Smarty" and "That Old Feeling." the program sailed and sparkled along smoothly and swiftly, finishing much too soon. This fellow **Roth** has plenty on the ball. And **Karen Kempel** is a soprano of surprising voice quality.

**Songwriters Taking ET Issue to Courts**

(Continued from Page 1)

take the matter to the courts to seek clarity of judgment on the matter in question.

Action of the SPA council in making this decision is declared to be unanimous among the membership including the West Coast branch whose head, **L. Wolfe Gilbert**, addressed the gathering here and read the minutes of an SPA meeting on the coast where similar action was voted. SPA states publishers won't recognize them in any capacity and in addition to holding vested small rights have "two pernicious clauses" in the standard uniform contract. Writers who wish to hold the ET rights for themselves say the courts are now the only recourse and action will be started through general counsel **John Shulman** of **Arthur Garfield Hays** offices.

**Holmes Joins Sound Corp.**

**Harry S. Holmes**, formerly of the **Hammond Organ Co.**, has joined **Sound Reproductions Corp.** as executive in charge of sales.

**News Periods**

The most recent twist in news announcing, the use of two voices, with one reading the headline and the other giving the story in brief, has been adopted with an additional new slant by **WNEW** on its 9:45 a.m. news period. The **WNEW** method is to have the voices alternate on items. It is a very effective system, especially for newscasts that run beyond five minutes, as it does away with the monotony of a long string of items recited in the same sing-song voice, and under the former method the "headline" punctuates the different stories and gives the listener a helpful key to each piece of news.

**John Jaeger** and **William McGrath**, heard in **WNEW's** morning newscast yesterday, did a nice duet.

**"The Johnson Family"**

Starting a new series of adventures of "The Johnson Family," in which he plays all the parts, **Jimmy Scribner** started a Mutual coast-to-coast run Monday evening at 6:45-7. Program originates at **WSAI**, Cincinnati, and is heard Mondays through Fridays. **Scribner** displays not only dexterity, ingenuity and talent in portraying the many characters in his family—the repertoire running to nearly two dozen parts—but he is quite successful in giving each character a personality of its own, making all of them human and interesting.

**WJZ, WEAf and WABC Unionized by AGRAP**

(Continued from Page 1)

and producers of **WJSV**, Washington, and **WBT**, Charlotte, and that bargaining negotiations are now going on.

**Langham** said that to date the Guild has 700 members in 22 stations located in the south, mid-west, New England and New York areas.

**"Way Down East" Disks Placed on 14 Stations**

(Continued from Page 1)

tions tentatively set for campaign include **WOR**, **WNAC**, **WFBR**, **WGN**, **WSB**, **WJR**, **WFAA**, **WHO**, **WDAF**, **WBEN**, **WCAU** and a Los Angeles station. **Blackett - Sample - Hummert Inc.** is the agency.

**Swift's Sunbrite Series On NBC-Blue Net Sept. 27**

(Continued from Page 1)

**Lucy Lillman**, **Bill Amsdell** and **Helena Ray** will play the leading roles. Series was on CBS last season. **Winthrop Orr**, new radio director of **Stack-Goble**, will handle the production.

**ELIZABETH RELLER** of the CBS serial, "Betty and Bob," has joined the cast of the Federal Theater play, "The Lonely Man," headlining **John Huston**, son of **Walter Huston**.

**Edith Davis**, NBC character actress, and her husband, **Dr. Loyal Davis**, noted brain surgeon, back from vacation.

**Holly Shively**, director of radio promotion and research for **Lord & Thomas**, has returned to work from a motor trip through the Ozarks.

**Virgina Payne** (**Ma Perkins**) is back at work following a **St. Lawrence** cruise.

**Norman Gregg** will handle publicity for the forthcoming **Ed McConnell** series for **Acme White** lead.

**Frank Dahm**, author of the script show "Pretty Kitty Kelly," is putting the finishing touches to a novel about his radio heroine.

**Olan Soule**, free lance actor, is westbound on vacation.

**PHILADELPHIA**

**KYW's** "Music for Moderns" program with its 16-piece band and vocalists, adds another feature now being fed from the local studios to **WEAF** for **NBC** consumption. Program heard Mondays on entire **Red net**.

**George Jaspert** of **KYW** sales staff recuperating from an appendix operation.

Recovered from an auto accident, **Carlotta Dale**, featured soloist of the **KYW Top Hatters**, has returned to the studios with a special Wednesday program of her own.

**Elsie Carol**, directress of the **WCAU Women's Club**, returns to the air middle of next month.

**James Allen**, **WIP** program director, goes vacationing in **Quebec**.

**Harold Davis**, **WDAS** program director, splits his respite between **New York** and **Atlantic City**.

**Lucille Phillips** of the **WDAS "Merry-Go-Round"** leaves this week for **Hollywood** and possible picture work.

**Roger Williams**, tenor, has returned with a daily spot on **KYW** at noon.

**Andy Arcari**, accordionist, has been given a regular berth on **KYW**.

**Dave Mann** and **Gene Irwin**, who aired over **WFIL-Mutual** last season in their two piano act, are readying a new series.

**A. W. Dannenbaum**, **WDAS** president, and **James Aull**, **KYW** director of public relations, are back to the daily grind after a **Maine** vacation.

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

## PROMOTION

### KIDO's NBC Link Derby

While 400 miles of network lines are being put up from Salt Lake City to Boise, Ida., preparatory to linking KIDO, Boise, with the NBC network, a map over the entrance of the Hotel Boise marks off the day-to-day progress of the line as it creeps gradually toward Boise. The "number of miles to go" is indicated, and the sign advises folks to tune in daily on KIDO for progress flashes.

The new hookup will make it possible for Idaho residents to hear NBC programs during the daytime.

### Station-Merchant Co-op Stunt

With "We're in the Money" as a slogan, KFRO, Longview, Tex., is co-operating with 50 local merchants in a 10-week program promoting a Buck Sale sponsored by the merchants. The stores give out "bucks" in amounts equivalent to the customer's purchase. These "bucks" are of value in bidding on many articles donated by the participating firms and to be sold at auction in October. First two weeks of the campaign has aroused much interest, according to James R. Curtis, KFRO president.

### Old Ranger Parade

"Old Range Round-Up", conducted by stores selling stoves in Muncie, Ind., recently staged a parade which featured The Old Ranger of WLBC as the main attraction.

## BOSTON

John A. Holman, g.m. of WBZ-WBZA, is on a two-week vacation trip with Mrs. Holman through New England and eastern Canada.

Boston Edison Co. auditioned about a dozen male singers at WEEI early this week.

Gordon B. Norris, of sales department; W. Gordon Swan, traffic manager, and Cleon White, artist bureau manager, all back at their WBZ desks after vacation.

Howell Cullenane, Herald-Traveler news reporter on WEEI, off on a two weeks' tour throughout New England in his trailer equipped beach wagon.

The employees of Westinghouse and NBC in Boston are all going out to Millis, Mass., for a corn roast and barbecue supper. WBZ's transmitter is located at Millis.

Kay Batchelder, secretary to Gerry Slattery, g.m. of WCOP, has gone to New Hampshire on vacation.

## ONE MINUTE INTERVIEW

### BOAKE CARTER

"I'll never be censored. I'm not going to be censored by anybody either in radio or in what I say in print. The going is getting tougher, but should the time come when I can't say what I want, I'll quit broadcasting."

## ★ Coast-to-Coast ★

**B**ILL SUTHERLAND and Claude Haring of KDKA, Pittsburgh, will be at the mike to report the four Carnegie Tech games in the series sponsored by Atlantic Refining. Nine games are scheduled for airing over KDKA.

*Wedding bells have been ringing merrily at WAAW, Omaha. Most recent marriage is that of Announcer Orville Weimer and Lucile Peterson of Omaha. Two weeks previously Assistant Station Manager James Douglas was married to Mrs. Sybil Ashby Erickson.*

KMOX, St. Louis: Richard L. Scheidker, formerly of KXBY, Kansas City, has joined the continuity department, replacing Harrison Bailey, who resigned to become program director of WICA, Ashtabula, O. . . . Jerry Hoekstra, director of public affairs department, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, made some instantaneous recordings of St. Louisians summering in northern Michigan for airing in a sort of "Inquiring Mike" program . . . Chic Martin in "Sing, Neighbor, Sing," will start a new Purina Mills all-star farm program Aug. 30, with other talent including Elois Rowan, Shirley Sadler (Nancy Lou), Harold and Ernie Garvin, Paul Fillmore and Eddie Larue.

*When President Roosevelt broadcast from Roanoke Island last week, NBC facilities enabled WPTF (Raleigh) listeners to hear his message. But it remained for Carl Goerch, emissary de luxe, to return by plane from the island early that evening to give listeners his first-hand impressions of the chief executive, his reception and the colorful events of the occasion.*

WOW, Omaha: Station Manager John J. Gillin Jr. and Mrs. Gillin returned last week from the Ozarks and Gillin's first vacation in 10 years . . . Announcer Tom Chase is back from a vacation at Okobojii . . . Newscaster Foster May, accompanied by Engineers Bill Kotera and Joe Herold, went to Ft. Riley on Sunday for a special broadcast of the Fourth Army maneuvers . . . Russ Baker is working on the "Yours Truly Mr. Dooley" during absence of Announcer John K. Chapel in Europe . . . Ray Olson now is announcing the morning Musical Clock program.

*"What I Saw in Loyalist Spain" is the title of the second of two talks on conditions in the Iberian peninsula which H. V. Kallenborn will make from Paris over CBS Sunday at 2-2:15 p.m.*

KYOS, Merced, Cal., is organizing a Radio Drama Club. The training and auditions of aspirants are commercially broadcast. The audience

selects, by mail vote, those whom they wish to have roles in two mystery serials to start immediately following the audition program. These constitute a very effective build-up for the drama to follow.

*Radio Writers Laboratory has published "The Clown Who Came Back," a radio drama by Donald Thompson, WHO (Des Moines) production manager.*

J. W. Woodruff, Sr., owner of the Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany) is a member of the State Planning Board, having been appointed by Governor Rivers. Woodruff is a resident of Columbus and his son manages the station there.

*Bill Sears, new announcer over WHBL, Sheboygan, Wis., is airing the "Monitor Views the News," a new daily digest of news at 11:30 a.m.*

Stroke by stroke description of the Missouri Valley A.A.U. Swimming Tournament held in St. Joseph, Mo., with more than 50 contestants from several states taking part, was aired by KFEQ, St. Joseph through its remote facilities direct from the scene, the beautiful Country Club outdoor swimming pool. Prentiss Mooney, news commentator for the St. Joseph News-Press regularly heard over KFEQ, was the announcer. The broadcasts were of wide interest in the KFEQ territory.

*Arthur Godfrey will be given a birthday party by his 85 sponsors under auspices of the Advertising Club of Washington, D. C., on Aug. 31.*

Carl Warren will team up with Jerry Danzig on tonight's WOR "Let's Visit," subbing for Dave Driscoll, who is on vacation.

*For the past several weeks, KFRO, Longview, Tex., has presented a weekly quarter hour describing the life and music of America's modern composers, and the composers of our modern music. In the past, the life and music of Irving Berlin, George Gershwin, Victor Herbert, and several others of the great modern composers has been presented. Although no definite response from the listening audience is detected, it is believed that this feature is interesting to the audience, as it gives intimate glimpses into the lives of the composers of today's music.*

## ST. LOUIS

Brad Simpson, radio writer and producer, has joined the Wesley K. Nash advertising agency to develop a radio advertising department.

Gail Reese, vocalist who has been with Hal King's orchestra, is now on the WIL staff.

## ★ F. C. C. ★ ACTIVITIES

**APPLICATIONS RECEIVED**  
WKBW, Buffalo. CP to make changes in equipment and increase power to 10 KW. of the present transmitter of WGR, to be used as main transmitter of WKBW.

WGR, Buffalo. CP to make changes in WKBW transmitter and use as WGR's main transmitter.

WBLY, Lima, O. Vol. assignment of license to the Fort Industry Company.

**APPLICATION RETURNED**  
WGES, Chicago. Vol. assignment of license and CP to WSBC, Inc. Returned at request of applicant.

## KANSAS CITY

Harry Kaufmann, WDAF program director, is back from a Chicago vacation. Fred Weingarh, announcer, also has returned from a rest, while H. Dean Fitzner, general manager, is away on business, and Dan Paul, announcer, is vacationing in Chicago, with D. W. Newcomer pinch-hitting for him.

P. Hans Flath, KMBC musical director, vacationing in Colorado, while Erle Smith, newscaster, left this week for the east.

WDAF is airing the Kay White disks for White King Soap.

Larry Sherwood, new KCKN station manager, and Jimmie Johnson of the sales department made a week-end business trip to St. Louis.

Allen Quinn of the Journal-Post is starting a Friday series over KCMO devoted to hunting and fishing tips and information for sportsmen.

Patt Dunn and his K.C. University orchestra are back from abroad and again airing for a sponsor over WDAF.

Betty Joe LeVec, who airs Hollywood chatter over KCMO, is gathering material on the coast while vacationing. Betty Ann Painter is subbing for her here.

Gertrude Martin has resumed her daily "Social Calendar" at KXBY after a two-month vacation.

Jack Starr, KMBC sportscaster, is handling news broadcasts during Erle Smith's vacation.

KCKN's "Noon Hour Clock", broadcast daily for Falconer Furniture Co., recently went on the air for the 900th consecutive time.

## Signed for Chevy Disks

Columbia Artists Inc. has signed Patti Chapin and Ruth Carhart for appearances on the Chevrolet disk series. Miss Chapin will record on Aug. 30 and Miss Carhart on Sept. 13. Henry Cox set both bookings.

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
8	9	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

August 25

Zinn Arthur                      Bob Crosby  
Celia Branz                      Ken Christie  
Edward Davies                  Norman Kaphan



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 40

NEW YORK, N. Y., THURSDAY, AUGUST 26, 1937

FIVE CENTS

## Committee on AFM Seeks Harmony

### P & G SCHEDULE SHAKEUP TAKES PLACE SEPT. 13

September 13 will be shake-up day for the Procter & Gamble NBC schedule. On that date the new Gertrude Berg show goes into the 12:15-12:30 p.m. spot on the NBC-Red network now occupied by "Story of Mary Marlin", which shifts to 4:30 p.m. on the same web. The Blue network period remains unchanged. "Personal Column of the Air" signs out of the Red network 4:15 p.m. (Continued on Page 2)

### "Bootleg" Station Ring Is Destroyed by FCC

Pittsburgh—A chain of seven "bootleg" radio stations, operating secretly on forbidden wave bands, has been broken up here by FCC agents after 10 days of sleuthing with a detector truck. M. W. Grinnell, chief radio inspector for Pennsylvania and New York, directed the activities against the unlicensed stations.

### KSL Adds to Personnel As Busy Season Looms

Salt Lake City—In preparation for an indicated record season, KSL has built up its personnel with five additions to the production department. Lennox Murdoch, operations manager, has appointed Gene Halliday, music department head, to be night director of operations. Fred Taylor moves into continuity editing. Byron Ray takes on additional duties of auditioning commercial disk shows.

### KDKA Asks 500 KW.

Pittsburgh—KDKA has applied to the FCC for power boost from 50,000 to 500,000 watts. Action is a result of the WLW controversy.

### WHJB Uses Fireworks

Greensburg, Pa.—Roy H. Verett, a Pittsburgh radio oldtimer with many "firsts" to his credit, now manager of WHJB here, added another novelty to his list when he used a fireworks display witnessed by 25,000 to publicize his station. Ground pieces included a huge replica of a mike and the station's call letters.

### Staff of Colonels

Ashland, Ky.—When anybody calls for "The Colonel" at WCMI, it may mean anyone from headman John T. Norris to Jack Bell, E. D. Herider, James F. Kyler or Paul Rühle.

For every man on the WCMI staff is a duly appointed Kentucky Colonel, having been thus honored as a result of good deeds performed.

### MANTLE LAMP PREPARING EXTENSIVE SPOT LINEUP

Mantle Lamp Co. of America, Chicago (Aladdin lamps), is preparing an extensive fall spot schedule for this country and Canada. Domestic schedule begins Sept. 27. Canadian series a week later. Programs are five-minute and quarter-hour stints. Stations already set include CKY, (Continued on Page 2)

### KVOX, Moorhead, Minn., Makes Air Debut in Oct.

Moorhead, Minn.—A new station, KVOX, "The Voice of the Valley," operated by KVOX Broadcasting Co., makes its air debut in October. Located in the Comstock Hotel, station (Continued on page 3)

### Vapex Spot Campaign

E. Fougere Co. (Vapex) is planning an extensive spot radio campaign for this cold remedy. Sponsor has bought the WOR-Let's Play Games quarter-hour show for an Oct. 8 debut at 8:45 p.m. Jane Marks is the originator of the show. Small & Seiffer Inc. is the agency.

## Injunction Is Sought to Stop Sneaking of Louis-Farr Fight

### Fanchon-Marco Places First Radio Program

Hearn's department store yesterday signed a 52-week contract with Fanchon & Marco for a dramatized news show entitled "20 Years Ago and Today." Program will make its (Continued on page 3)

## Will Keep Entire Industry Informed About Progress in Musicians' Union Situation—Better Cooperation Seen

### "CRACKPOT" RADIO BILLS LOOM AT ALBANY SESSION

Albany—Among "crackpot" radio bills scheduled for introduction at the next legislative session in January is a resolution asking Congress to place a tax of \$5 a year on every private or public radio set owner, and \$10 on restaurants, grills and other public places.

A measure calling for a mode of ethics in radio advertising also is among "crackpot" bills to be presented at the Constitutional Convention in 1938, Radio Daily learns, (Continued on page 3)

### McGrady Joining RCA In Labor Relations Post

Washington Bureau, RADIO DAILY Washington—Despite denials here, Edward F. McGrady, assistant secretary of labor, is understood to have accepted a labor relations post with RCA starting Sept. 1.

### "Lone Ranger" Renewal

Gordon Baking Co., Detroit, effective Sept. 27, will renew the "Lone Ranger" serial script show on 13 MBS stations, Mondays, Wednesdays and Fridays, 7:30-8 p.m. with first repeat at 8:30, second repeat at 11:30. Brooke, Smith & French Inc., Detroit, has the account.

Advisory Committee of the Independent Network Radio Affiliates (tentative title) headed by Bill Hedges is laying its cards on the table and plans to keep the entire industry informed of all activity in regard to the AFM situation, as well as seek the cooperation of all broadcasters including the networks and non-affiliated stations, it was stated yesterday.

An official letter will go out today to James W. Baldwin, managing director of the NAB, also to E. A. (Continued on Page 3)

## CIO UNION IS UPHELD IN WHN CONTROVERSY

By GEORGE W. MEHRTENS RADIO DAILY Staff Correspondent Washington—Following weeks of discussion, the American Communications Ass'n (formerly ARTA), CIO affiliate, has been certified by the National Labor Relations Board as the exclusive bargaining agency for engineers at WHN, New York. The (Continued on Page 6)

## Dance Music Declines, Drama Hours Increase

Dance music played over the NBC networks last month declined from 33.6 per cent to 29.6 per cent of the program time, says the statistical department. Drama jumped to a total of 213 hours for the month, mostly due to the Shakespeare series. International programs also took a hike. Seventy-seven programs were picked up from 16 countries and one from a ship at sea.

### Corrals Theaters

Gadsden, Ala.—WJBY has brought all four local theaters into the fold as radio advertising accounts. Broadcasts range from spot announcements to hour remotes. The Gadsden station believes in collecting do-re-mi for its time instead of trading out advertising, and the theaters feel likewise, so all are pleased with the setup.



Vol. 2, No. 40 Thurs., Aug. 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. Merseau, Treasurer and General Manager; Chester E. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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, Aug. 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/4	168 3/4	168 3/4	+ 1/4
Crosley Radio	19 1/8	19 1/8	19 1/8	+ 1/8
Gen. Electric	56	55 1/2	55 1/2	- 1/2
North American	26	25	25	- 1/2
No. American, pfd.	53 3/8	53 3/8	53 3/8	+ 1 1/2
RCA Common	11 3/4	11 1/4	11 1/4	...
RCA First Pfd.	75 1/4	74	74 1/2	+ 1 1/2
Stewart Warner	18	17 3/4	17 3/4	...
Zenith Radio	43 3/8	42 1/2	42 1/2	- 1/4

### NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	3 1/4	3 3/8
OVER THE COUNTER		
Stromberg Carlson	13 1/4	14 3/4

## Blair Handling WROL

Knoxville—WROL, NBC affiliate, of which S. E. Adcock is president, has appointed John Blair & Co. as its national representative.

## Sherwood Durkin at KIUN

Pecos, Tex.—Sherwood Durkin, formerly chief announcer at WALR, Zanesville, O., recently became program director and chief announcer at KIUN here. Another addition to the growing KIUN organization is Sid Parks, formerly of KICA, Clovis, as chief engineer. Dick Jay, announcer, formerly of KFJZ, Fort Worth, and C. A. Roark, engineer, are other members of the staff.

## Burgess Meredith in His Play

Burgess Meredith, Broadway stage star, and his wife, Margaret Perry, will appear on Rudy Vallee's program next Thursday at 8 p.m. on NBC-Red in "The Adventure of Oliver Bean", by Meredith. Jim Tully and Tommy Riggs also will be on the program.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

## Lowell Thomas to Emcee Fisher Awards Program

Lowell Thomas, NBC commentator, will be heard over CBS at 8:30-9 p.m. next Tuesday as emcee on the special program in which four \$5,000 university scholarships will be awarded in the annual international craftsmanship competition conducted by the Fisher Body Division of General Motors. Program emanates from Detroit.

## Disking WBAP Show

Ft. Worth—L. E. Jackobsen of J. Walter Thompson Co. has brought a group of Chicago radio artists here to make 42 disks of "Your Home Town", written by Mrs. Della West Decker, who authors "Helen's Home", sustaining on WBAP. The recordings are being made at the Burrus Mills Studios. In the cast are Parker Willson, former announcer for WBAP, and Ora Martin, both from network shows.

While in Fort Worth, Jackobsen also will do some work on the Light Crust Doughboy program, also a J. Walter Thompson account, and on "Friendly Corners", produced in Dallas.

## Esau Managing KASA

Elk City, Okla.—John Esau, formerly of KTUL, Tulsa, and other stations, is the new general manager of KASA here.

George M. Patterson is now chief engineer of the station, which recently underwent complete remodeling and redecoration. KASA is affiliated with the Oklahoma Network and Mutual.

## Zenith's Show Titled

Chicago—"The Zenith Foundation" is the title of the Zenith Radio show starting Sept. 5 on NBC-Blue. Program will deal with a subject which almost everyone has experienced personally yet which still baffles the scientists. A number of leading scientists are advising on the series, in which listeners will take roles.

## Labor Leaders Scheduled

William Green, John L. Lewis and Frank Morrison will be heard over the NBC networks on Labor Day. Lewis will be heard on the Blue web 2:30-3 p.m. Morrison will be heard on the same network at 3:30-4 p.m. Green completes the schedule with a 4:15-4:45 p.m. niche on the Blue.

## KGGF to Celebrate Hookup

Coffeyville, Kas.—To mark its affiliation with the Mutual network on Sept. 1, KGGF is preparing a suitable celebration.

KGGF is a 1,000-watter on 1010 kc., owned by Powell & Platz, publishers of The Coffeyville Journal.

## Howard Chamberlain at KLZ

Denver—Howard R. Chamberlain, formerly at WLS and KMA, has joined KLZ here as production man and announcer. At WLS he was on the National Barn Dance and other programs.

## P & G Schedule Shakeup Takes Place Sept. 13

(Continued from Page 1)

spot on Sept. 10 and on Sept. 13 the "Guiding Light" show moves into the spot. A new serial, "The Road of Life", goes into the present "Guiding Light" time, 4:45-5 p.m. on the Red network.

## Du Maurier Closes Disk Deals

Northey Du Maurier, who sailed yesterday on the Queen Mary for England, has closed deals covering his entire Australian productions in Honolulu, Canada and the U. S. The American negotiations were with Michelson & Sternberg Inc. The Du Maurier disks, which include historical, comedy and other material, have played throughout Australia and New Zealand. Latest feature, "Cavalcade of Kings", is a dramatized story in 52 episodes.

## Bowey's Acct. to Stack-Goble

Bowey's Inc. (Dari-Rich) has placed its account with Stack-Goble Advertising Co. effective Oct. 1. Company at present sponsors "While the City Sleeps," dramatic show, over NBC-Red network of eight stations.

Roy Sorenson, formerly vice-president and manager of the Chicago office of the Russell C. Comer Advertising Agency, has joined Stack-Goble and will handle the account.

## Austin Gets Barney Account

Alvin Austin Co., advertising agency, is now handling the account of Barney's (men's clothing), generally conceded to be the largest local radio account in the country. Emil Mogul, who has handled the account since its beginning, is now connected with Austin as executive secretary.

Contracts already have been signed with WMCA and WNEW for the new series starting late September, and other stations are under negotiations.

## 2 Join Nussbaum Agency

Bertram Nussbaum, formerly in charge of advertising production for Radio Craft, has become production manager of Reiss Advertising. Robert A. Burns has also joined the copy staff of the agency. He was formerly with the Joseph Advertising Co., Albany. Agency has an expansion program under way which accounts for the addition of more space and personnel to its RKO Bldg. offices.

## Jerry Levinson Changing Name

Jerry Levinson, one of the more successful younger song writers, makes legal application this week to change his name to Jerry Livingston as a preliminary to organizing his own orchestra for work with CBS or NBC. Levinson is already celebrated in Tin Pan Alley as the writer of such hits as "Darkness on the Delta," "Under a Blanket of Blue," "Talk of the Town," "Invitation to a Dance" and the current hit, "The Shag."

## COMING and GOING

GEORGE PIANTADOSI, professional manager of Words & Music, returns Monday from his vacation.

BOBBY BREEN is en route to New York from the coast. On Saturday in Chicago he will meet with MARION CLAIRE, who is home from Hollywood, having appeared with Breen in his picture.

FRANKLYN MacCORMACK, reader on the CBS "Poetic Melodies" series, and announcer ROGER KRUPP are heading from Chicago to New York to make screen tests.

NORTHEY DU MAURIER sailed yesterday on the Queen Mary for England.

LUCILLE FLETCHER of the CBS press department leaves for Laborator Aug. 30 for two weeks.

SARA JANE THOMPSON, secretary to Glen Gray, flies to Cleveland tomorrow.

MACK GOLDMAN, professional manager for Harms, flew to Cleveland yesterday on business and will remain ten days, going on to Chicago.

MARGARET SPEAKS returns from her three-week vacation spent in upstate New York in time to make Monday's "Voice of Firestone" show.

HARRY LEEDY of the Rockwell-O'Keefe office flew to Minneapolis yesterday and returns after completing business there.

F. W. BORTON of WQAM, Miami, leaves New York today after spending some time here. EDGAR L. BILL of WMBD, Peoria, Ill., left town yesterday.

IRVING REIS, director of the Columbia Workshop, sailed yesterday for England.

DAVIDSON TAYLOR, in charge of serious music at CBS, sails on the Europa today and will remain in Europe until October. He will make a study of radio in London, Paris and Berlin for CBS.

BERNARD HERMAN, CBS composer and musical director, sails Sept. 1 aboard the Normandie and will spend 5 weeks touring the continent.

LEO FITZPATRICK of WJR, Detroit, arrived in town yesterday, also JOHN G. PRATT of WGAR, Cleveland.

## Mantle Lamp Preparing Extensive Spot Lineup

(Continued from Page 1)

Winnipeg; CKX, Brandon; CJCA, Edmonton; CJAT, Trail; WTIC, Hartford, and WCSH, Portland, Me. Presba, Fellers & Presba Inc., Chicago, is placing the account.

## Old Gold One-Shot Cold

Old Gold's plans to use a network one-shot to announce winners in its recent contest have been shelved.

## Party for Mike Kent

Detroit—Michael E. Kent, who resigned as commercial manager to WJBK to become general manager of the new WTOL in Toledo starting next week, was given a farewell party by James F. Hopkins, manager of WJBK, in the Book Cadillac Hotel. Kent was presented with a gold watch by the WJBK management and a complete set of saddle leather traveling bags from the staff.

## WCOP—

Boston's fastest growing independent station.

Celebrating 2nd Birthday Today

## COMMITTEE ON A.F.M. STRIVES FOR HARMONY

(Continued from Page 1)

Allen, president of the National Independent Broadcasters Inc., group of small watt stations, informing them of the INRA plans, laying the whole proposition relative to the AFM before them and stating what they expect to accomplish and what might eventually come about. Although Baldwin was present at the INRA meetings, the letter, as well as a complete statement from the newly formed committee, will be sent as a matter of record. Complete information is also being sent to the networks and independently owned stations not affiliated with chains. All NAB members are also being contacted by letter.

Committee is suggesting to the NAB that a special meeting of its membership be called for Sept. 11, two days after the committee of the INRA has met with the AFM and one day after a general meeting of the INRA.

Fabulous reports of a war chest have been made, but according to the committee an initial total assessment of \$12,000 will be asked for actual expenses until further notice. L. B. Wilson, WCKY, has been made chairman of the finance committee. Others on the same committee are Tom Gooch, Jack Howard, E. K. Cargill and Campbell Arnoux.

More conciliatory and cooperative relations between the networks as well as with unaffiliated outlets is developing, the INRA committee having conferred for mutual benefit with Herb Akerberg of CBS and Mark Woods of NBC.

Headquarters in this city for the INRA will be at Hearst Radio offices on West 57th Street, Emile Gough acting as secretary of the organization and being the only member of the committee with permanent offices in the city.

## Duquesne Beer Sponsors Sports on 3 Pgh. Outlets

Pittsburgh—Duquesne Brewing Co. will sponsor a heavy schedule of sporting events this fall, including football and Ken Martin's band over WWSW, Chester Smith in football dope over WJAS, Jack Hollister in sports comment on KDKA, and fights from Hickey Park Bowl with Joe Tucker announcing over WWSW. The Duquesne account is handled by Walker & Downing.

### JOHN B. HATCH ASSOCIATES

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

(Send for booklet)

581 Boylston Street, Boston, Mass. Commonwealth 0466

## NEW PROGRAMS—IDEAS

### Three Specials on KFRO

One of the outstanding Sunday presentations of KFRO, the Voice of Longview, Tex., is the "Mac 'n' Henry" program. Mac 'n' Henry, the feature of the program, aired over WWL and WDSU in New Orleans, and KWKH in Shreveport, before their advent on KFRO. The program is a different type of religious offering which appeals to all classes. The antics of Mac 'n' Henry, mythical negro characters, hold the attention of the audience and the program is backed with the singing of the entire choir of the First Baptist Church of Marshall, Tex. This program has been heartily received by the large East Texas audience of KFRO.

A visit to many places of interest in Texas is another weekly feature of KFRO. The intention of the program is to better acquaint Texas people with their own great state, and some place of interest is visited each Sunday. The series will include the romantic Rio Grande Valley, the facts on the great agricultural area of

West Texas, erroneously called a "Dust Bowl", a visit to each of the larger cities of Texas, pointing out interesting facts in each, and of course the great East Texas oil fields, since KFRO is located in Longview, the business center of this greatest oil field in the world.

For lovers of truly great music, KFRO presents every Sunday afternoon a half hour in "The Concert Hall of the Air", program of the classics presented by means of transcriptions. However, with the use of numerous sound effects, the program attains the atmosphere of a real concert hall program. It has received many compliments from lovers of classical music.

### "Yes or No" Quiz Program

A new question program is now running on WNEW, being heard each week day at 1:15 p.m. "Yes or No," as the program is titled, is a broadcast that permits of audience participation—without the audience going to the studio. Conceived by Martin Block, WNEW program director, the broadcast propounds 19 statements... contestants write yes or no for each statement... mailing their entries on a postal card... and adding a 20th statement.

Tickets to a motion picture theatre are awarded as prizes.

### Fanchon-Marco Places First Radio Program

(Continued from Page 1)

debut over WOR next Monday, 8-8:30 p.m.

This is the first radio production to be sold by F. & M. since forming its own radio department under Sam Shayon some months ago. Robert L. Shayon, Sam's brother, is the author and producer of the Hearn show. He has been in radio for a number of years as a writer and producer.

An impressive list of radio talent, mostly from the "March of Time" cast, has been lined up for the new show. John Holbrook, Catharine Renwick, Agnes Moorhead, Adele Ronson, Jean Colbert, Ted diCorsia, Ted Jewett, Ed Jerome and Ted Delmar. F. & M. auditioned for an announcer yesterday.

### KVOX, Moorhead, Minn., Makes Air Debut in Oct.

(Continued from Page 1)

has 250 watts day, 100 watts night, on 1310 kc. unlimited.

Manny Marget, formerly program director of KXBY, Kansas City, is general manager; Bob Schulz, formerly of WMIN, St. Paul, assistant manager and chief engineer. Western Electric transmitter and a 179-foot Blaw-Knox vertical radiator is part of the equipment.

### "Crackpot" Radio Bills Loom at Albany Session

(Continued from Page 1)

despite the fact that radio is under federal jurisdiction. Proponents of the ethics bill argue that too many extravagant claims are made in radio advertising.

## INJUNCTION IS SOUGHT AGAINST SNEAKING FIGHT

(Continued from Page 1)

a.m. today before Justice Ferdinand Pecora.

The Sporting Club (Mike Jacobs) sold Buick the radio rights to the fight for airing over the combined NBC-Red and Blue networks. Jacobs is attempting to stop any other simultaneous fight broadcasts by other stations not on the NBC networks. Jacobs in a letter addressed to all radio stations in this country and Canada warned the stations that any use of the property rights he holds in the radio rights to the fight will be cause for legal action. Stations may, however, broadcast re-enactments after the NBC airing is completed, the Jacobs letter concluded.

Other plaintiffs in the action are NBC, Joe Louis, Tommy Farr, and Arthur Kudner Inc., Buick's advertising agents.

Buick is paying \$35,000 for the fight broadcast. Edwin C. Hill and Clem McCarthy are receiving \$1,000 apiece for doing the ringside airing.

### Disking Penna. Series

W. S. Walker and Bill Rose of Walker & Downing, Pittsburgh agency, are due in New York today to transcribe the fall series of Pennsylvania publicity programs at World Broadcasting.

Opening the Homes of America for You!

## MAY ROBSON

"The Mother of America"

"THE DOORWAY TO HAPPINESS"

The newest weekly radio feature that will be the talk of the country!

HAVING for its purpose the placing of orphan children in the homes of the nation, by legal adoption. This outstanding copyrighted radio feature by Walter White, produced by Warner Bros. Broadcasting Corp. in Hollywood, and starring the Mother of America—MAY ROBSON—is loaded with pathos, laughter, joy and entertainment.

BACKED and supported by Federal and state agencies "THE DOORWAY TO HAPPINESS" is a guarantee to open the doors of the nation's homes to you and your product!

IT'S READY!

Contact NOW!

MR. ALBERT JOYCE  
AT THE WALDORF

Warner Bros. KFVB Representative

Exclusive Sales Agent for

"THE DOORWAY TO HAPPINESS!"

## ORCHESTRAS MUSIC

**PAUL MARTIN** and His Music, with the Three Cheers as vocalists, will be introduced to British radio listeners during the "Five Hours Back" program tomorrow at 2:30 p.m. over NBC-Blue. The program will originate in San Francisco and will be relayed to England via short-wave for rebroadcast by British Broadcasting Corp.

Extracts from the "lost violin concerto," composed by Robert Schumann in 1853 and scheduled to be played for the first time by the young violinist Yehudi Menuhin in the Leipzig Gewandhaus on Oct. 6, will be a feature of "The March of Time" broadcast, prepared by the editors of Time and the weekly picture magazine Life, and presented at 10:30 to-night over CBS.

Red Nichols and his orchestra hung up a new week-end attendance record for the season at the Lake Worth Casino Ballroom, Fort Worth, last week. Record was held by Herman Waldman. Merle Carlson and his West Coast orchestra followed Nichols into the Ballroom, both airing over WBAP.

Radio premiere of "Die Teresina," Oscar Straus' operetta of France in the days of Napoleon, will be given in a special program to be heard Sunday at 8-9 p.m. over the NBC-Blue network. The singing cast will be headed by Charlotte Lansing, soprano; Fred Hufsmith, tenor, and George Rasely of the Metropolitan Opera. The ensemble will be composed of Carol Deis, Katherine Palmer and others.

Benny Goodman is mentioned for the fall opening of the Arcadia International House, Philadelphia, next month. MCA booking the spot.

Herb Cook comes to Tony Murray's, Philadelphia, for the new season.

Jimmy Lunceford has been set for the charity ball at Atlantic City's Convention Hall on Sept. 2.

Eddie Bonnelly, currently at the Black Cat Cafe, Wilmington, Del., is improvising a new musical vogue on the electric guitar, his new dance style to be heard on WDEL and the Intercity net.

Meredith Willson will feature numbers from "Something to Sing About," James Cagney's current Grand National starring vehicle, on "Show Boat" tonight. Ditties are "Something to Sing About" and "Out of the Blue."

Glen Gray opens at the Nicollet Hotel, Minneapolis, for the week of Sept. 25, and goes to the New Yorker on Oct. 8.



● ● ● Harry Ommerle, CBS director for the Hal Kemp-Chesterfield show, who resigned to go with the William Morris office, will be succeeded by Phil Cohan with the Sept. airing... CBS auditions Jerry Kruger today. She has been signed by Master Records... Lloyd Shaeffer takes the baton out of Hughie Barrett's hands Monday on the Griffin show... Barry McKinley and Tune Twisters remain with the femme singer to be decided on today. ... It won't be Joan Edwards who auditioned with Joseph Bonime's ork yesterday for McCann-Erickson... Horace Heidt wired N. Y. to have Lucille and Lanny audition for him Sept. 6—for a sponsor... Felix Mills, west coast musical director, will conduct the AFMen on the "Sunday Silver Theater" starting Oct. 3 via CBS and starring Rosalind Russell for four shots.

● ● ● According to James R. Curtis, prexy of KFRO, Longview, Tex., his station has aired three different marriage ceremonies and two funerals from remotes located at the Baptist Church of that city. ... Programs are of the candid type as they are not arranged in advance and people as a rule do not know that programs are sustaining therefore has created much local interest... Edgar Bergen is throwing a party at his home in Beverly Hills Sunday to celebrate Charlie McCarthy's wooden anniversary... At Harms Music's preview of Fred Waring's "Varsity Show", a recording was played prior to the flash on the screen. The song was—Shapiro, Bernstein's "Miller's Daughter Marianne" waxed by Horace Heidt's crew—Waring's only and bitterest rival!

● ● ● The Lanny Ross-Packard show will use gueststars. Amos and Andy will be the first when Ross and Butterworth debut Sept. 7... Harry Langdon, the silent flicker comic, wrote an air script for Al Jolson which will be used on the show. If it clicks, Langdon will be assigned to continue along similar lines. His work, however, won't interfere with Arthur Caesar's... Patricia Gilmore goes into Loew's State Theater next week... Josephine Novotny, pencil-pusher in the CBS artists' bureau, rushed off to Sussex, N. J., and became Mrs. Edward Dowling... Frank Perkins, Fred Waring's arranger, has been signafured by Warners... Belle Baker goes into Manhattan Beach with Clyde Lucas... Though negotiations are reported on for the services of Jerry Cooper to appear in the flicker "Hollywood Hotel", he won't. Dick Powell is in it... The slight bulge in the weekly pay envelopes over at Robbins has made everybody happy—and content to stay around a while... Xavier Cugat returns to the Waldorf soon... Funny the way Arthur Boran sends out letters to the press on a press agent's letterhead—signing the p.a.'s monicker. The fatal clue was that Arthur's salutation is "Mr." whereas the press agent is more familiar!... Walter Douglas, Louis Bernstein and Sol Bornstein were in a heated discussion on SPA at lunch yesterday—each one pointing to a new pitfall... Leo Reisman sent out 20,000 postcards from the Ile de France—announcing his return to the U. S. A.—and fall sponsor!

● ● ● Bill Shepard, announcer on WHN, is getting lots of religion these days, but he doesn't know what denomination it makes him... He has four religious programs to announce every Sunday, including two of "St. Anthony" (one for WHN and a repeat to the Colonial Network), then the Bowery Mission and finally a Baptist program... Irving Brecher, writer for the "Ziegfeld Follies", Milton Berle, RKO and Mervyn Le Roy, reader of "Judge" and "College Humor", and scissor-clipper, relates the story of the network star who is so conceited—that when he recently went to the hospital to obtain short-wave treatment for a sore throat—he applied to the FCC—demanding his own CALL LETTERS... The "Junior G-Men" recently received a contest entry blank from a nun in a Jersey convent stating that she hasn't missed a show in over a year!

## ☆ F. C. C. ☆ ACTIVITIES

**EXAMINERS' RECOMMENDATIONS**  
WMMN, Fairmont, W. Va. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., unlimited.  
Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited, be denied.  
WGL, Fort Wayne, Ind. CP for increase in power to 100 watts, 250 watts LS. be granted. 1370 kc., unlimited.

### HEARINGS SCHEDULED

Oct. 28: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.  
Wichita Broadcasting Co., Wichita Falls, CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.  
Faith Broadcasting Co., Inc., Wichita Falls, CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.  
KFPL, Dublin, Tex. Vol. assignment of license to C. C. Baxter. 1310 kc., 100 watts, 250 watts LS., unlimited.  
Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited.  
Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.  
Nov. 4: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.  
Pottsville News and Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.  
W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.  
KROY, Sacramento, Cal. Mod. of CP. 1340 kc., 250 watts, 1 KW. LS., unlimited.  
Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 100 watts, daytime.  
Nov. 18: KSD, St. Louis. Renewal of license and Mod. of license to 550 kc., 1 KW., 5 KW. LS., unlimited. Requests facilities of KFUD.

KFUO, Clayton, Mo. Ren. of license and CP for increase in power to 1 KW., 5 KW. LS., 500 kc., part time. Requests facilities of KFUD.  
KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.  
T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

### APPLICATIONS RECEIVED

WJAR, Providence. License to cover CP for changes in equipment and increase in power.  
KSO, Des Moines. CP to make changes in equipment, install directional antenna, increase power to 1 KW., 5 KW. LS.

## OKLAHOMA CITY

Kay White has started a five-minute series of dramatizations over KOMA, sponsored by White King Soap. She tells of her thrilling experiences as a traveler.

Neal Barrett, KOMA manager, made a flying week-end trip to Dallas.

The Arkansayers, local hillbilly band heard over WKY, is playing a week at the Liberty Theatre in person.

Dan Bowers, formerly of the Don Lee network in California, has joined the KOMA staff.

### Alan Scott on WFIL

Alan Scott, news commentator, formerly heard over WCAU, Philadelphia, has been signed by WFIL and will resume broadcasting Sept. 7, under sponsorship of Adams Clothing Stores, Monday through Friday, 7:30-7:45 p.m. Scott has been absent from the air for the past six months while doing special radio work in New York.

**PROMOTION**

**For Aid of Time Buyers**

New type of program schedule has been issued by KFEL, Denver, with week by week listings revealing complete availability information at a glance. The schedule, in new format, is put out as a service to advertisers and agencies and in its concise form is especially designed to simplify the time buyer's problem of finding desirable availability time and learning the relative position which available periods occupy in the KFEL program structure.

Manner of presentation program information was developed by John Blair & Co., station representatives, who incorporated some new ideas and the best features of several established methods.

**"County Fair" Promotion**

Star Radio Programs Inc. is releasing promotion work on its "County Fair" script. "County Fair" is the result of inquiries by stations for a program that carries the color and atmosphere of a real county fair with opportunities for hill-billy music and rural touches. Star will release the program in lots of thirteen scripts each. The promotion work on the new show is by W. C. Gartland and features a series of two humorous, rustic characters who describe the program in hill-billy jargon. A script will be a part of the first mailing.

**Extend Dr. Pepper Contest**

Due to big results in the Dr. Pepper Prize Contest recently started by Dr. Pepper Bottling Companies of Roanoke Lynchburg and Staunton, Va., the promotion is being duplicated in Richmond, Newport News, Petersburg and Charlottesville, Va. Radio and newspapers are being used. Campaign is by Houck & Co., advertising, Roanoke. Norman Frankel is account executive.

**Goodwill Booklet**

With every new member admitted to the WOPI Breakfast Club, a copy of the station's booklet, "Eight Years On The Air", is sent along with the requested membership Breakfast Club card. Idea is to build greater goodwill with listener by giving him a more complete picture of the station, which is interestingly presented through illustration and story in the booklet.

**A NEW STAR** on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .

Appearing Nightly at

**BEN MARDEN'S**

**RIVIERA**

Just Across the Geo. Washington Bridge

**NEW BUSINESS**

**San Francisco**

KPO: Pro-Ker Laboratories, through General Adv'g Agency, L. A.; Procter & Gamble, through Blackett-Sample-Hummert, Chicago; Gas Appliance Society of Calif., through Jean Scott Frickelton, S. F.

KYA: Transcontinental & Western Air Inc.; Southern Pacific Co., through Lord & Thomas, S. F.

KSFO: Cambell Cereal Co., Minneapolis, through Emil Brisacher & Staff, S. F.; W. T. Grant Stores, through N. W. Ayer & Son, N. Y.; Gas Appliance Society.

**KASA, Elk City, Okla.**

Bell Oil & Gas Co., two 15-min. weekly transcriptions, "Stray Hollister in Vanishing Valley", through Watt-Payne agency.

**Denver**

KFEL: Rocky Mountain Beverages Inc. (Cleo-Cola), noon news broadcast, through R. Y. Reaves agency.

KOA: Simmons Bed & Mattress Co.; W. A. Scheaffer Pen Co.; Swift & Co.

**Book of Radio Stars**

Radio Stars of Today, or Behind the Scenes in Broadcasting, an 8x11 volume by Robert Eichberg with more than 275 illustrations from photographs, has just been published by L. C. Page & Co., Boston. The book contains forewords by President Lenox R. Lohr of NBC and President William S. Paley of CBS. Though not covering the field of radio entertainers in its entirety, the volume includes the leading stars, giving a brief biography of each, accompanied by formal and informal photographs, some information about their programs, etc.

The backstage of broadcasting, writeups on some of the leading stations of the country, hints on the choosing of a radio, and a sample radio script also are among the contents.

**Speech Institute May Return**

Chicago—Better Speech Institute of America plans to return to NBC this fall if a suitable 15-minute spot on Sunday afternoons is available. Dramatized playlets showing advantages of correct speech has been used other years.

**"Let's Visit" Skips Week**

Due to shift of WOR sustaining programs, "Let's Visit" will not be heard next week. It resumes Sept. 7 in a Tuesday 9:30-10 p.m. spot. Jerry Danzig and Dave Driscoll conduct the program.

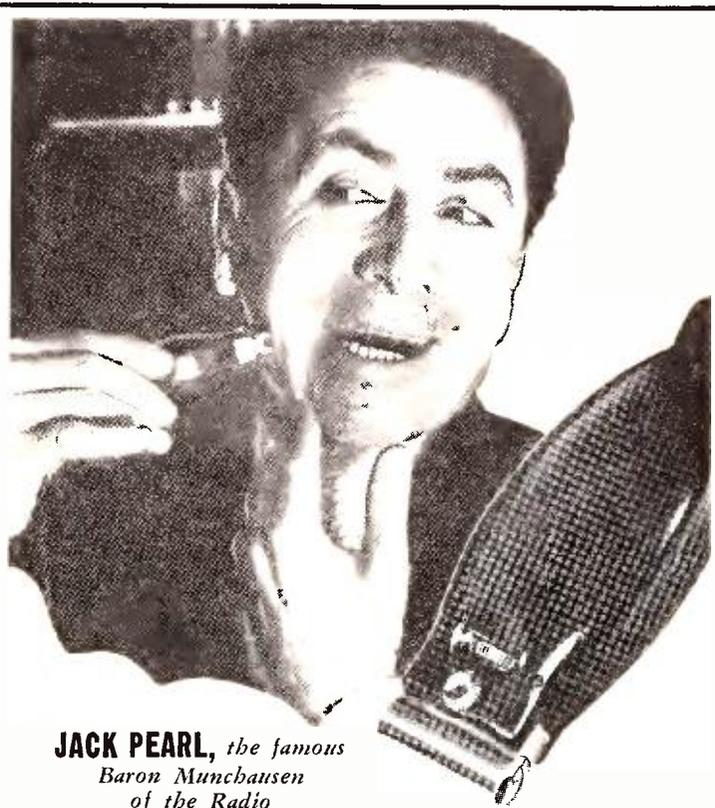
**SAN ANTONIO**

Jesse Rogers, brother of the late Jimmie Rogers, has been booked into 14 Interstate Theater towns.

E. D. Hensley and His Possum Hunters are back on KMAC with a new musical show, sponsored.

The Frito Rhumba Kings, with Enrique Garcia, leader, are presenting a Sunday program on WOAI.

Everett Marshall flew here from the Fiesta in Fort Worth last week.



**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 forevermore. 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



**ARTHUR BRYAN** signed by KHJ to script the coast-to-coast "Ecstasy." Bryan has had similar assignments for both NBC and CBS in New York.

Harry Simeone made his bow over CBS Pacific Coast net at 9:15-9:30 p.m. yesterday in "Styles by Simeone." The "styles," however, are not for milady of fashion but are Simeone's arrangements of music of the day. Formerly an arranger for CBS in New York, Simeone employs unique instrumentation to achieve ultra-modern effects and applies the word "surrealist" to his treatment of modern music.

NBC's Hal Bock flew to San Francisco and back over the weekend. No business, he insists. just a yen to fly.

Ted Turner, head of the Walter Biddick Co. radio programs division, drew detective lieutenant's badge No. 4585 in the L. A. Police auxiliary. Just under the wire as the stop order is at 5000.

James R. Fouch, President of Universal Microphone Co., Inglewood, and onetime operator of radio stations in Inglewood and Pomona, is planning to present everyone attending the Radio Oldtimers' Club barbecue next month with a miniature lapel microphone.

Earnshaw-Young, Inc., Earnshaw Radio Productions, report WFTC, Kingston, N. C., taking 90 transcriptions of "Detectives Black and Blue," and WHEC, Rochester, N. Y., a series of 13 "Radio Short Stories."

Arthur Bryan has left KFVB to devote his time to free-lance writing.

Frances Langford with Raymond Paige's orchestra, courtesy-waxing for Community Chest.

An epidemic of resignations is rampant among radio editors on local sheets. Carroll Nye, oracle of the Times, joins the Earle Ferris Radio Features Service office; Gene Inge, for years on the Hearst Herald-Express, will do a solo in the agency field, and Ken Frogley, who only recently switched from radio desk at the Illustrated Daily News to edit a proposed Sunday sheet for the same publishers which didn't jell, joined the parade on the same day to embark on other ventures.

KFVD has a new Saturday program, 4:45 p.m., on which ambitious amateurs will be given an opportunity to prove themselves. Paul Dumont is directing.

Bob Young, once an "Our Gang" star, starts a new series on KEHE in which he offers advice on "the best of the week" in films, songs and music. Set for Sunday evenings at 7:30.

KFVB is releasing Hollywood wrestling bouts from the Legion Stadium on Monday nights, Knox Manning, who handles Friday night

## RADIO PERSONALITIES

No. 61 in the Series of Who's Who in the Industry

**EARL J. GLADE**, general manager of KSL, radio pioneer in Salt Lake City. Financed construction of KSL, and managed the station during the past 14 years. Under his alert direction, KSL has grown from 500 watts to 50,000 watts. For four years KSL was affiliated with NBC, but is now a member of the Columbia System.

Glade was head of the Department of Business Education at Young University for seven years, and occupied the chair of business education at the University of Utah for 14 years. He is known throughout western America as a brilliant public speaker.

He is the father of seven children, all but three of whom are university graduates and now in the professions—the others are on the way.

Glade is a Rotarian and prominent in the counsels of the Salt Lake Chamber of Commerce. He is the originator of the coast-to-coast broadcast of the Salt Lake Tabernacle Choir and Organ.



Educator builds 500-watt to 50,000 watts...

fighters, officiates at the ringside mike, and Hal Chambers is announcer.

Hal Horton, who is responsible for several waker-upper programs now on the air, is all set with a new one on KFVB. This one is tagged "The Old Time Keeper," at 6:30 a.m.

Frank Ausmann, Inc., is waxing 52 fifteen-minute transcriptions of a dramatic script for Becker Advertising Agency, Long Beach, to go on KGER in the beach city for an unnamed account.

Haven McQuarrie, back on KFVB with his "Do You Want to Be An Actor" on Fridays at 8:30, by a peculiar coincidence started the new series exactly one year from the date of his debut with the original idea.

Dorian Johnston, juvenile radio player, did himself proud in the part of "Tommy" in the Hollywood Hotel version of "Dead End" last Friday.

Matthew Murray, "Ambassador of the Air," has taken on a new role as commentator on politics, literature, the theatre and news in general over KMPC twice weekly.

James C. Morton, ex-vaudevillian and now movie actor, became "Professor Sillycycle" on KMPC at 6 a.m. Wednesday.

Pat Bishop back on the job at KFI after vacationing at Catalina and Big Bear.

KFVD will air productions of Henry Santrey's Hollywood Little Theatre each Wednesday at 3 p.m., in a half-hour stanza called "Play Time." Santrey will act as emcee.

Harry von Zell, an Angeleno who made good, is vacationing in the old home town and was guest of George Jay on "Listen, Ladies" over KEHE yesterday.

Don Shaw and Martin Work have a new one, "Singing Soldier of Fortune," on KMPC. Work is writer and producer.

The stage of the Filmarte Theatre, point of origin of Ed Lowry's "Sing-time," is being enlarged by Fox-West Coast to provide facilities for larger casts and a little elbow-room for the maestro.

## CIO Union Is Upheld In WHN Controversy

(Continued from Page 1)

A. F. of L. union, IATSE, also had claimed jurisdiction over the station's engineers. The AFL group claimed jurisdiction partly on grounds that it already controlled the station's musicians through A. F. of M.

WHN is owned by Loew's Inc., whose theaters employ stage hands and musicians belonging to AFL units.

## Radio Course Via WNYC

Biology Alumni Association of Brooklyn College plans a course in radio technique and script writing to be conducted during the coming year at WNYC. Course is to begin in October and will feature lectures in the station's studios.

Arthur Dauman, the association's director of radio education, will be in charge of the course and will also supervise a series of scientific broadcasts over WNYC.

## PITTSBURGH

Claude Haring will recreate, by wire report, football games over WWSW under Atlantic Refining sponsorship.

Walt Framer, producer and commentator, recently back from Hollywood with his wife (Nan Grayson), is completing a series of skits based on their experiences.

Ben Muros, WCAE engineer, and Mildred Vaught will wed Sept. 21.

Gif Bixbee and Joe Sartory of WCAE staff, and Henry Kaiser, WWSW operator, start vacations this week.

Natural Gas Companies of Pittsburgh are sponsoring "Community Serenade", with Howard Baum's orchestra and Fred Lazier, vocalist, over WCAE.

Chic Martin's "Sing, Neighbor, Sing" resumes on KDKA next Monday, thrice weekly. Other talent in the show will include Shirley Sadler, Eloise Rowan, Harold and Ernie Garvin, Paul Fillmore and Eddie LaRue.



**BASIL LOUGHRANE**, radio executive at Lord & Thomas agency, will play himself during a dramatization titled "Carry On" on the NBC Jamboree next Saturday.

Bill Drips, director of agriculture for NBC, and Charlie Lyon, announcer, off to Iowa to broadcast the Josh Higgins day program from Finchford.

Fred Forrester, playing a leading part in "You Can't Take It With You," has joined Mutual's "Couple Next Door" serial. Last week Eva Condon of the same play was added to the radio cast.

Announcers Russ Russell and Eddie Case of WCFL grabbed themselves a lot of page one space on the newspapers for waking up tenants in a hotel when they saw fire billowing out of the windows as they were passing by at dawn.

Paul Whiteman's return to the Drake Hotel has been set for Nov. 4. Riverview Park's new sponsored show on WGN will be called "Thrill of a Lifetime." Congo Sam Bartlett is producing it and Bill Bouchey, Patricia Dunlap, Ed Prentiss and Ken Christy will play the leading parts.

## OMAHA

Harry Brader, who has been conducting the Omaha Symphony Orchestra this summer in its broadcasts over KOIL, returns to Minneapolis late in September to start work on the fall season with the Minneapolis Symphony orchestra.

Maurice and Lucille Valentine—she was known in Omaha radio circles as Lou Williams—are in Omaha for a short visit before returning east, where they have been in dramatic stock.

Chez Patee, East Omaha night club, now is featuring Lou Blake's band with Allen Rogers as master of ceremonies and Ruth Brent as soloist.

The Chermot, Omaha dancing spot, reopens Aug. 28 with Lawrence Welk's band. Don Col Bourne's band has moved into Krug Park, Omaha.

Albert R. "Andy" Anderson, salesman for KMMJ at Clay Center, Neb., is in a hospital at Hastings with a compound fracture of the left elbow and chest injuries suffered when his auto and a truck collided on the highway eight miles northwest of Clay Center.

## Craven Sworn In

Washington Bureau, RADIO DAILY Washington—Commissioner T. A. M. Craven, new FCC appointee, was sworn in yesterday. He immediately took up his new duties.

## Helen Morgan in Hospital

Chicago—Helen Morgan, playing at Oriental Theater with Lou Holtz, was taken acutely ill Tuesday and removed to Michel Reese Hospital.

☆ **Programs That Have Made History**

No. 25—WTMJ's "Playground Tour."

COUNTLESS radio stations throughout the country have a "Man on the Street" program but WTMJ, The Milwaukee Journal station, puts in a claim as being the first to institute a "Kids Off the Street" promotion.

Not entirely satisfied that blood-and-thunder, cops-and-robbers types of script shows are the best children's radio entertainment, WTMJ scouted around for a kids' show that would interest youthful listeners and at the same time accomplish a definite purpose. Thus was the "Playground Tour" idea developed.

Taking a leaf from several stations now using the "Vox Pop, Junior" idea to good effect, WTMJ's program department borrowed the idea and invested it with a new angle. The Milwaukee show is a relay broadcast set-up, with portable short-wave equipment being placed each day at a different location.

Instead of parking the portable transmitter cars on the streets, however, WTMJ stages the new daily feature at the city's playgrounds. The series is conceived and dedicated as a civic safety promotion, designed primarily to promote children's summer play at city-supervised playgrounds. The slogan adopted for the program is: "Youngsters Off the Streets."

Larry Teich, in complete charge of "Playground Tour," is the Captain Larry of "Our Club," a youth organization maintained by the newspaper and having an active year-to-year membership of 300,000 kids.

Teich works the program as the man at the microphone, shooting questions at the kids. The queries concern their games, what they remember from last semester in school, rules of safety, and general things of interest to youngsters, such as "Who do you think is the greatest athlete

in the world today," or "Who's your favorite story-book character?" He arrives at the playgrounds long before the broadcast is scheduled to begin and spends some time getting acquainted with the kids he is to interview. In most cases he is no stranger, because scarcely a child in Milwaukee doesn't know Captain Larry, director of "Our Club." After the show he stays with the kids and watches their games.

Municipal recreation directors worked in close co-operation with the station in planning the series. A schedule of the tour was carefully worked out so that visits are made in widely different sections of town each day. Playground supervisors and officials were given instructions to assist in arranging the programs and in helping to handle the children during the broadcasts. The Milwaukee police department offered to cooperate by sending officers to take part in some of the programs.

The program clicked from the start. Although primarily a children's show, its entertainment values seem to be universal. Adult reactions to it are generally of a more approving nature than accorded the usual children's program. School board members, skeptical at first, came out solidly for the stunt after hearing it a few times. WTMJ has deliberately minimized its own promotional possibilities on the broadcast, carefully avoiding any chance for the "commercialism" hue and cry.

WTMJ, however, is not side-stepping the sponsorship potentials of this type of program. After the present playground series definitely has proved the entertainment value of the show, it is planned to move it to vacant lots and parks with the prospect of sale to an advertiser wanting a more potent, more appealing type of children's program.

**Tydol Football Results Over Yankee Network**

Tydol will adhere to its present policy of presenting baseball results instead of actual play-by-play accounts when the same schedule of 13 stations will carry summaries of football games this fall. Stations cover eastern and New England States, with the Yankee network carrying the brunt of the business.

Old Gold now presents Harry Heilman every Tuesday, Thursday and Sunday at 6:15-6:30 p.m. and Mondays, 7-7:15 p.m. over WXYZ, WELL, WIBM, WKZO, WFDF, WOODWASH, WBCM and WJIM. Programs feature baseball summaries, but football results will probably be aired during the fall and winter over the network.

Lennen & Mitchell has the accounts.

**Bentley in "Betty and Bob"**

Chicago—Spencer Bentley, New York actor and announcer, has taken the role vacated by Les Tremayne in "Betty and Bob", CBS-General Mills serial. Betty Reller continues as Betty.

**Maxwell's "Good Neighbors"**

Persons who are "good neighbors," as reported to him by fans throughout the country, will be described by Richard Maxwell, CBS tenor-philosopher, each Tuesday at 9:30-9:45 a.m. starting next week. Maxwell also is heard daily over CBS.

**Football on WJBY**

Gadsden, Ala.—University of Alabama and Alabama Polytechnic Institute football games will be aired by WJBY. No sponsor as yet.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

**WASHINGTON TIMES**

Washington, D. C.

"... I hope that RADIO DAILY continues to be the fastest growing radio publication."

*Dorothy M. Moore*

Radio Editor.

**N. W. AYER & SON**

Philadelphia, Pa.

"... Our congratulations to RADIO DAILY for giving first-hand news in radio—daily."

*Laurence Witte*

**WJNO**

West Palm Beach, Florida

"... RADIO DAILY has certainly taken its place in the broadcasting industry publications and we look forward each day to receiving it as it keeps us in touch with just what is going on and I know of no other publication that will even approach giving us this information as we are more than 1,000 miles away from the center of activity."

*George A. Hazlewood*

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.

## Coast-to-Coast

LARRY GENTILE, for the past two years conductor of WJBK's Night Owl program from 12 midnight to 6 every morning, left Detroit this week to return to his first love, CKLW, Windsor, where he will handle the same type of program on that station from 1-4 a.m. Ed MacKenzie, WJBK's remote announcer and engineer, will take over the Night Owl broadcast.

Jerry Fairbanks, WJBK announcer, and Elaine Beeson (Mrs. Fairbanks) of the WJR dramatic staff, leave for two weeks' sojourn in Ohio.

KSL, Salt Lake City: Sylvia Cannon back from Canada vacation . . . Peggy Epperson, woman baritone, home from a coast trip . . . W. E. Featherstone, account exec, made publicity chairman for 1938 Oakland Lions conclave . . . Mel Wright, C. Richard Evans, Ralph Hardy and Leonard Strong among vacationers.

Royden N. (Doc.) Rand, ballcaster for WOKO-WABY, will be honored by radio fans and sponsors at Radio Appreciation Night at Hawkins Stadium, Albany, next Tuesday.

Charles Crutchfield, program director and sports announcer at WBT, Charlotte, has made thorough arrangements not only for coverage of Saturday's Southeastern Open Golf series at Myers Park Country Club, but also has arranged a special wire to bring the Southeastern golf enthusiasts the broadcast of the National Open in Portland, Ore., which will be in progress simultaneously with Ted Husing at the mike for CBS.

David Byrn, formerly announcer, has developed into quite an entertainer on "The Farmers' Hour" over KARK, Little Rock, daily at 6-7 a.m. Impromptu baritone chatter, birthday greetings in song and reading of sob are among his entertainment talents that have brought listener response.

John McMahon, who does "Mac's Program" over KIDO, Boise, Ida., has been quite a mail getter, averaging around 40 pieces a day, many of which he reads over the air. Postmarks are from as far as Eastern Oregon. Mac is on the air for an

## ONE MINUTE INTERVIEW

G. S. WASSER

"If from little acorns, oak trees grow, advertising agencies and networks alike (who complain about spot announcements) should bear in mind that many of the network programs today had their beginning via chain breaks or one-minute announcements. Today's spot campaign may be tomorrow's network program."

## STATIONS OF AMERICA

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

No. 61 of a Series

### WOPI—Bristol, Va.-Tenn.

1500 Kilocycles—100 Watts

**W. A. WILSON, Vice-Pres. and Gen. Mgr.**  
**HARRY S. HUDSON, Program Director**  
**BOB SMITH, Chief Engineer**

ESTABLISHED in 1929, WOPI, during its first few weeks of broadcasting, was on the air only a few hours each day. But the station's popularity grew so quickly that before long the station was operating at its present full schedule—7 a.m.—10:30 p.m. An independent survey conducted by the Department of Psychology of King's College revealed that 80 per cent of the Bristol homes were radio-equipped and that 90 per cent of the people tuned in WOPI, whose coverage area takes in over 600,000 people.

Interesting and diversified programs are presented by the station, which employs a permanent staff of live talent. In addition to rebroadcasting WLW and WSM outstanding shows, the services of World Broadcasting and Transradio are utilized.

Offices and studios are on the main street, which is located in the middle of two states—Tennessee and Virginia. The studios, air conditioned, are designed to fit every broadcasting need. On the ground floor of the building is the Radiatorium, which seats over 350 people. At some of the special broadcasts there is a small admission charge.

Station recently celebrated its eighth anniversary in which prominent National and State government officials and educational authorities spoke, and popular radio artists in the territory made guest appearances.

hour six days a week. His style is lackadaisical.

Sonia Essin, *contralto*, will give a series of song recitals during September over WQXR, beginning Sept. 3, at 6:30-6:45 p.m. Miss Essin has done concert, radio, opera and oratorio work in this country and abroad.

WELI, New Haven, will caption a new series of interviews, "The Man Behind the Job." Personalities brought to the mike will include probation officer, chief of police, chief of vital statistic department, etc.

With the coming of September, WELI closing hour reverts to 7 p.m., which results in the dropping of many features.

KLZ, Denver: "The Boners' Court" has caught on so well that it has been extended to 30 minutes; announcers are brought to trial on charges preferred by listeners. . . "Ladies Aide" is a new early morning program, answering questions and dispensing nonsense.

Tom Webster, leading British cartoonist, was the guest of Lowell Thomas on NBC-Blue last night.

William N. Robson will be guest director of the Columbia Workshop on Sunday while Irving Reis is abroad. Next offering on CBS will be a repeat of "The Half Pint Flask".

KFRO, Longview, Tex., is sponsoring a Dog Show at the Gregg County Fair in cooperation with the Fair Ass'n.

WJBY, Gadsden, Ala.: Allen Brown, who originated the "inquiring movie mike" at the Gadsden Theater, now offers prizes to persons who answer three questions right. . . Fox Lightfoot

## BOSTON

Hugh V. Knox has joined the sales staff of WCOP. Knox comes to radio from the newspaper field. Was formerly with the Bangor and Portland, Me., papers.

Harriet Hilliard will appear with her husband, Ozzie Nelson, at the RKO Boston Theater for a week's engagement beginning Sept. 16.

WCOP has added six extra five-minute news periods daily, besides the regular 15-minute spots.

Edward Hall, WBZ news editor, is an official linesman at the National Tennis Doubles Championships at Longwood Cricket Club.

"Aunt Harriet," children's program sponsored by R. H. White, Boston department store, resumes Sept. 4 over WEEI.

and Edwin Mullinax announced an hour's broadcast from the Showboat "Annie M".

Judy Tom is replacing Elaine Wolf on "Women in the News" over WSPD, Toledo, while Elaine vacations.

WTAQ, Green Bay, will do three hours of broadcasting each day for the four days of the Winnebago County Fair at Oshkosh starting Aug. 31.

With a brilliant "last night" studio audience in attendance, CBS winds up its Shakespeare cycle Monday night from New York with Tallulah Bankhead, Helen Menken, Cedric Hardwicke, Orson Welles and Estelle Winwood, Robert Strauss, Burford Hampden, Ray Collins, Sidney Smith and Mark Smith appearing in "Twelfth Night".

Lee Kirby, WBT announcer, will air the Duke University football games for Atlantic Refining.

## San Francisco

Edward "Slip" Madigan, coach of the Galloping Gaels of St. Mary's College, will begin a series of weekly football commentary via KFRC on Sept. 17 for Kauffman Clothing. Herb Allen will question Madigan about games and predictions.

KYA Items: Attila Larai, violinist of S. F. Symphony orchestra, added to music staff, while Edith Brody is annexed by accounting department . . . Lee Vandervort, program dep't, left Saturday for two weeks in southern Calif. . . George Nyklicek, organist, birthdayered the other day . . . Ernie Smith, sportscaster, gets a Saturday night spot added to his thrice weekly commercial.

L. D. Cully and S. C. Hobart, NBC plant department, transferred to Hollywood as control supervisors. P. A. Sugg, studio engineer, takes over Hobart's job as control supervisor here. T. B. Palmer to act as control relief supervisor. Additions are J. E. Burrell, H. N. Jacobs, studio engineers; R. T. Parker and M. D. Case, stationed at the KGO transmitter in Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

Reiland Quinn, KYA producer, back at work from vacation.

## PHILADELPHIA

Leslie Joy, KYW station manager, has been appointed by Governor George H. Earle to the Pennsylvania State Constitution Celebration Committee. Joy represents radio in the historical commemoration.

Charlie Stark, former WIP announcer now with WABC, is a papa. Newcomer christened Charlie Jr.

Albert A. Cormier, WIP vice-president and general manager, leaves Aug. 27 for a brief vacation to Pennsylvania mountain resorts, while assistant program director Marx Loeb takes his two weeks at Wildwood, N. J.

Benedict Gimbel Jr., WIP president, is back at his desk after a Maine vacation, and Carolyn Ann Cross is once again directing the Homemakers Club after an Atlantic City respite.



Greetings from Radio Daily

August 26

George Francis Hicks  
Winifred Wolfe  
Larry Larsen



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 41

NEW YORK, N. Y., FRIDAY, AUGUST 27, 1937

FIVE CENTS

## AFM Strike Not to Include All

### VIRGINIA BROADCASTERS COMPLETE ORGANIZATION

Richmond — Organization of the Virginia Association of Broadcasters was perfected at a meeting in the studios of WRTD here, following a talk by James W. Baldwin, managing director of the NAB.

With one exception, every station in the state was represented at the meeting, and the membership of the association is expected to be 100 per cent.

Officers elected were C. T. Lucy, WRVA, Richmond, president; Edward A. Allen, WLVA, Lynchburg, vice-president, and Earl Sowers.

(Continued on Page 3)

### KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

KELO, Sioux Falls, S. D., joins the NBC network on Sept. 5 as a optional Red or Blue network outlet in the northwest territory. Station will only be sold to clients when KSOO in the same city is not on the air.

KELO is a new station owned by the Sioux Falls Broadcasting Ass'n.

(Continued on Page 3)

### 25 Football Games Set By WHBQ in Memphis

Memphis—One of the most ambitious football schedules yet attempted by a southern station has been lined up by WHBQ, it is announced by Manager E. A. Alburty. Already 25 games have been definitely booked for broadcasting, including all of the home games of Memphis' own South-

(Continued on Page 3)

### KTSM Celebrates 8th El Paso, Tex.—KTSM is celebrating its eighth anniversary. Station is managed by Karl O. Wyler.

### Whole Clan on Radio

St. Paul—Arthur Peterson and wife, who work in dramatics on KSTP, have a son, Arthur J., and daughter-in-law, Norma Ransom, working in Chicago programs. Norma's brother, Glenn, also is a radio actor. A daughter of the elder Peterson, Margaret Peterson Imm, and her husband, Arthur, work at a Madison station.

### Fined and Wined

Chicago—Slips at the mike, no matter how slight, during presentation of NBC's "Dan Harding's Wife," cost the offender 25 cents. The other day Production Director Clinton Stanley took a look at the kitty and found it had grown to sufficient size to pay for a party.

### 'WE, THE PEOPLE' ON CBS PLUGGING SANKA COFFEE

Young & Rubicam agency has completed arrangement for Phillips Lord's "We, the People" to return to the air Oct. 7, switching to a CBS network of 49 stations, to be heard Thursdays at 7:30-8 p.m., for Sanka Coffee. Sanka has been heard for the past two years over an NBC network with a dramatic series starring Helen Hayes.

### 77 Stations Will Carry Nat'l Biscuit Golf Shot

National Biscuit Co. (Ritz Crackers) has set a coast-to-coast network of 77 stations on CBS for its hour and a half broadcast Saturday afternoon of the finals of the National Amateur Golf tournament, emanating from Portland, Ore. Ted Husing will be at the mike. McCann-Erickson agency handles the account.

### Florida Citrus on CBS

Florida Citrus Commission, Lakeland, Fla., through Ruthrauff & Ryan, has signed Emily Post for a new series of daytime CBS programs to begin Oct. 12 and each Tuesday and Thursday thereafter. Clayton W. Cousens set the deal for Emily Post.

## 14 New Links, 10 Power Boosts Reflect CBS Expansion in 1937

### Ford "Universal Rhythm" Going Off Air Sept. 5

Ford Motor yesterday confirmed that its "Universal Rhythm" will fade from the air Sept. 5. Series is heard over a CBS network Sundays at 9 p.m. in the spot that will be taken over by the "Ford Sunday Evening

(Continued on Page 3)

## Only Stations on "Unfair List" Are Likely to be Affected if Musicians' Union Calls Walkout

### CBS ENGINEERS PERFECT CONCEALED MIKE SYSTEM

West Coast Bureau, RADIO DAILY  
Los Angeles—Since the early days of radio, attempts have been made to broadcast operas and stage plays, with but partial success. Most producers of such projects have been unwilling to sacrifice any freedom of the artists for the sake of the broadcast.

Due to many inherent limitations of earlier broadcast equipment, especially microphones, such early attempts usually failed to hold the interest of the listener.

A revival of interest in stage broadcasts is being shown in the weekly

(Continued on Page 7)

### Court Wants to Know How Transradio Will Air Fight

Supreme Court Justice Ferdinand Pecora reserved decision in the injunction proceedings brought by NBC et al against Transradio and gave the defendants until 4 p.m. this afternoon to inform the court just

(Continued on Page 3)

### Jolson Back Sept. 7

Al Jolson, with Parkyakarkus (Harry Einstein), Martha Raye and Victor Young's orchestra, resumes Sept. 7 at 8:30-9 p.m. over CBS for Lifebuoy-Rinso. Program will be augmented by guest stars or dramatic skits.

That an AFM strike may be called and subsequently affect those stations only which have not signed an agreement with the Federation's nearest local union was indicated yesterday in the letter sent out by Independent Radio Network Affiliates, pointing out that, inasmuch as the transcription companies have tentatively agreed to the AFM's requirements, stations on the AFM "unfair list" will not be able to obtain transcription or record service.

In the meantime, Independent Radio Network Affiliates, through its Special Advisory Committee, yesterday followed through on its plans

(Continued on Page 3)

### TEXACO TAKING LAYOFF BEFORE MAKING SWITCH

Texaco will vacation from the air for 17 days following the broadcast of Sept. 12. Program returns as a Wednesday night feature Sept. 29, stepping into the spot to be vacated by Campbell Tomato. New series will be heard at 8:30-9 p.m. with a repeat for the coast at 11:30 p.m. Cast will include Eddie Cantor, Jim-

(Continued on Page 3)

### Pillsbury Considering Additional Programs

Chicago—Pillsbury has auditioned several items with a view of doing something additional on the air. "Today's Children," sponsored by the same firm, is contracted for through next June 15.

### Adopt Anthem

Boston—Following the recent request of the American Legion that radio stations sign off their day's broadcasting by playing the national anthem. WCOP here is doing so.

General Manager Gerard H. Slattery even has gone the request one better by also using the anthem to open the daily schedule.

(Continued on Page 3)



Vol. 2, No. 41 Fri., Aug. 27, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607.

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, Aug. 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168	168	- 3/4
CBS A	27 1/2	27 1/2	27 1/2	—
CBS B	27 1/2	27	27	- 5/8
Gen. Electric	55	53 3/4	53 3/4	- 1 3/8
North American	25 3/4	24 1/2	24 1/2	- 7/8
No. American Pfd.	54	54	54	+ 1/4
RCA Common	11 5/8	10 3/4	11 1/2	- 1
RCA First Pfd.	73 1/2	72	73 1/2	- 1
Stewart Warner	17 5/8	17 1/2	17 5/8	- 1/8
Zenith Radio	42 1/4	40 3/8	41 3/4	- 7/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 1/8	16 1/8	- 3/8
Majestic	3 1/8	3 1/8	3 1/8	—

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13 1/4	14 3/4

## P. & G. Disks in Canada

Procter & Gamble (White Naptha soap) on Monday will start a series of disks entitled "P. & G. Rangers" over 10 Canadian stations. Quarter-hour programs will be aired three times weekly. Stations are CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg, and CFCF, Montreal. Compton Advertising Inc. placed the account.

## New Kass-Tohrner Setup

Arthur Kass and Sue Tohrner have dissolved their radio advertising service partnership and have announced that they will form a corporation to be known as Kass-Tohrner, Inc. Kass will act as president, William Isaac, vice-president, and Miss Tohrner, secretary. Firm is located in the RKO building.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

## New Amplifier Called Revolutionary

Seattle—Andrew Jacobsen, student at University of Washington, has developed an "all angle" radio studio amplifier which may revolutionize broadcasting. The amplifier, created by a combination of additional tubes, checks volume after a certain point, and allows broadcaster to literally forget the mike. Speakers who turn their head away are still registering without fading, and excess volume is cut down so that transmitter is not overloaded.

## Salvation Army Meet Put on Air by WCBS

Honors for broadcasting the first Salvation Army street meeting go to WCBS, Springfield, Ill., according to the Aug. 21 issue of The War Cry, official Salvation Army magazine. The issue is a "Special Radio Number," paying tribute to the "Army of the Airwaves." Program Director John J. Corrigan, Ruth Balch, Harold Dewing, C. J. Jeffery and "Spizz" Singer of WCBS come in for a writeup.

## Sponsors Add Stations

The Texas Co. is adding WKBB, Dubuque, to its CBS program, making a total network of 89 stations. Liggett & Myers Tobacco Co., for its sports broadcasts, is adding KMBC, Kansas City, beginning Sept. 16.

## Gene and Glenn Back on WTAM

Cleveland—WTAM's most popular all-time act, Gene and Glenn, return to the station's airwaves next month to ballyhoo the comedy team's appearance at the Great Lakes Exposition on Sept. 11-12.

Gone from WTAM for several years to appear on several midwest stations, including WCCO, Minneapolis, the famous song and patter team will make a bid for their former listeners beginning Sept. 1 in a series of radio shows. On Sept. 4 they will air a Gene and Glenn song shop marathon program over WTAM from 10 p.m. to 1 a.m.

They will ballyhoo an audience for their production of "Jake's Circus" at the Exposition's Radioland. The team will also barnstorm over northern Ohio to give radio shows in Erie, Akron, Canton, Youngstown, Toledo and Columbus.

## Quiz from Department Store

Three times each week over WQAM, Miami, the Morris Brothers Department Store presents a 15-minute "How Smart Are You" program from the floor of their dining room. Three contestants, who are the guests of the house for luncheon, participate, and the questions are sent in by listeners. A merchandise credit for \$1 is awarded for each list used, and the two highest contestants are given a two-dollar merchandise credit slip.

## Star Radio Signs Five

Star Radio Programs Inc. has added five new stations to its list of subscribers. WMIN and CFCT have signed for the "Scriptfolio," WJW for the "Star Commercials," CKOV for "The Morning Bulletin Board," and WORC for the new women's program, "Good Morning Neighbor."

## Campbell Cereal Buys Show for Mutual Series

Campbell Cereal has bought the WGN-Rube Appleberry show for its Mutual series which begins Sept. 27. Program will be a quarter-hour stint Mondays, Wednesdays and Fridays at (tentative) 7:45 p.m. Mitchell-Faust Advertising Co., Chicago, has the account.

## Al Williamson Quits NBC

Chicago—Al Williamson, director of NBC press department here for nine years, has resigned effective in fortnight to become assistant to publisher Davis Merwin of The Minneapolis Star. Williamson formerly was associated with Merwin on Bloomington (Ill.) Pentagraph and was reporter on Chicago American. The Star, owned by the Cowles clan of Des Moines and Merwin, has largest circulation in Northwest.

## WQXR Programs Changing Time

Five WQXR sustaining programs change their time on the September schedule. They are:

Clifford Herzer and Jascha Zayde, piano recitals, switch to 6:30-6:45 p.m. Tuesdays and Thursdays "Music at Twilight," a musical variety, under direction of William Strauss, will be heard at 7-8 p.m. Tuesdays; Norman Corwin will present his "Poetic License" at 9:45-10 p.m. Wednesdays; "The Speakers' Forum of the Air" will be presented at 6:45-7 p.m. Mondays through Fridays, and Press Radio News will change to 6:25 to 6:30 p.m. daily.

## Renew NBC "Hit Parade"

American Tobacco Co., effective Sept. 29, will renew the "Lucky Strike Hit Parade" program on 76 NBC-Red network stations Wednesdays, 10-10:45 p.m., for another 13 week run. Program features guest dance bands. Lord & Thomas has the account.

## Disking Newspaper Shorts

West Coast Bureau, RADIO DAILY

Los Angeles—Earle Hampton is producing 26 short newspaper classics in a transcribed series called "Extra, Extra" for Sixtix. Being handled by Radio Transcriptions of America, under supervision of Lindsay McHarrie.

## Roy Winsauer Joins WCCO

Roy Winsauer, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Haile C. Cavanaugh. He is a Harvard alumnus and spent a year with Columbia.

## COMING and GOING

JIMMY JEMAIL, WHN's inquiring reporter, is at Block Island for his vacation.

ROBERT TALLINGER has returned East after a week of super-activity in Hollywood.

LOU MINDLING of MCA arrived in town yesterday.

H. K. CARPENTER of WHK-WJAY, Cleveland, is in New York on business.

ROBERT BARRETT, WOR's Chicago representative, is in town.

STANLEY HUBBARD of KSTP, St. Paul, Minn., is visiting here.

HENRY SLAVICK from WMC, Memphis, is spending some time in New York on business.

JACK BENNY and MARY LIVINGSTONE arrive in New York on Monday aboard the Normandie.

JACK PEARL with his wife, WINI, are also due back from Europe on the Normandie.

CONWAY TEARLE arrives in New York from Hollywood today.

LOUELLA PARSONS, who arrived on the Europa from abroad Wednesday, is staying in town a few days prior to returning to the Coast.

ANN RICHARDSON, assistant to Charles E. Green, president of CRA, leaves today on a 10-day vacation trip to be spent at West Baden, Ind., and in Michigan.

MARY LITTLE, radio ed. of the Des Moines Register and Tribune, returned to her desk yesterday from a Coast visit, while her assistant GLADYS FARNUM, arrived in New York yesterday.

BILL MALONEY of WOR back yesterday from a vacation.

PAUL KESTEN, CBS vice-president, sailed yesterday for a European vacation, first stop being Sweden.

FRED ALLEN and PORTLAND HOFFA will arrive in New York from Maine over the weekend, and are scheduled to depart for Hollywood early next week.

FRED RIPLEY, program director of WSYR, Syracuse, was in and out of town yesterday.

EARL GLADE, KSL; A. K. REDMOND, WHP, and A. J. MOSBY, KGVO, arrived in town yesterday.

## WBBM "Theater of Air" Admitting All Comers

Chicago—WBBM is throwing open doors to its "Theater of the Air" audience studio to all comers during the hours that CBS sustaining shows are originating here. Among programs open to anyone are "Sing and Swing," "Play Days," "Bon Voyage," "Do You Remember" and "The Chicagoans."

## Novarro for BBC Disks

Ramon Novarro has been signed by British Broadcasting Corp. for a series of transcribed programs.



## Greetings from Radio Daily

August 27

Archie Presby Mack Parker  
Harry Neigher

August 28

John Corrioglio  
Dr. Ralph L. Power

August 29

John Kane Arthur Anderson  
Mabel Jackson Julius Seebach

# STRIKE WOULD INCLUDE ONLY 'UNFAIR' STATIONS

(Continued from Page 1)

to acquaint the industry as a whole with the AFM situation and developments. Emile Gough of Hearst Radio, secretary of the IRNA sent the various letters and literature to the entire industry.

The NAB was asked to have its board of directors call a membership meeting in New York in joint session with the IRNA on Sept. 10. To the "Owners of Independent Stations Not Affiliated with the Networks", the following communication was sent:

"Attached is a copy of a letter that has gone to the owners of radio stations affiliated with networks. It is sent to you for your information. This committee has no authority to speak in your behalf, even to the point of submitting recommendations to you for settlement of the threatened musicians' strike, but it does feel that it is a situation of such seriousness and of such moment to yourself that it behooves you to become interested, either personally or through the association which represents you." This is signed by William S. Hedges as chairman of the IRNA special advisory committee.

In a different letter, to IRNA members, it is stated that whatever action the committee takes, "the most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to adopt or reject a contract with its respective local, based on the formula. The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however, to further negotiations between stations and locals the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for the exceptional situations which may exist with individual stations.

"If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or accept the burden imposed by the agreement and avoid hostilities."

The letter to the IRNA further points out the transcription companies have already tentatively agreed to the terms required by the

# NEW PROGRAMS—IDEAS

## Flowers for the Femmes

Something new in radio programs has been introduced by Burdine's, the leading department store in Florida, over WQAM, Miami. It is called "Bouquet for Today" and is a tribute to some woman outstanding in the community. Listeners are invited to submit to the management the names of women who are to be so complimented. The program opens with a brief store announcement, then a transcribed musical number, and finally the name of the woman who has been selected by her neighbors and friends to be given the bouquet. Immediately at the close of the program a messenger is at her door with a bouquet of flowers with Burdine's compliments.

## 25 Football Games Set By WHBQ in Memphis

(Continued from Page 1)

western University and as many of their road games as are available for radio broadcasting. For local interest, the foremost games of the Memphis high schools will also be carried, as will many outstanding games of the Southern and Southeastern Football Conferences where broadcasting is permitted. These games will all be handled by Bob Alburty, sports announcer, and will be under sponsorship of the Coca Cola Bottling Co.

## Virginia Broadcasters Complete Organization

(Continued from Page 1)

WRNL, Richmond (WPHR), secretary and treasurer.

Ovelton Maxey of WRTD was host to the meeting at lunch served in the studio.

Sowers is also president of the Virginia Broadcasting System.

## Ford "Universal Rhythm" Going off Air Sept. 5

(Continued from Page 1)

Hour" on Sept. 12. Network has a contract with Ford for three shows. Third program at present is the Al Pearce half-hour Tuesday nights.

"Universal Rhythm" had been heard in a Saturday evening spot, now bought by Pet Milk.

N. W. Ayer & Son is the agency.

AFM and if these are carried out no station will be able to receive further transcriptions or recording service unless it is on the Federation's fair list. Special request is made to quickly answer the NAB's questionnaire on the employment situation.

Business of gathering the first assessment of \$12,000 for expenses is being carried by L. B. Wilson of WCKY, head of the finance committee. It is believed a method will be worked out based on station's wattage as to how much each will be asked to contribute.

## "Cleveland Swing School"

"Professor" Guy Wallace, a ce United Broadcasting Co. mickeman, will inaugurate shortly the "Cleveland Swing School" on the WJAY 12:45 p.m. spot. "Swing School" will bring to Cleveland lovers of this type of music the latest in recorded hits. Wallace will air the show Monday through Friday, commenting on bands and bandmen between disks, and take listeners on a tour of mythical swing spots. His knowledge of swing is practically all-encompassing (Guy knows personally most of the big men in the business), so his daily classes at Swing School are expected to have a heavy enrollment.

## Court Wants to Know How Transradio Will Air Fight

(Continued from Page 1)

how Transradio planned to send out its description of the Louis-Farr bout, which was postponed yesterday to Monday. Upon this information, Justice Pecora said, he will base his decision.

Attorney Bruce Bromley, for NBC, explained to the court about the Euick sponsorship through Arthur Kudner agency and that the blow-by-blow description from ringside was a property right bought for \$35,000. Bromley also explained that the fight tickets carried a legend that the ticket holder must not attempt to broadcast a description of the fight. He further argued that Transradio sent out bulletins stating it would cover the fight blow-by-blow for \$10 per subscriber. I. W. Digges, attorney for Transradio, offered a communication in evidence which he said Transradio sent out and it stated that the Transradio fight broadcast was not to be advertised as a blow-by-blow description but a runniing description. NBC contended that this communication was sent after it went to court yesterday.

## KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

(Continued from Page 1)

and operates full-time on 1200 kcs. with 100 watts. Rate will be \$120 per evening hour. Joseph Henkin is the general manager of the station.

## WTAG Adds Sunday Newscast

Worcester — Three broadcasts of news bulletins will be heard Sundays over WTAG, with the addition of a 6:30 p.m. broadcast.

NOW AVAILABLE for FALL BOOKING

## MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

# 14 STATION ADDITIONS REFLECT CBS EXPANSION

(Continued from Page 1)

the new card lists no increases in Columbia rates. Actual changes listed, however, include the 14 new outlets and increased powers. In addition, KNOW, Austin, Tex., is listed as a "bonus" station with K TSA. On Sept. 26, as already announced, W GAR replaces WHK in Cleveland.

Basic CBS web has a minimum of 24 cities, which gives the buyer at least three of five optional cities. Cost is \$8,525 for evening and \$4,267 for daytime, for full hour. Total of all cities listed (104) is priced at \$21,770 for evening rate and \$11,004 for daytime, full hour. Additional data on the new card lists typical CBS hook-ups and packages, and costs, also the usual discounts etc.

Rate cards being sent out by Hugh K. Boice, vice-president in charge of sales, are accompanied by a brochure in colors showing new map and the newcomers among the stations, also market and other data on the outlets that joined since the first of the year. The increased power stations and wattage are tabulated in the book and the 48 stations that improved their facilities are listed plus type of improvement made as to transmitter, antenna, or studio etc.

## Texaco Taking Layoff Before Making Switch

(Continued from Page 1)

my Wallington, Deanna Durbin, Pinky Tomlin, Helen Troy and Jacques Renard's orchestra.

## WNEW Football Schedule

WNEW will air three and a half hours of football reports each Saturday during the fall season, the most comprehensive schedule of its kind in the history of the station. All college football games in the U. S. will be reported starting Sept. 25.

## Lewis to Write on "Follies"

Mort Lewis, radio script writer, has been signed to work on the new "Ziegfeld Follies" show which goes on the boards this fall.

## IN ALL SINCERITY . . .

I believe the National Radio Register is the most efficient means yet created for solving the very necessary problem of quick casting of shows. Its concise listing of talent whereabouts saves valuable time, and assists greatly in selecting the right talent.

PAUL MUNROE  
of Kay-Ted, Inc.

NATIONAL RADIO REGISTRY  
415 Lexington Ave., at 43rd, N. Y.  
Vanderbilt 3-8157

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .  
Appearing Nightly at **BEN MARDEN'S**  
**RIVIERA**  
Just Across the Geo. Washington Bridge

## PROMOTION

### Atlantic Radio Football Contest

Atlantic Refining Co., in connection with its 1937 intercollegiate football radio broadcast schedule, will spend \$50,000 in newspaper advertising announcing the program and in buying full page advertisements in the football programs of the contracting colleges.

Atlantic will also conduct eight weekly football contests with a graduated list of prizes going to the entrants who forecast most correctly the relative standings of the nation's leading elevens as shown on the Atlantic Football Forecast Sheet which will be posted each Wednesday in every Atlantic station. A year ago, six highly successful weekly contests, which attracted thousands of entrants, were conducted by the company, with an automobile as first prize. Although complete details of the 1937 program have not been announced as yet, it has been definitely established that the first contest will close on October 8.

For the third consecutive year, Atlantic's Football Forecast Sheet will service the nation's gridiron fans. It will give the probable winners of the principal games each week, the ratings of the national and sectional leaders and a list of the ranking national and Eastern teams. Based on Dick Dunkel's football forecasting figures, this system has predicted winners 80.2 per cent accurately, excluding tie games over a period of six years.

### House Organ Copies Life

WOAI's August house organ is a replica of Life magazine. Life's size, format, and some of its departments are partially imitated. This promotion piece presents complete information on latest productions and programs of WOAI showing several of the newest campaigns and a complete list of 1937 sponsors to date. The folder is very attractive in two colors with several photographs throughout illustrating many new programs.

### CIO Signs Globe Wireless

American Communication Ass'n, CIO unit, has signed up the 150 radio operators of the Globe Wirelss Co., Ltd. on the Pacific Coast. Contract calls for union recognition, minimum wage of \$200 a month for point-to-point operators and \$185 a month for men in the marine coast stations, 40-hour week and other adjustments.

### Bulk Rates Not Approved

Longview, Tex.—So-called "bulk rates" are not favored by advertising agencies, it is revealed in replies received to the current contest being conducted by KFRO on "How to Improve KFRO Rate Card."

### "Methuselah" Postponed

Due to airing of the Louis-Farr fight Monday night, "Back to Methuselah" has been postponed to Sept. 30 on NBC-Blue at 8:30 p.m. Peggy Wood, Helen Claire, James Meighan and Louis Hector are in the cast.



### A REPORTER WITH A CONSCIENCE!

● ● ● We simply can't figure out why Phillips Lord, who created "We, the People" last year for NBC, won't be back this fall via the CBS airing. Gabriel Heatter, as reported, will conduct the series... Wonder why Myron Kirk keeps himself busy at the Riviera with pencil and paper—and listens so attentively to Mickey Alpert's crew?... This is the sort of thing we blush when hearing:... Joe Rines accosted us on the sidewalk and screamed at the top of his soprano voice "Fine thing! Not enough that I have five bucks in the kitty of RADIO DAILY'S till—but it costs me 10 cents per day extra! Every morning I phone down to the bellboy to bring up the paper to my room. I can't wait until after breakfast!"..

● ● ● New York, Hollywood, Chicago and other key cities have wordslingers whose every move is recorded (just like artists) by press agents. If one as much as drops his commercial plug during an airing, this desk is littered by "flashes" regarding this boner... However, it is more important to us when something like this arrives in the morning mail:... "The other day one of the announcers at KIDO, Boise, Idaho, read a notice from the police department, which described a stolen car from Texas... Following this broadcast, this civic-minded young man left the studios and went out on the street, where he spotted the missing car, phoned the police who nabbed the thief"... Understand that KIDO has some sort of record for recovering or locating stolen cars... We hope the station will forward the announcer's tag!

● ● ● It's so nice to hear that a regular guy with plenty of talent is finally being noted by the powers-that-be... Rudy Vallee admired the chap's ability and when he came east to receive proper recognition he hit into the usual snag or "bum's rush"... Rudy came to the front and went to John Royal and said:... "Here is the greatest conductor of modern music. He is your next air sensation—even though he's an air veteran. Give him the right spot"... Royal, no slouch himself when it comes to recognizing ability and originality—went to bat and gave the fellow full swing over a sustaining—radio's greatest musical show minus hokum—"Contrasting Melodies" starring Al Roth's distinctive music... Roth, who was aired with his "St. Louis Blues" from St. Louis knows what it's all about—but hasn't learned the correct method of stifling phonies and backslappers. He knows what he wants—music—and makes certain that he gets it... Five NBC shows to date, three agencies interested in hiring his crew—and now NBC pipes his music across the Atlantic for the enjoyment of the Europeans on Sept. 3... Betcha when a sponsor finally gets the show, some broken-down comic will be used for "relief"—something which this show definitely DOESN'T need!

● ● ● Wonder whatever became of the book Larry Nixon resigned from WMCA press dept. so that he might fulfill publisher's orders? Immediately after the resignation, Our Man Larry went to work for WNEW aiding Richard Brooks, radio's ablest commentator... Since last January, Zeke Manners, the New York hillbilly from Hollywood, has been slaving away doing 28 hours weekly on local stations (sponsored, of course), but his big desire was to go network... Besides a shot on the Al Pearce and Sunday's Gulf show, Zeke hasn't had his ambition fulfilled... Before returning to the locals he decided on a ten-day rest, so he left for an uncharted fishing trip to Canada... Wednesday NBC thought of him and wanted the hillbilly for a show and build-up—but Zeke isn't to be found anywhere!

## NEW PATENTS

Radio and Television  
Compiled by  
John B. Brady, Attorney  
Washington, D. C.

2,090,820—Method of Modulating High Frequency Transmitters. Hans Wehrlin, Berlin-Lichterfelde, and Leo Fungs, Brunswick, Germany; said Wehrlin assignor to C. Lorenz Atkiengesellschaft.  
2,090,922—Braun Tube for Producing Television Images Rich in Contrast. Manfred von Ardenne, Berlin, Germany.  
2,090,951—Relaxation Oscillation Generator. Kurt Schlesinger, Berlin, Germany.  
2,090,952—Braun Tube and Method of Operating this Tube. Kurt Schlesinger, Berlin, Germany.  
2,091,031—Method of Manufacturing Phototubes. Jan Hendrik de Boer, Marten C. Teves, and Hendrik Lems, Eindhoven, Netherlands, assignors to RCA.  
2,091,109—Apparatus for the Measurement of Tuned Circuit Components. Edward M. Shiepe, New York, N. Y.  
2,091,134—Amplifier. George L. Beers, Wilkensburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.  
2,091,047—Electrode Assembly. Alfons Kaufeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

## FORT WORTH

Leonard Coe of the KFJZ sales force has succeeded Gene Cagle as sales manager. Cagle goes to a San Antonio station.

Through an arrangement between WBAP and KTAT, Cy Leland, WBAP's chief sports announcer, will handle mike for the 22 high school football games in this district which KTAT will broadcast, along with his regular duties as announcer for all broadcasts by WBAP of collegiate football games.

Five daily newscasts are now being aired by KFJZ, serviced by UP.

Zack Hurt is handling the mike for KFJZ's new Vox Pop program at the baseball field before each home game of the Texas League. He also broadcasts the games.

## Ozzie Nelson on WNEW

Ozzie Nelson and his orchestra from the Hotel Astor will be heard on WNEW for a half-hour each Friday at 11 p.m. beginning today. George Hall's Hotel Taft orchestra is scheduled for 8-8:30 on Friday. Other orchestras heard on WNEW Friday night will include Mitchell Ayres from the Hollywood Restaurant.

## Silver Dust on WCKY

L. B. Wilson's WCKY will serve as the Cincinnati outlet for the Beatrice Fairfax-Silver Dust program which debuts over Mutual on Tuesday. Silver Dust agency, Batten, Barton, Durstine & Osborn, insisted on station being added to network if WLW was unavailable. MBS made a special arrangement with WLW-WSAI whereby WCKY was able to take the program.

## Locust Sisters on WMCA

Locust Sisters (Matilda, Mildred and Ada), recently back from Hollywood, make their debut Sunday in "Carnival of Music" at 6-6:30 p.m. on WMCA. Joe White is their arranger and accompanist. Harriet Brent, Ruth Karella, Charlie Beale and Bill Grant also are in the show.



**WALTER JOHNSON**, formerly of Lord & Thomas and Young & Rubicam staffs, has been appointed continuity editor and producer at KHJ, and James Burton upped to the chief announcer's spot. Other additions to the staff include Floyd Mack and Frank Bingman as announcers, and Arthur Bryan as a writer. Mack has been with NBC in Washington and WLW in Cincinnati, with Bingman also recruited from WLW. Augmented personnel indicates increased fall activity for KHJ-Don Lee Coast Chain.

Dale Armstrong succeeds to the Times radio editorship vacated by Carroll Nye, who resigned to join the Earle Ferris Radio Feature Service.

Bill Haussler, staff photographer, and Burke Crotty, head of photographic division of NBC, are in town to shoot pix of personalities appearing on NBC fall programs originating in Hollywood.

KECA eliminates the dual rate card on Oct. 1. After that date national and local advertisers take the same basic rate.

L. D. Cully and S. C. Hobart transferred to NBC headquarters here from San Francisco.

Rush Hughes leaves his "Langendorf Pictorial" assignment on NBC Pacific Coast Red Sept. 25 to take on an NBC coast-to-coast program.

H. A. Schillinglaw, KFI-KECA assistant manager, deserts radio to go back to the automobile department of Earle C. Anthony, where he was active for 25 years before becoming interested in radio.

"The Experiences of a Million Men" resumes Sept. 6 with a new series over KFWB. An imposing cast of onetime pictures names has been signed by Manager Harry Maizlish, including Betty Compson, Pauline Garon, Kenneth Harlan, Jack Mulhall and Creighton Hale.

Werner Janssen has an original novelty number planned for next Sunday. Story in music of the feud between Bill Fields and Charlie McCarthy, and called, appropriately enough, "Knock-Turn."

Don Gilman, NBC vice-president in charge of Pacific Coast, has been elected chairman of the radio department of the Pacific Advertising Clubs. Gilman was active in club affairs in San Francisco and was appointed to hop-up things for the Clubs' convention here next June. Syd Dixon, also NBC, was made chairman of the ways and means committee.

#### Arthur Andrews as Contact

Arthur Andrews, executive vice-president of Young & Rubicam, has been placed in charge of all contact activities of the agency. This is in addition to his regular duties.

## RADIO PERSONALITIES

No. 62 in the Series of Who's Who in the Industry

**L**EWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System, is known and recognized as one of the most gifted speakers among radio executives.

Assuming the general managership of the Don Lee network in January, 1937, the event also marked his return to the organization after an absence of four and a half years. For two years prior to 1932, Weiss had served as manager of KHJ, Los Angeles, key station of the Pacific Coast network.



Graduate of two colleges and a gifted talker . . .

Educated at the Kent College of Law, Chicago, and the University of Southern California, where he majored in economics, his business experience has encompassed practically every phase of advertising, merchandising and marketing, both as a buyer and seller. He entered radio via KHJ in 1930 after a productive record as director of the Mayers Company, Pacific Coast advertising agency. In 1932 he resigned his KHJ post to become business manager and assistant general manager of WJR, the "Good Will Station" in Detroit, but returned to the Don Lee organization in a berth of even greater responsibility at the turn of the current year, immediately following the affiliation of Mutual Broadcasting System with the Don Lee Broadcasting System.

## ORCHESTRAS - MUSIC

**T**HE music arranger, by whose skillful hand a simple tune may be dressed up to sound like a symphony, will be extolled when Mark Warnow adds "The Art of the Arranger" as a feature of his Tuesday "Blue Velvet Music" series, Aug. 31. The programs heard weekly over CBS at 8-8:30 p.m.

*Fritz Mahler, the noted Viennese conductor who made his first public appearance in America in a CBS broadcast, will be guest conductor of the Columbia Concert Orchestra in its program entitled "Fritz Mahler Takes the Baton" on Thursday, Sept. 2 at 8-9 p.m. over CBS.*

Nano Rodrigo brings his music makers back to New York on Sept. 20 after completing a 10-week engagement at the Traymore Hotel, Atlantic City.

*Woody Herman completes his Wildwood engagement first of next week and dashes to New York to make series of Decca records.*

Bob Stanley has assumed the conductorship of eight programs weekly over WOR-MBS, making him one of the busiest maestros on the air. Among his more important shows are the Sylvia Froos, Benny Davis, Ray Perkins and "Jazz Nocturne" broadcasts. In addition to his duties as conductor, Stanley manages to find time to act as first violinist for Alfred Wallenstein's "Strings" and "Sinfonietta."

*The Hudson-De Lange aggregation plays Richfield Springs, N. Y., on Sept. 5.*

CRA has a corner on the orchestra bookings at the Michigan State Fair,

Detroit, this year. Mr. and Mrs. Jesse Crawford and their orchestra, opening Sept. 3, will play at the Ford exhibit at the fair. Mike Reilly and his "Round and Round" music will be the state fair attraction at Eastwood Gardens, and Ina Ray Hutton for the Fair week at Westwood Gardens.

*Kay Kyser and his outfit are doing two weeks at the Lakeside Amusement park, Denver, and airing nightly over KLZ.*

Billy Swanson and his Hotel Edison Green Room orchestra will formally open the American Legion National Convention in New York next month with the playing of the National Anthem and the American Legion Marching Song.

*George Hall and orchestra and Dolly Dawn will make their first New Jersey appearance of the season Sept. 17 at the opening of the new Club Windsor, Irvington's first supper club.*

Rockwell O'Keefe will book entire entertainment fare for the annual convention of the National Security Traders of America at the Traymore Hotel, Atlantic City, Sept. 8-11. Will Osborne's ork leads the band group, and featured artists headed by Henny Youngman and Helen Morgan.

*Rita Rio and her orchestra play "The Deck" at Worcester, Mass., on Sept. 11.*

Sammy Kaye and his orchestra will appear at the Bill Green Casino, Pittsburgh, on Sept. 19. New addition to the orchestra troupe is the



Ros Metzger, radio director of Ruthrauff & Ryan, back from a week's swing through Cincinnati, Detroit, Cleveland and Oshkosh, Wis.

Ann Sothern has joined her husband, Roger Pryor at the Edgewater Beach where his orchestra is playing.

Sylvia Clark, NBC monologist, has turned out a tune, "Let's Sail Away Down Sweetheart Bay," which Norm Sherr will introduce on his NBC piano broadcast tonight.

Johnnie Johnston is pinchperforming for Clark Dennis on NBC Breakfast Club. Dennis is on a personal appearance tour.

Allan Grant, NBC pianist, and M. P. Wamboldt, NBC production director, have turned out a tune with the ponderous title "You're Wonderful, Beautiful, Gorgeous, I Know."

Walter Wade, head of the Wade agency, is the discoverer of a yodeling caddie who will be on Alka-Seltzer Barn Dance tomorrow.

Irna Phillips' new show, "The Woman in White," is being auditioned this week. Blair Walliser, WGN production director, has one called "White Angel" he is showing.

Tommy Ott and Henry Huston have formed a new piano duo at WJND.

Tommy Bartlett, femme quizzer on "Meet the Missus," back from Canadian north woods.

Bea Furbend, secretary to Frank Rand at CBS, vacationing in Bermuda.

Don Bolt, newscaster at NBC, winds up there this week.

Vivian della Chiesa, NBC lark, being flooded with wedding gifts, but it's her sister Vera who is to be married to Logan L. Thompson, CBS engineer on Sept. 11.

Sterling Beer Co. of Evansville, Ind., reported thinking about football. Ruthrauff & Ryan has the account.

Bess Johnson, Lord & Thomas radio exec, flew to New York for Louis-Farr bouts.

It's a girl at Announcer George Thorndyke's home.

Margaret Shanna of "Arnold Grimm's Daughter" streamlining to Omaha this weekend.

Announcer Don Hancock back from New York, where he did some sports announcing for CBS.

Westminster Choir. Band airs over MBS.

*Lou Breese, who together with his orchestra opens a twice-weekly NBC series from the French Casino on Aug. 31, is planning something different for a sustaining night club broadcast. The Breese broadcasts will take the form of a musical script series entitled "Breezing Along With Breese," featuring a woodwind section.*

Charlie Barnet and Dick Messner's orchestras will stage a battle of music at Grand Terrace ballroom, N. Y. Oct 6, for CRA.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Conduct Long Research For New WGY Antenna

Schenectady — Engineers who are supervising WGY's antenna construction spent many weeks to seek the best available location with respect to airways, the electric conductivity of soil and the site's relation to the key cities in the coverage area.

Having arrived at an approximate location, the engineers went down into the soil itself to determine whether or not it could bear a half million pounds of weight without settling.

A ground boring rig was set up and soil samples taken from the surface down to bed rock, 26 feet below the surface. To make sure that the bed rock surface was uniform and the selected site distant from a rock ledge, four other holes were made 350 ft. north, east, south and west of the tower site.

A pit ten feet square was dug, and in its bottom a platform two feet square was placed. Pig iron to the weight of 32,000 lbs. was piled on the platform, exerting a pressure of 8,000 pounds per sq. ft. The actual tower will exert only 3,000 lbs. per sq. ft. on the base.

WGY's ground system will extend out 600 ft. from the tower and will consist of fifteen miles of copper ribbon, buried six inches below the surface.

Aviation lights, controlled by photo electric tubes, and a 1,000-watt flashing beacon will be installed on the tower top.

## New KSO-KRNT Equipment

Des Moines — New equipment at KSO-KRNT includes a Fairchild Proctor recorder, cutting disks in aluminum or acetate, speech input and amplifiers.

W9XTB, new h.f. broadcasting station of the Iowa network, has been established in the KSO-KRNT studios and will soon be conducting experimental broadcasts on 26,550 kc, under the supervision of Paul Huntsinger, IBS chief engineer.

The 100-watt transmitter, Collins Radio Co. product, has been installed in the station's master control room of the Register & Tribune Building and its antenna suspended from a 40 ft. pole at the top of the building.

## 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

Chattanooga — WAPO has applied for license to cover construction permit for changes in equipment increase in power and change in hours of operation.

Richmond — WMBG has applied for CP to make changes in equipment and power increase from 500 watts to 500 watts night, 1 kw. day, using directional antenna.

Yuma, Ariz. — KUMA has applied for CP to install a vertical antenna and move transmitter to new site.

## New WSOC Mobile Unit

Charlotte, N. C. — Only a half-ton panel delivery truck, yet it contains enough broadcast equipment to broadcast anything from anywhere. That's the new WSOC mobile unit. Equipped with four separate short-wave transmitters, two complete remote control amplifiers and associated equipment, and a portable generator capable of producing 1,000 watts of 110 volt AC current, it is fully able to meet any broadcasting requirement. The transmitters can be operated either when the car is in motion or when it is at a stand-still.

Transmitter equipment for the mobile unit includes WAAK, the master 40-watt portable transmitter; W4XBT, the 10-watt "pack-set" which is used strapped on the announcer's shoulder somewhat in the manner of an Army pack; W4XER, the tiny 2-watt "beer-mug" transmitter, and W4XBZ, the master co-ordinating transmitter. The latter three transmitters all work on the same frequency, allowing three point simultaneous transmission.

## Notes from KNX

Harry Spears, back in Los Angeles from New York, is basking at Ocean-side to complete a month's vacation, while Charles Douglass handles the "Hollywood Hotel" . . . Hap Felch's radio experience goes back to war days when he was in charge of a naval radio school in the east . . . Birkenhead of the transmitter crew has launched his 20-ft. cabin sailboat . . . Senior Engineer Harper plans a vacation trip to Chicago and Davenport . . . Chief Transmitter Engineer Shepard and Engineer Pangborn have new cars . . . Maintenance Engineers French and Taschner are finishing, among other things, an interesting trick telephone-effect setup for studio use; consists of a French telephone set with a variable high-pass filter, to be plugged into the microphone wall-plug in the studio.

Alexandria, La. — KALB has applied for CP to install a new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Idaho Falls — KID has applied for CP to make changes in equipment and increase power from 500 watts night, 1 kw. day to 500 watts night, 5 kw. day.

Tallahassee — WTAL has applied for CP to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

## Philco Telescopic Auto Aerial

Philco has added a new telescoping cowl aerial to its line of auto radio aerials. It is a high quality aerial, telescoping in three sections down to 24 inches. Two sections extended make 43 inches and additional third length reaches total of 62 inches. It is made of seamless rustproof metal, telescopes easily without binding and has great mechanical strength. It is easily installed and mounts on a car with small insulated mounting brackets.

In cities where stations are nearby, reception is satisfactory with aerial in collapsed position.

## Wholesale Radio in Boston

Wholesale Radio Service Co. of New York has added another link to its growing chain of establishments with the opening of display and sales room at 110 Federal Street, Boston, with Michael Scott in charge.

## Bumpass Back from Camp

Longview, Tex. — Edward Bumpass, chief engineer of KFRO, has returned from the National Guard Camp held at Palacios, Tex. John Van Horn, acting relief engineer, has returned to Van Buren.

## Lighting Still Problem In Television Service

London — Success of their first year of outdoor transmissions, including the Coronation procession, Wimbledon tennis, etc., has made only further work for the BBC research experts. Transmission is still dependent on brilliant light, and intensive laboratory experiments are being conducted to produce a model with greater light sensitivity. When achieved, television will be practicable under cloudy skies and by normal indoor lighting.

Fourteen manufacturers are exhibiting as many different makes of television sets at Radiolympia here. Cheapest is \$280.

BBC will make more strenuous efforts shortly to enlist Government support for television. Ambitious plans to push the new entertainment into popularity are crippled by lack of funds.

## WSBT-WFAM Add Equipment

South Bend, Ind. — WSBT-WFAM engineers plan installation of the new W.E. "monitor" program amplifier at the transmitter, as well as a new pre-set type control panel in the main control room. The staff also is conducting test transmissions with the new mobile unit, WATD, and the relay pack transmitter, W-9XSB. Meanwhile, the program department is hatching ideas for special event broadcasts utilizing the new equipment.

## KSFO Transmitter Test

W. I. Dumm, head of KSFO, San Francisco, while in New York this week, said the new KSFO transmitter will go on the air tomorrow for a test program with local talent. Tests thus far have been very gratifying. The station is a 5,000-watter with Western Electric equipment and is right on the edge of the bay. It has a new ground system in the bay.

LOngacre 5-4610

Founded 1889

MORRIS

LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE  
FOR RADIO STATIONS

320 West 46th Street  
New York City

### CBS Engineers Perfect Concealed Mike System

(Continued from Page 1)

CBS show, "Your Witness", staged each Wednesday night at 10:15 PST. This particular show differs from previous productions in its adaptation to radio. All scripts are memorized, the actors do not stand before a visible microphone as in most broadcasts, and the audience is not conscious that the show is a broadcast.

Instead of the microphones being suspended or placed on stands in view of the audience, all mikes are concealed in strategic spots about the stage. Actors rehearse their lines and actions with these "spheres of sensitivity" in mind. When action carries them about the stage, lines are not spoken until within range of some particular mike, the pickup range of each mike being about four feet. The microphones are concealed under lampshades, in smoking stands, chandeliers, flowers, etc. By clever directing and acting the actors' movements seem natural and the lines unstilted.

However, the necessarily large number of microphones used place an unusual responsibility on the control-room engineer. He must not only turn on each mike individually as needed, (several mikes on at once make voices sound "boomy," as though speaking in a well), but must follow the action entirely by the script, since the control-room is obscured by scenery or curtains. Often the room is totally dark except for a small musician's lamp over the engineer's script. "Your Witness" is a murder mystery show, requiring a darkened stage for certain periods during the show. A lighted control-room would spoil the effect on the stage.

CBS Engineers Piersall and Campbell have worked out a method whereby they can see all microphones or their approximate locations during a broadcast. The scheme also allows more mikes to be used than could normally be handled from the control-room. Two complete broadcast line amplifiers and "mixers" are used, the output of one being fed

### Okays Havana Fund

Washington Bureau, RADIO DAILY  
 Washington — President Roosevelt has signed the bill authorizing \$15,000 for the American participation in the Inter-American radio conference at Havana this fall.

into a volume control position of the other, and the overall output sent to the lines which feed the entire Columbia Network.

One amplifier is a small portable unit normally used for outside pickups such as football games. It is located in the orchestra pit and operated by Campbell, who sees all the action and hears the program as it is broadcast in one of his two earphones. The other earphone is connected to a telephone breast-set worn by Piersall in the control-room. Campbell mixes the output of such microphones as cannot be seen from the control-room. All other mikes are handled by Piersall in the booth. He hears the entire program through a loud-speaker, just as it sounds in the home radio. During the broadcast telephonic communication is maintained between the two engineers to coordinate their actions, and afford a "smooth" mixing job.

Although other schemes have been tried for picking up the actors' voices from the wings of the stage, thus allowing the players a maximum of freedom, such methods were not so satisfactory. Two parabolic reflector type mikes were used, one being in the wings on either side of the stage, but with both turned on at once, distortion of voice quality resulted. When actors turned suddenly away from the reflectors, another case of distortion was noticeable.

A new directional mike based on an entirely different engineering principle, being developed by a well known manufacturer, was better, but is not yet entirely perfected, and to date the concealed mike, double-mixer arrangement has proved most successful, and the show is drawing capacity crowds every Wednesday night to attest the interest of the spectators and listeners.

### WJBY Modern Home

Gadsden, Ala. — WJBY will move into its new studio and transmitter building around Sept. 10. Structure is ultra-modern in design and will be equipped elaborately with expensive furnishings. New equipment has been added and the day power of the station has been increased to 250 watts, using a vertical radiator.

### Amplifier for KFAC

West Coast Bureau, RADIO DAILY  
 Los Angeles — KFAC is installing the new Western Electric type 110-A amplifier similar to the equipment recently ordered for KHJ. Increases carrier power without added wattage and improves signals, in addition to eliminating practically all distortion and 3db of extraneous noise.

### New Exide Radio Batteries

Philadelphia—Electric Storage Battery Co. is about to put on the market two new 2-volt Exide Radio Batteries, Types 2R-160, 160 ampere-hour capacity at the RMA standard 100-hour rate, and 2R-105, 105 ampere-hour capacity at the standard rate.

### KOIL Studios Dedicated

Council Bluffs, Ia. — A dedicatory program is being planned by KOIL, member of the Central States Broadcasting System, for Sept. 13, when construction and installation of the new equipment will be completed, giving the station more power and an improved transmitter.

Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## KGHL

Billings, Montana

"... We think you are doing a grand job in filling a need that has been long felt."

E. M. Yocum.

## ARTHUR BORAN

New York City

"... I think your publication is interesting and very informative."

Arthur Boran.

## WHO

Des Moines, Iowa

"... RADIO DAILY has become a very important source of information to us as to what is going on in the broadcasting industry and is, therefore, routed as rapidly as possible to department heads each day."

J. O. Maland,  
 Vice-President

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

**EXAMINERS' RECOMMENDATIONS**  
KABR, Aberdeen, S. D. CP for change in frequency and power to 1390 kc., 500 watts, 1 KW. L.S., unlimited, be granted.  
Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime, be denied.

**HEARINGS SCHEDULED**  
Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.  
WDZ, Tuscola, Ill. CP to move transmitter and studios to Decatur, Ill. 1020 kc., 250 watts, daytime.

KYW, Philadelphia. CP to increase power to 50 KW, 1029 kc., unlimited.  
West Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.  
Nov. 15: West Va. Broadcasting Corp., Wheeling, CP for new station. 1310 kc., 100 watts, unlimited.

## BOSTON

There are two new control engineers at WBZ-WBZA. They are Robert L. Henderson, formerly with Ganewell Co., and Richard Bower, who has been with WCAE for ten years.

George Cairns, who has just completed a course at Emerson College conducted by Arthur F. Edes, program manager for WEEL, has been signed by WORC, Worcester.

WCOP is inaugurating a "Man in the Lobby" series from the Tremont Theater, with a tie-in. Jim Donovan will handle the daily show.

Archie Macdonald is pinch hitting for Jack Wright, WBZ production manager, who is on vacation.

Ed Herlihy, former WEEL announcer now with NBC, home for a vacation.

S. B. Gregory of the Westinghouse broadcast department at Chicopee Falls, Mass., visiting the WBZ studios on business.

## Two Join Taplinger

Robert Taplinger, who yesterday returned from Hollywood, announces that Jerry Farrar, publicity relations council, and vice-president of "Box Office Digest", has resigned from that publication to become associated with the Hollywood offices of Robert S. Taplinger, Inc.

Tommy White, merchandising and personality publicist, has also been added to the West Coast office, headed by Pauline Swanson.

## ONE MINUTE INTERVIEW

### ORSON WELLES

"Radio drama is the industry's greatest contribution to the arts. Music, of course, is the great good of radio, but that has meant merely a new method of distribution rather than a new art, while the drama of sound without sight is an entirely new contribution."

## ★ Coast-to-Coast ★

**HERSCHEL MAYALL**, one of the featured players in "The Lone Ranger" which originates at WXYZ, Detroit, and goes over Mutual, has just completed 40 years of acting experience. He carried a spear in an Edwin Booth production back in 1897 and has appeared on Broadway and in Hollywood films as well as on radio.

*Gilbert Bayek, announcer at WDRC, Hartford, Conn., marries Dorothy Collins of Bangor, Me., on Monday.*

Phelps Phelps, assemblyman from the Third District, starts a bi-weekly series titled "Editorial Speaking" over WBIL on Sunday at 4:15 p.m. He also will be heard on Wednesdays. Clergy League of America also is going on WBIL for a Saturday 7:15 p.m. series titled "News of the Churches."

*Sporting notes: Andy Kerr, head football coach at Colgate and coach for the Eastern All-Star, was guest of Dick Fishell on his "Sports Resume" over WMCA last night . . . Jocko Maxwell of WLTH will honor Mel Ott during his "Sports Parade" at 6 p.m. tomorrow.*

WPG, Atlantic City: Norman Reed, manager and formerly chief announcer, has been appointed emcee for all events in connection with selection of Miss America at the Showmen's Variety Jubilee. Sept. 7-11; George Foster and the staff will assist in airing the event Sept. 11 . . . Betty Phillips, 14-year-old song stylist, is scoring with Alex Bartha's orchestra on Steel Pier . . . Jack Moss, tenor, pinch-hitting for Vaughn Comfort, on "Down on the Farm," conducted by Amos Kirby and Ethel Rattay.

*Governor's Night at the Eastern States Exposition, Springfield, Mass., Sept. 19, will be originated and fed to the Colonial net by WSPR. The show will comprise the entrance of the governors or their representatives from ten Eastern States and an address by each. Howard S. Keefe, special events announcer, and Wayne Henry Latham will handle the show.*

Maybelle Hinton, head of continuity and director of programs at WBRV in Waterbury, Conn. will be married Oct. 15 to Stanley R. Osborne of Albany, N. Y.

"Love on Toast" is the title of the original radio play by Ted Bliss which will be a feature of WOR-Mutual's "Ecstasy" program tomorrow at 9:30-10 p.m. Frederick Stark's orchestra, the solos of Julietta Novis, soprano, and Paul Keast, baritone, round out this program, which originates in the studios of Mutual's Los Angeles affiliate KHH.

Ralph Kirbery, the Dream Singer,

cuts his first transcription for the new Chevrolet series on Monday with Victor Arden's orchestra at the studios of World Broadcasting System in New York. Graham McNamee will be the announcer.

*WCAO, Baltimore: "Bill" O'Toole, head announcer, is summing down in Ole Virginny with his stogie "Snowball" . . . John Ademy, also of announcing staff, is basso profundo soloing to the accompaniment of a pipe organ on "Nocturne," a late evening daily feature . . . Miss "Ted" Fox has returned to her multitudinous duties after a visit to Ocean City, Md. . . . Mae Clare Lamb is in New York for a turn at the big town's sights . . . Frances Little prolonged her vacation at Virginia Beach two days to get a glimpse of the mammoth sea serpent she heard was on its way from Nantucket . . . Miss "Jerry" Murrin is writing a book which will be made up largely of poems. Martin Jones, chief engineer, has returned from vacation. . . .*

KGVO, Missoula, Mont., recently celebrated a year's affiliation with CBS with an outstanding program reviewing the highlights of the year.

## GUEST-ING

**ALFRED HITCHCOCK**, Gaumont-British producer, on "Movie Club", tonight (WHN, 8 p.m.).

**GEORGE HALL, DOLLY DAWN** and Hall's orchestra, on Alan Courtney's "Jovymakers", Aug. 30 (WNEW, 11:30 a.m.).

**JULIA COBURN**, formerly fashion editor of Ladies' Home Journal, on Glenna Strickland's "Kitchen Kapers", tomorrow (WHN, 11 a.m.).

**BOBBY BREEN**, on the Chicago Philharmonic - Grant Park program, Sept. 4. (MBS, 10:30 p.m.).

**WAYNE MORRIS**, Aug. 28; **WENDY BARRIE**, Sept. 4; **MARY CARLISLE**, Sept. 11; **DOLORES DEL RIO**, Sept. 18, all on George Fischer's "Hollywood Whispers" (MBS, 10:15 p.m.).

**PAT O'MALLEY** and **MARTHA TILTON**, on Benny Goodman Swing School, Aug. 31 (CBS, 9:30 p.m.).

**CARL HUBBELL, STANLEY WALKER, LORETTA CLEMENS** and **FRANK BLOCK**, on "For Men Only", Monday (WHN, 8:30 p.m.).

## WINS Inspirational Program

"The Church of Everyday Living", inspirational program, starts Sunday at 10-10:30 a.m. over WINS and the N. Y. Broadcasting System. Dr. Ivan L. deBray is the director, and program is non-denominational.

**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. 42

NEW YORK, N. Y., MONDAY, AUGUST 30, 1937

FIVE CENTS

# McNinch Starts Checkup

## JESSEL REGIONAL SHOW MAKES DEBUT SEPT. 26

West Coast Bureau, RADIO DAILY  
Los Angeles—George Jessel makes his bow over Don Lee-Mutual net on Sept. 26, at 3:30 p.m. PST. Sponsor for Don Lee stations is Gaffers & Sattler, local stove makers, with other regional sponsors tied in for coast-to-coast coverage. Norma Talmadge will be co-featured and Tommy Tucker and his orchestra provide the music.

## "Kitty Keene" on NBC; Jimmy Fidler Renewed

Procter & Gamble on Sept. 13 will place the "Kitty Keene" series, now on disks, on 12 NBC-Red stations, Mondays through Fridays, 4:45-5 p.m. Show will promote Drefl. Contract is signed for 41 weeks.

P. & G. has also signed 13-week renewals for the two Jimmy Fidler (Drene) shows on NBC-Red.

Blackett - Sample - Hummert, Chicago, has the Drefl account and H. W. Kastor & Sons has Drene.

## KGEZ in New Location with Improved Equipment

Kalispell, Mont.—KGEZ has completed the erection of a steel vertical antenna and change of location. It is anticipated that much better coverage will now be obtained in the Western part of Montana with the installation of the new equipment. A fine modern transmitting plant has been built on the new site which is two miles South of the city on Highway 93.

Don Treloar is manager of the station.

## Anthem Problem

WNEW is very much in favor of the American Legion's proposal that stations sign off their daily schedules by playing the national anthem. But WNEW operates on a 24-hour basis and doesn't know where it's sign off comes in, if any. Larry Nixon, station's special events director, has been assigned to figure it out.

## Unit for Orient

To give its listeners up-to-the-minute news on the Chinese-Japanese situation, NBC is preparing a crew to send to the Orient.

Formal announcement awaits final arrangements now being made in Shanghai.

## FORD SUNDAY EVE. HOUR SETS ITS TALENT LIST

"Ford Sunday Evening Hour," which returns to a CBS network of 93 stations Sept. 12, has set its talent schedule for the coming year. Jose Iturbi will handle the orchestra for the first eight weeks; Eugene Ormandy, Alexander Smallens and Fritz Reiner, also eight weeks each, then Iturbi and Ormandy return for the rest of the series. John Charles Thomas again starts off the series.

Other Ford series, Al Pearce and his gang, now on the west coast, will leave Hollywood for New York on Sept. 9, broadcasting from Dallas on Sept. 15 and Louisville the following week.

N. W. Ayer & Son has the account.

## Boston Television Station Readies for Eve. Schedule

Boston—WIXG, television station owned and operated by General Television Corp., is completely rebuilding its television equipment to bring it up to the 441-line standard recently accepted by the Radio Manufacturers Assn., and is using the "Iconoscope" and "Kinescope" developed by RCA.

(Continued on Page 3)

## ★ THE WEEK IN RADIO ★

... Meeting the AFM Demands

M. H. SHAPIRO

TAKING the bit into their teeth, as it were, entire group of independently owned outlets affiliated with networks gathered at the Waldorf-Astoria and thoroughly thrashed out the situation. Despite the hectic sessions, the committee chosen in advisory capacity took a safe and sane method of procedure, met with the AFM officials and is now merrily on its way to consolidate the entire industry in effort to solve the problem. Bill Hedges of WLW heads the

## New FCC Chairman Assigns 5 Lawyers to Dig Up Lowdown on Commission Preliminary to Shakeup

By GEORGE W. MEHRTESS  
RADIO DAILY Staff Correspondent  
Washington—Indicating what may be a sensational shake-up in FCC personnel, Frank R. McNinch, newly appointed chairman, has sent five trusted attorneys over from the Power Commission to check upon practices, procedure and personalities. McNinch's move is understood to be the first step of his FCC "clean-up" job for which the President appointed him.

During the preliminary check-up, 500 FCC employees are marking time while all work has been suspended  
(Continued on Page 2)

## NEW \$100,000 QUARTERS FOR WCCO, MINNEAPOLIS

Minneapolis—WCCO has leased all of the second floor and part of the third floor of the Elks Club building, and within the next few months will move its studios and offices to that location, it is announced by E. H. Gammons, station manager.

In this location, WCCO, in conjunction with CBS, will spend over \$100,000 for one of the finest broadcasting headquarters in the U. S. Plans call for six new studios of the very latest design, and all new speech input and  
(Continued on Page 8)

## No Studebaker Program Planned for Next Season

Chicago—John Pierre Roche, president of Roche, Williams & Cunningham, advertising agents for Studebaker, says that the motor car firm will not go on the air this season. Sponsor has been using the Richard Himber band for network and disks in recent years.

## NBC Coast Promotions

San Francisco—William J. Andrews, supervisor of NBC announcers here, has been promoted to night manager in Hollywood. Richard Eilers succeeds Andrews here, while  
(Continued on Page 3)

## MUSIC ARTISTS SETTLE UNION JURISDICTION

Following a meeting Friday of the International Board of Associated Actors and Artistes of America, at Actors Equity offices. International President Frank Gillmore announced that the committee representing the American Guild of Musical Artists and the Grand Opera Artistes Ass'n  
(Continued on Page 2)

## 'Heinz Magazine' Schedule Gets Revamped This Week

H. J. Heinz Co., sponsors of "Heinz Magazine of the Air," will be heard Monday through Friday beginning Aug. 31. Series, which has been heard Monday, Wednesday and Friday, 11-11:30 a.m., will be heard at  
(Continued on Page 8)

## Early Listeners

Tulsa—KTUL conducted a poll, using a sponsor's hillybilly orchestra for the experimentation and asking listeners if they'd rather have the program at 6:30 or 9:30 a.m. Replies were 2,843 to 2,819, a difference of only 24. Sponsor solved problem by putting on a program at both hours with the same orchestra.

NBC, et al., asked the N. Y. Supreme Court for an injunction restraining Transradio Press from sending out a blow-by-blow description  
(Continued on Page 2)



Vol. 2, No. 42 Mon., Aug. 30, 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. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. 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, Aug. 28)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166½	167	+ ½
Gen. Electric	52¾	51½	52½	+ ½
North American	25	24¾	24¾	+ ¾
RCA Common	11¾	11½	11½	- ½
RCA First Pfd.	73½	73	73½	+ ½
Zenith Radio	41½	41	41	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¼	16¼	16¼	- ¼
Majestic	3	3	3	- ½

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14½

## Katz Handling WMPS

WMPS, Memphis, a Scripps-Howard station, has appointed the E. Katz Advertising Agency as its national representatives. Katz also handles KNOX, Knoxville, another station owned by the newspaper chain. The Katz-WMPS appointment becomes effective immediately.

## New KVI Studios Open

Tacoma—KVI last week dedicated its new Seattle studios in the arcade of the Olympic Hotel. Some \$20,000 was spent on the new facilities.

## FCC ACTIVITIES

**EXAMINERS' RECOMMENDATIONS**  
Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime, be granted.

Don M. Lidenton & A. L. McCarthy, Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime, be granted.

### APPLICATIONS RECEIVED

Constitution Publishing Co., Atlanta. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

South Bend Tribune, South Bend, Ind. CP for high frequency station. 25950 kc., 100 watts, unlimited.

## ★ THE WEEK IN RADIO ★

### ... Meeting the AFM Demands

(Continued from Page 1)

of the Louis-Farr bout scheduled for tonight . . . decision being expected early today . . . Six months' business for broadcasting industry was up 28.7 per cent . . . Chevrolet shaved off 100 stations from its transcriptions list, leaving 267 outlets for the series starting Sept. 6 . . . Philco Radio using 200 stations in tube campaign . . . and CBS appointed a television director . . . also decided to delay construction work on its new building site . . .

NAB's hefty report on the Sesac catalog aroused considerable interest . . . NAB finds Sesac claiming too much, while Sesac says NAB left out a whole group of American publishers who joined recently . . . Election of an executive secretary of the American Federation of Radio Artists has been deferred due to a spirited battle for the job . . . Ascapi notified stations that it is issuing a list of 25,000 song-titles, the writers and copyright owners etc., all of which is being put out in a manner which will allow stations to file and cross index them as they see fit . . . more titles to come later . . . Song Writers

## McNinch Begins Checkup Before Shakeup of FCC

(Continued from page 1)

until the newly named chairman takes office. McNinch said Saturday that he hoped to wind up his present job between Labor Day and Sept. 15. Meantime he is conducting a thorough study of the communications commission to get background data preparatory to assuming his new post.

McNinch himself is a lawyer and, according to observers, is a past-master at easing out of office inefficient and doubtful characters. Just how much easing out will take place immediately is not known, but it is expected that a good portion of it will center around the Broadcast Division. For the present he states simply that he will do "considerable reorganizing."

## 52% Jump in Business Is Reported by WNEW

WNEW, in reporting an increase in business of 52 per cent for fall and winter, will be sold 87 per cent of the broadcasting day when new business goes into effect. Station, on the air 24 hours a day, has one of the longest participating commercial programs on record, Stan Shaw's "Milkmen's Matinee," heard at 2-7 a.m. six days weekly. A three-hour weekly football show is also in the works.

## Ommerle Joining Morris

West Coast Bureau, RADIO DAILY

Los Angeles—Harry Ommerle, CBS producer for Chesterfield, leaves the network Sept. 24 to join the William Morris agency in New York. Ommerle was at one time with N. W. Ayer.

Protective Ass'n, unable to come to an agreement with the music publishers as to who should retain the vested right of electrical transcription and movie synchronization, decided to take the matter to court for clarification . . .

The MPPA through Harry Fox, general manager and acting as agent and trustee for group of publishers, sent a letter to all phonograph record manufacturers to the effect that the copyright owners can't savvy the disk men offering to issue licenses to stations to play records when they do not own such rights . . . which further complicates matters for the phono. mfrs. . . CIO was upheld by the NLRB as the exclusive bargaining agent for WHN engineers . . . the CIO affiliate is the American Communications Ass'n, formerly the ARTA . . . Edward F. McGrady, assistant Secretary of Labor, goes to RCTA as labor man on Sept. 1 . . . New CBS rate card reveals 14 new outlets since the first of the year, also 10 power boosts and 48 stations with improved facilities . . .

## Music Artists Settle Union Jurisdiction

(Continued from page 1)

had met and signed an agreement settling the differences which exist between the two organizations, subject to ratification by the board of governors of the two associations involved. Pending such ratification, the International Board of the 4 A's postponed its meeting until tonight.

The AGMA and GOAA both claimed jurisdiction over certain types of artist and the new pact which settles their differences will not be made public until after ratification. The sum and substance, however, appears to leave the way clear for inclusion of additional operatic artists in the American Federation of Radio Artists and making it a much stronger organization.

## Parker Willson Back at WBAP

Fort Worth—Parker O. Willson, former announcer at WBAP here and more recently prominent in radio dramatic portrayals on several major, Chicago NBC and CBS shows, returns to WBAP today to take over the emcee job for the Lightcrust Doughboys, a six times weekly Texas Quality Network show, with J. Walter Thompson as the agency. Willson is best known for his work as Robert Marshall in "Today's Children," and as Major Patterson in Sunbrite Junior Nurses' Corps, both network features.

## WANTED

Position as Secretary; EXCELLENT STENOGRAPHER; trade paper and diversified experience; correspondent, outstanding ability; college, relieve executive details; finest recommendations. Box A-109, RADIO DAILY, 1501 Broadway, New York City.

## COMING and GOING

RUDY VALLEE and his aggregation, now filling a theater engagement in Minneapolis, returns to New York in time for Thursday's broadcast.

BOB HOPE leaves for Hollywood on Sept. 6 and will continue flying back and forth until his Sept. 26 airing of Rippling Rhythm fades.

GEROLD M. LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, arrived from Europe on Saturday aboard the Lafayette.

NANCY TURNER, director of women's programs for NBC in Baltimore, arrived Saturday aboard the President Roosevelt from Europe.

W. E. SCRIPPS of WWJ has returned to Detroit from New York.

STANLEY E. HUBBARD, KSTP, has returned to St. Paul from New York.

ANDRE KOSTELANETZ flew back to Hollywood on Friday for a few days to complete his work as musical director of the forthcoming Lily Pons motion picture, "It Never Happened Before."

JOE WIEGERS, press agent for MacFadden Publications, flew to Chicago last week on the first lap of a special trip through Mutual and Inter-City networks territory. He's polishing up local publicity on the True Story sponsored "Good Will Hour."

L. B. WILSON, head of WCKY, is back in Cincinnati, after a week in New York on the AFM stuff and other biz.

JOHN ROYAL arrives on Thursday aboard the Rex.

JESS WILLARD, WJSV, Washington, was in and out of town over the week-end.

SID SCHWARTZ, publicity director of WNEW, has returned from trip to Nova Scotia.

HOLLY NOBLE, CBS press department, returned today after a two-week vacation.

ARDE BULOVA returns from abroad today aboard the Normandie.

FRED DANIELLS, director of 2GB, Sydney, Australia, who has been in Hollywood for a few days, left for Vancouver, B. C., from which port he sails for home Sept. 1.

JULIAN MARTIN is taking a rest at the summer residence of his sister in Paris, Me.

## New Announcer at WRTD

Richmond—Gilbert Newsome, formerly of Norfolk, joins the staff of WRTD, here as an announcer on Sept. 1. Newsome has been connected with WGH, Newport News, and also is interested in radio dramatics.

Ernest Bowman has assumed his duties as announcer for WRTD, swapping places with John Carl Morgan of WTAR, Norfolk, who pinch-hit for him at WRTD as guest announcer while Bowman was stimulating the air-waves over WTAR.

## Jimmy Scribner Married

Jimmy Scribner, who does "Johnson Family" on Mutual, married Mary K. Kennedy of Columbus on Aug. 21, it was learned last week. It was Scribner's second marriage.

## COLUMBIA BROADCASTING SYSTEM

presents

## JACK MAJOR

"THE COLONEL FROM KENTUCKY"

Mondays 3-3:30 P.M.

WABC—Columbia Network

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

**NEW BUSINESS**

Signed by Stations

**KFBK, Sacramento**

Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Roma Wine Co. (grape juice), through James Houlihan Inc., S. F.; Philco (radios), through Hutchins Adv'g Agency, Rochester, N. Y.; Schering Corp. (Saraka), through Marschalk & Pratt, N. Y.; Chicago Engineering Works (air conditioning), through James R. Lunke & Associates, Seattle; Laborlite Sales Co. (cleaner), through Allied Adv'g Agency, S. F.; Electric Appliances Society, through Jean Scott Frickelton, S. F.; Sego Milk Products, through Botsford-Constantine & Gardner, S. F.; Calif. Dried Fruit Stabilization Co., through Brewer-Weeks Co., S. F.; Chamberlain Laboratories (Iotino), through Coolidge Adv'g Agency, Des Moines; Table Products Inc. (mayonnaise), through Lord & Thomas, L. A.

**WHAS, Louisville**

Tums, through H. W. Kastor & Sons; Utica Knitting Mills; Simmons Co. (beds—mattresses), through J. Walter Thompson.

Renewals: Kroger disks, Caldwell Syrup Pepsin, Purity Bakeries, General Mills, Gulf Spray, Chevrolet, Ironized Yeast, Alka-Seltzer, Drug Trade Products.

CBS network: Old Dutch Cleanser, Vick Chemical, Lehn & Fink, International Silver, Sanka Coffee, General Foods, Coca Cola.

**WBT, Charlotte**

Comet Rice, N. Y., through Freitag Adv'g Agency, Atlanta; Sherwin-Williams Co., announcements; Drug Trade Products, Chicago (Peruna, Acidine, Kolorbak, Hexin), through Benson & Dall, Chicago; Castleberry Food Co., Augusta, Ga., through Groves-Keen, Atlanta.

**WPTF, Raleigh, N. C.**

Comet Rice, through Freitag agency, Atlanta; Duo-Therm, through Brantley Advertising Agency, Salisbury, N. C.; Carolina Sales Corp. (Philco dealers), "Music in the Air."

**KFI, Los Angeles**

Look Magazine, one-minute disks; Dyanshine, daily announcements, through Anfenger Adv'g Agency, St. Louis; Battle Creek Food Co., participations.

**NEW PROGRAMS—IDEAS**

**Tongue Twister Tieup**

A new twist was added to group in programs in Richmond, Va., last week when the first of a new series featuring tongue twisters was aired over WRTD. The program is sponsored by Seven-Up Bottling Co., and offers prizes for participation.

The emcees, Sam Lawder and Ernest Bowman, open the program each week with the actual opening and pouring of a bottle of Seven-Up. Then visitors in the studio are asked to come up to the microphone one at a time and read rapidly a tongue-twister which they select personally from among many placed in a bowl. The tongue-twister is unknown to the participant until he unfolds the slip of paper on which it is written.

Listeners are asked to submit tongue-twisters for use on the program. For those accepted and used a "handy package" of six bottles of the beverage is awarded. To each person correctly reading the tongue twisters on the program, a similar package is given.

At the end of 13 weeks the best and most original tongue-twisters submitted are to be awarded cash prizes. The program is broadcast directly from WRTD's new Penthouse studios.

**Civil Service Dramas**

Radio programs to dramatize unusual incidents that happen during the work of Cleveland city employees are presented each Friday at 8:30

p.m. through WGAR. The series is called "Your Civil Servant." It is sponsored by the Civil Service Employees Association to prepare the Cleveland voters for the fall vote on a pension plan for city employees. The program is a combination of personal interview and dramatization.

Well known colorful figures such as the local hero of a crib disaster, the city diver, the head animal trainer at the city zoo, the oldest employees of the city, and others have been selected for interview.

The series is now in its fifth week and has proved so popular it may be continued as a permanent feature of the station. Production is by Guild Productions, local broadcasting and recording company.

**Air Girls' Softball**

To add a new touch to Sport Broadcasts, all types of which are well received in the Kansas City area, KCKN played up Girls' Softball for the first time this year.

The broadcasts caught on quickly with listeners because it was a novelty to hear a description of girls fighting fiercely in the slam-bang kind of contest that softball has become hereabouts.

It so happened that Kansas City, Kan., developed two exceptional teams and their bitter rivalry throughout the season gave announcer Ralph Nelson plenty to get excited about.

**NBC Sustainers on KYA**

San Francisco—Under an arrangement completed last week by M. E. "Bob" Roberts, KYA general manager, the Hearst network station will hereafter release NBC daytime sustaining shows which cannot be aired over the national network's two local outlets due to conflicting commercial or locally produced sustainings.

**James Whitcomb Riley Serial**

Chicago—"Back Home," serial by Howard McKent Barnes based on incidents in the life of James Whitcomb Riley, will be aired over NBC-Red at 8:30 EDST starting Saturday. Willard Farnum will play part of Riley, Gene Arnold will read his verse, and Carlton Brickert will do the narration.

**Nesbit Paris Expo Talk on NBC**

Frank C. Nesbit of the Paris International Exposition and the Veterans Pilgrimage will speak over the NBC-Blue network at 6:05-6:15 p.m. Thursday. Talk will be carried by 98 stations, including Hawaii and Canada. Nesbit, a member of Paris Post No. 1, American Legion, is doing good will work at his own expense.

**"Schlepperman" With Benny**

Sam (Schlepperman) Hearn will rejoin Jack Benny when he resumes over NBC-Red on Oct. 3.

**NBC Coast Promotion**

(Continued from page 1)

Robert Dwan becomes night supervisor and Robert Andrews will be shifted from the announcing staff to replace Dwan as Ellers' assistant. The promotions were made by Don E. Gilman, v. p. in charge of western division.

**Tele in British Cinemas**

London—Scophony, which is now installing home television sets, expects to be giving television shows in 500 cinema theaters by the end of the year.

BBC on Sept. 6 starts giving two hours of television each week day.

**INS Signs Two Stations**

WATL, Atlanta, and WRBL, Columbus, Ga., have contracted for the leased wire news reports of International News Service. WATL will get complete day and night reports, while WRBL receives the day service, both starting Sept. 15.

**AGENCIES**

DONALD D. STAUFFER has been made a vice-president of Young & Rubicam, it is announced by Chester J. LaRoche, president. Stauffer joined Y. & R. in 1933 as manager of the agency's radio department. Prior to that he had been with BBDO in New York. Hubbell Robinson Jr., will be assistant to Stauffer.

MRS. ELVA TOMOWSKIE, continuing the Spokane advertising agency of her late husband, Ernest B. Tomowskie, has filed request for final disbursement of his \$48,000 estate.

GEORGE H. INCLEDON, formerly of WJJD and the Selviar Broadcasting System, has been added to the staff of Ford, Browne & Mathews, Chicago advertising agency, in charge of radio.

PHILLIP KLEIN, INC., Philadelphia agency, has appointed Ernest W. Greenfield as vice-president. In addition to his new billet, Greenfield will continue with his other duties.

**Boston Television Station Readies for Eve. Schedule**

(Continued from page 1)

Station transmits on a frequency of 44 megacycles and starting in October will transmit for one hour each evening to allow television experimenters to work on their receivers. During the past year the station was on an afternoon schedule for its own experimental work.

**Hope's Writers Continue Here**

Though Bob Hope leaves for the coast after his next broadcast, Les White and Bud Pearson, his gag-writers, will continue to write his program for him from New York, where they will remain to fulfill their commitments to Tim and Irene and the Shuberts.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
THU	FRI	SAT	SUN
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

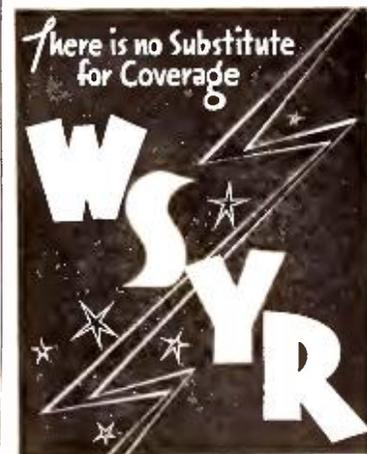
August 30

Paul W. Kesten Fred MacMurray

M. H. Shapiro

**AL DONAHUE**

Now Appearing  
ROOSEVELT HOTEL,  
New Orleans  
Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement



Send for New 16-County Program Survey

SYRACUSE, NEW YORK

# “Headquarters *for* Radio Facts”

*Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.*

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of “Primary” Coverage and how reliable are they as an index to station “circulation”?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?



Why do stations have such different “listening areas” day and night?

How do the listening habits of college students compare with those of the average audience?

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?



What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U. S. total?

Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.



What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man's desk, these days. We're glad to help with them. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

**THE COLUMBIA BROADCASTING SYSTEM**

*485 Madison Avenue • New York City*

## ORCHESTRAS MUSIC

**EMERY DEUTSCH** is emphatically opposed to swing. Hear him: "Swing music should be barred from the networks. Perhaps music has charms to soothe the savage breast, but swing music can and does induce barbaric emotions in listeners. In a former era warriors danced to tom-toms (the ancestor of swing) for hours before going on the war-path. And when they finally clashed with their adversary, they were not satisfied with merely killing their victims, but brutally mutilated their bodies. We cannot control radio programs so that only the normal people may listen. For this reason, my orchestra will not play swing music over the air. And I will try my best to get as many of my colleagues as possible to keep swing off the air, and in this way reduce the number of sex-crimes!"

*Johnny O'Connor, Fred Waring's manager, reports that several sponsors are warm on Waring but that nothing will be done until it is known how well "Varsity Show," the Waring picture, does. His plans for fall are contingent on that.*

Jimmy Dorsey starts a two-week engagement at the Netherland Plaza Hotel, Cincinnati, on Oct. 7, and moves into the Congress Hotel, Chicago, on Oct. 21.

*Raymond Paige will "premiere" the new Clarence Muse-Elliott Carpenter composition, "When Harlem Moves Down South," on the Packard program when he picks up the baton next month on the coast.*

Paul Whiteman, now playing in Texas, is having his hands full explaining that he does not know whether the caricature on the cover of the Saturday Evening Post, Aug. 14, is really him. There is no denying its likeness in every respect to the orchestra leader. Good natured kidding has made the bandster wonder whether someone didn't take a candid camera shot of him.

The "Homecoming" of Freddy Martin and his Magic Music to WGN and the Mutual network is scheduled for Friday night, when Freddy and his band return to Chicago's famous Aragon ballroom after a three-month tour. Returning with Freddy will be his two popular featured vocalists, Terry Shand and Elmer Feldkamp.

"Red" Norvo and his band follow Benny Goodman at the Palomar on the coast.

Music Publishers Holding Corp. is taking additional space in the RCA building to house M. Witmark & Sons, which has been occupying offices jointly with Remick, another Warner Bros. subsidiary.

# MAIN STREET

WITH  
**OL' SCOOPS DAILY**

PETTY CASH VOUCHER —Week ending Aug. 27th.

● ● ● Saturday...With Mickey Alpert and his fiancée, Kathryn Rand, we drive to Pompton Lakes where Joe Louis is training for his bout with Tommy Farr...Instead of seeing some ring work, we witness a beautiful shower plus N. T. G.—and Clem McCarthy in the sleeping quarters cross-firing some verbal attacks with Louis before the NBC mike. World-famous gate-crasher, One-Eye Connolly, bemoans the rain from across the road where he's sheltered under a spreading chestnut tree. Seems that Clem promised to have him air his views on the fight...Later that nite we hear WOR's graphic description of the Asbury Park fire from the site of the inferno. We didn't catch the wordslinger's tag—but whoever you are, consider yourself kissed complimented for an excellent job!

● ● ● Sunday...On the route back from Pompton we spot a beautiful fisherman's paradise—so we decide to go fishing after purchasing tackle and reel in a five-and-ten cent store!...Then we learn that a license is required, so we go hunting for the game warden—but he refused to oblige because we weren't residents. All nite we keep knocking on wardens' doors—and finally we succeeded in convincing one...We return to the lakes and after hiring a boat, buying bait and placing the oars in the locks—another rainstorm comes along—so we hold the umbrella over Mickey while he fishes—but nothing happens—except that he keeps losing his bait!

● ● ● Monday...From WBT, Charlotte, word is received that they have had many requests for old-time hymn singing by people who still croon the old-fashioned way...Recently, however, the Cunningham family auditioned and were signed for a 15-minute show. Family numbers six—father, mother and four children—who sing the rural hymns of the past in that corny way that definitely belongs to yesteryear.

● ● ● Tuesday...To the Fred Waring preview of "Varsity Show" which should have been titled "New Faces"—because this flicker makes stars out of Rosemary Lane, Priscilla Lane, Johnny Davis and Mabel Todd of the Waring crew. This picture is a credit to all concerned.

● ● ● Wednesday...Andre Kostelanetz enters the Paramount to view himself in the Jack Benny flicker—for the first time. It's been here four weeks...Milton Berle dances with a colored girl at the Harvest Moon Ball in Madison Square Garden to the shouts and amusement of thousands. Later at Lindy's with his mother he notices Henny Youngman enter. Henny notices him and decides to go over to Jack Osterman's party for Bob Hope and Del Casino.

● ● ● Thursday...Ted Hammerstein wires Lester Lee that he's purchased land up in Great Barrington, Mass., where next year he will establish a secluded colony for radio people...Don Bestor undergoes a minor operation in a Pittsburgh hospital...Helen Nolan of CBS press is another convalescent...In Portland, Ore., where he's been airing via KOIN-CBS, Ted Husing discovers that he's done 47 hours of special shows since Jan. 1 and covered some 16,000 miles to do them!

● ● ● Friday...Press Agent Sam Blake forwards a "flash" and "Exclusive": He writes "I am FIRING Arthur Boran as a client, which may or may not be one for the books"...It is, Sam! Imagine a vice versa switch-a-tion!

**TOTAL EXPENSE:** Three bucks for fishing tackle, \$5 for license and 25c for bait.

**AUDITOR'S REMARKS:** Denied! Whatsamatta? Can't you dirty your pretty hands digging worms?

## Program Reviews

### HAROLD STOKES ORCHESTRA

W. A. Sheaffer Pen Co.  
WOR—MBS, Fridays, 8:15-8:30 p.m.

Baggley, Horton & Hoyt Inc.  
FIRST OF NEW SERIES OF MUSICAL PROGRAMS AIMED AT YOUNGSTERS MISSES AIM.

Sheaffer has lined-up Harold Stokes and his orchestra, Arthur Wright, tenor, and two choruses for this quarter-hour show which airs once weekly. Initial presentation was of no merit. Band's tempo was too slow.

Commercials which are in good taste and brief indicate sponsor is aiming the show at students returning to school next month. Show therefore should be given more life. Quarter-hour stints, once weekly, are risky unless the show is worth repeat attention by the tuners-in.

### "Hammerstein Music Hall"

In addition to a couple of radio regulars, Helen Menken and Hol-lace Shaw, and the program's steady comedian, Jerry Mann, last Friday night's "Hammerstein Music Hall" on CBS had a couple of treats in the persons of John Griffin, concert tenor and soloist of St. Patrick's Cathedral in New York, and Bob Gibson, another coming vocalist. Griffin sang "When Irish Eyes Are Smiling," with a bit of choral background, and his rendition was a joy to the ear. He has a mighty pleasing voice and the ability to use it. Radio ought to have more of him. Gibson, though not yet as experienced, will bear watching.

### "Yes or No"

A variation of the quiz programs, this 1:15 p.m. daily shot on WNEW differs in that listeners, instead of a studio audience, can participate, and all questions are answerable by either yes or no. Contestants are directed to mail their entries to the station at the end of each day's broadcast, adding a final question of their own, and those who show a perfect I.Q. are rewarded with theater tickets.

Questions asked are of general interest, with a sprinkling of movie, sport, current news and other topics. The contest has a certain degree of fascination.

### "Your Unseen Friend"

Changing the first half of "Your Unseen Friend" into a musical sequence, with Harry Salter's orchestra and vocalists, has added a fresh note of enjoyment to this CBS program, heard Tuesday nights at 10-10:30. Salter also gives the show a musical windup after the usual but shortened dramatic skit, all of which makes for a program that is more acceptable at this hour of the night.

**PROMOTION**

**WHO Fair Broadside**

WHO, Des Moines, has put out a broadside for distribution at its Crystal Studio at the 1937 Iowa State Fair. Last year more than 50,000 persons visited the Crystal Studio. The folder gives interesting station data and is all spotted with pictures of WHO personalities and some network stars.

**WISN Outdoor Advertising**

WISN, Milwaukee, which recently improved its facilities, has contracted for billboard panels in the Milwaukee area to boost its audience. First of a series of 24-sheet poster boards have already made their appearance and outdoor advertising will be used by the station during the fall and winter months.

**KTOK Folder**

A comprehensive folder giving market data, coverage, information about programs, partial list of sponsors, testimonials on results, and other informative material has just been issued by KTOK, Oklahoma City. Station is a Mutual affiliate.

**New WHK-WJAY Rate Cards**

Cleveland—In connection with the shift Sept. 26 of WHK from CBS to NBC-Blue and of WJAY to Mutual, C. A. McLaughlin, general sales manager of the two stations, announces a new rate card has been issued for each of the stations to take effect on the day of the shift. The new cards comprise an adjusted increased rate schedule for the Cleveland outlets.

**Moss Signed for Campana Show**

Chicago — Frank L. Moss, former script writer for Bea Lillie, Martha Raye and Al Jolson, has been signed to draft the new Campana Monday evening NBC variety hour, supplementing "First Nighter," starting Sept. 20. Moss arrived here this week. Cal Tinney has been signed as emcee. Singers and band remain to be chosen. Aubrey, Moore & Wallace handling.

**Gracie Barrie Booked**

Gracie Barrie, now at Arrowhead Inn, plays the Earle Theatre, Washington, week of Sept. 10; the Stanley, Pittsburgh, week of Sept. 17, then to the Chez Paree, Chicago, Oct. 8, for three weeks. Herman Bernie set the bookings.

**Wrong Bait**

New Britain, Conn.—"Hot-Wire Herman" Goodstein, WNBC engineer, recently got wide publicity when he injected 800 volts into some wires circling a cucumber patch on the station's transmitter grounds, in order to kill the rats that were damaging the cukes. Pay-off came when a representative of the S.P.C.A. visited Herman and said "ixnay." Goodstein has torn down the wires and bought a rat trap and some cheese.

★ **Coast-to-Coast** ★

**T**HIRD anniversary of the KFEL News Service, serving KFEL, Denver, listeners with news while it's hot, was celebrated Friday. Station has four daily newscasts, all sponsored.

W1XAL, Boston: Frank Lindhar, after completing a fellowship at CBS, returns today to resume his educational features . . . Louise Ryerson, announcer — and probably the only girl announcer on short waves—will spend part of her vacation in New York discussing short and long (and permanent) waves with Lisa Sergio . . . Ruth Stanford is back from vacation.

KGER, Long Beach, Cal.: David Morris has joined the announcing staff, coming from KFEL, Denver . . . Baby June La Verne, a radio "veteran" at 10, starts a new weekly series Tuesdays at 3:45 p.m. . . . Bond Harpole and Victor Eckland are handling the mike for wrestling bouts now being aired from the Long Beach Municipal Auditorium, with tickets awarded to listeners for the best 50-word letter on "Why I Like Wrestling."

WNBC, New Britain, Conn.: General Manager Richard W. Davis is paying \$2 a week to staff members for the best idea . . . Al De Lalla is vocalizing again on Thursdays after touring all summer with Bob Schneider's Texans. . . . James Mingrone's piano specialties have been added to the schedule. . . . Hal Goodwin, program director, and Mrs. Goodwin back from Washington . . . Jack Lacy, announcer, returns shortly to his studies at Teacher's College . . . Laurence Edwardson, general sales manager, predicts a banner season . . . Crean Patterson, announcer, has been bitten by the love bug . . . studios are undergoing general face-lifting.

A new series of civic sketches, "What Omaha Needs Today," has been started at 8 p.m. Tuesdays over KOIL, Omaha, by Commentator John McKay. The series replaces his former Tuesday evening "Sketches" features.

The Renfro Valley Twins, heard weekly over WTAQ, and the Johnson Twins, Velva and Viola, heard over WLBL, have been booked for appearances in connection with the Labor Day celebration Sept. 4-6 at New London, Wis.

Louis McCarthy, newest singer appearing over WRJN, Racine, Wis., is now being heard on his own program over that station.

WSPD, Toledo: Jack FitzGerald, announcer and staff photographer, has returned from his vacation and taken over his duties as "News Reel"

reporter . . . Hay-fever has affected announcers Joe Rockhold and Bob Evans . . . Dave "The Smile Man" Zimmerman, announcer, has left with his family on a two-week motor tour . . . Mrs. Laura Jeffries, program secretary, has left with her son for a vacation trip to Washington and New York.

KVOO, Tulsa, recently broadcast the Oklahoma Open Championship Swimming Meet. The program was taken direct from the diving tower of the pool where the meet was being held. KVOO sports announcer Bob DeHaven interviewed the winner of each event as soon as he came out of the water.

Bryan J. Degnan, formerly with the advertising department of the Columbia Broadcasting Co., has been appointed to head the new school of journalism at St. Michael's College, Winooski Park, Vt.

WFAM, South Bend, Ind.: Dick Grove is a new vocalist on the staff . . . The Blue Streaks, dual piano team composed of Harlan Hogan and Art Richardes, has started a new twice-weekly series . . . "Mrs. Riley's Shopper's Guide," morning participating program, resumes a six-day schedule after being on three days during the summer.

Two of WOR's better known vocalists, Joan Merrill and Walter Ahrens, are afflicted with colds, the latter being confined to bed last week.

Hoyt B. Wooten of Memphis, owner of WREC and WHBQ, is vacationing in Miami Beach. Wooten is accompanied by his family. They have just returned from a week's visit in Cuba.

WVL scored a nice beat in New Orleans by getting two of Louisiana's senators to wire in 300 word reports on the closing of Congress and the significance of the legislation both passed and defeated. Before leaving for New York to participate in the radio-AFM meetings, Manager Vince Callahan, wired Senators Allen Ellender and John Overton to send him their stories by telegraph.

George Snell is now publicity director for KDYL, Salt Lake City.

Larry Allen, former manager of KGW-KEX, and now head of the NBC artists bureau in San Francisco, has been visiting Portland on business—and—a little fishing.

Henry Blanck, who handles the half-hour job finder program Wednesday nights on WFBR, Baltimore, has been successful in placing many applicants in jobs.

**GUEST-ING**

LEON ERROL, on "Show Boat," Sept. 2 (NBC-Red, 9 p.m.).

STOOPNAGLE and BUD, JIM TULLY, on Rudy Vallee program, Sept. 2 (NBC-Red, 8 p.m.).

RICHARD CROOKS, on "Magic Key of RCA," Sept. 5 (NBC-Blue, 2 p.m.).

KENNY BAKER, GEORGE JESSEL, GERTRUDE MICHAEL and FRANK McHUGH, in preview of "Mr. Dodd Takes the Air," on "Hollywood Hotel," Sept. 3 (CBS, 9 p.m.).

AL JOLSON, on Ben Bernie program, from Hollywood, Sept. 14 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

JAN PEERCE will sing opposite JESSICA DRAGONETTE in "Robin Hood" on the Beauty Box theater Sept. 1 (CBS, 9:30 p.m.).

CHICK WEBB and his Quintet, ELLA FITZGERALD and WALTER GROSS, on "Swing Club," Sept. 4 (CBS, 8 p.m.).

MILDRED BAILEY and RED NORVO, on Benny Goodman Swing School Sept. 7 (CBS, 9:30 p.m.).

BERNICE CLAIRE, on "Hit Parade," Sept. 1 (NBC-Red, 10 p.m.).

GERMAINE BURYERE, on "Story of Song," Sept. 7 (CBS, 3:30 p.m.).

CHANNING POLLOCK, repeat booking through Dorothy Worthington, on "Magazine of the Air," Sept. 3 (CBS, 11 a.m.).

DOLORES DEL DIO, BORIS KARLOFF and MARIO CHAMLEE, on "Kraft Music Hall," Sept. 2 (NBC-Red, 10 p.m.).

CONRAD THIBAUT, on "Cavalcade of Music," Sept. 15 (CBS, 8 p.m.).

RAMON NOVARRO, on "Hit Parade," Sept. 8 (NBC-Red, 10 p.m.).

GREGORY RATOFF and CONNIE BOSWELL, on Ben Bernie program, Sept. 7 (NBC-Blue, 9 p.m.).

MIDGE WILLIAMS, on "Town Hall Tonight," Sept. 8 (NBC-Red, 9 p.m.).

**WROK Airs Farm Outing**

Rockford, Ill. — The Trask Bridge picnic, held Aug. 25 with about 65,000 in attendance, was aired by WROK with its mobile unit, WAAR. Besides broadcasting the speeches, entertainment was provided by the Black Hawk Valley Boys and the Livingstone Trio of WROK. Kaye Kreamer was "inquiring reporter," subbing for Bill Traum, who is on vacation.

**Fight Decision Today**

Decision is expected to be handed down today by Supreme Court Justice Ferdinand Pecora in the injunction case of NBC, et al, against Transradio, seeking to stop the latter from giving a blow-by-blow account of the Louis-Farr bout tonight simultaneously with the progress of the fight.

# Los Angeles

**T**HAT hardy perennial, Frank Watanabe, is off on another Don Lee-Mutual series labeled "Frank Watanabe and Rudolpho" in which the bi-lingual Eddie Holden, for the first time, will play both leading roles—Japanese and Mexican. Grover Jones, screen writer, is co-author of the new series, David Kerman and Georgia Fifield in leading roles. William Austin, other half of "Watanabe and the Professor," joins the faculty of Jack Oakie's Camel college.

Participating sponsorship brings "Happy" Jack Kay's Breakfast Club back to KFI each morning.

Fox-West Coast Theaters have Louis Prima and his orchestra joining Ed Lowry on his "Sing Time" show over KHJ-Don Lee on Aug. 31.

Harry Witt and Don Forbes are away from their CBS desks on vacations.

Lanny Ross is here to prepare for the new Packard series.

Frank Woodruff, Lux producer, doubled on the Kraft program last week because of vacationing J. Walter Thompsonites.

Lou Silvers, one of Hollywood's leading musicians, returns again as musical director of the "Lux Radio Theater," which comes back to the air, Sept. 13.

"Let's Go Hollywood," new KFVB variety show, makes its bow for Clairol on Sept. 22. Eddie Dein furnishes script, Owen Crump will be emcee, and Leon Leonardi supplies the music.

Virginia Flohri has left Cedars of Lebanon Hospital and is recuperating at home. Expected to resume her KFI program for Packard in a couple of weeks.

"The Newlyweds" will be Listerine-sponsored over CBS Pacific Coast net beginning Aug. 30. Howard Swart, who writes the script; Mary Lansing, Elvia Allman and Charlie Lung remain prominently cast.

Douglas Mooers added to the sales staff at KHJ. Formerly division sales manager for Seagram Distillers.

KFI will remote Sunday jam sessions of "Stuff" Smith and his crew from the Famous Door with an added guest artist each week.

## ONE MINUTE INTERVIEW

RAY PERKINS

"I wish someone would think up a new name to take the place of 'master of ceremonies'. The phrase has been hacked, banded, misused, abused, and filly-dooed around so loosely that no one knows exactly what it means. Anyhow, the style of emcee who kides the performers, the leaders, and the audience is waning."

## RADIO PERSONALITIES

No. 63 in the Series of Who's Who in the Industry

**V**ERNON RADCLIFFE, radio production manager, WPA Radio, New York, has one of radio's most interesting jobs. Tall, lean, dynamic, he has built up a producing unit of 141 actors, authors, directors, sound men and research workers, to serve 74 hours of air time monthly. "Northland Lumberjacks," "Spy Stories," "Great Americans," "Great Men In History," etc., are already blazing new paths in radio. One program is running in three editions on different stations and is about to be translated into Italian.

Radcliffe is one of the program pioneers in radio, his first production being the famous "Gold Dust Twins," which he wrote and directed for a sponsor on old WEAF at 195 Broadway. While with NBC he created "The Radio Guild Hour" of great plays which he arranged for the air and directed for six years on a nation-wide network. It is this hour, the forerunner of the Lux Theater, which is credited with developing the possibilities of drama on the air. Other shows under his direction that built big audiences, were "Real Folks," "Harbor Lights," "Forty Fathom Trawlers," "Big Guns," "Country Doctor," "W.7," "Irene Rich," "Charlie Chan," and "Hour with Shakespeare." He was the director of "The Seth Parker Expedition" which broadcast down the coast from a four-masted schooner. He put on the first audition of the "Rogue Song" which began the Palmolive hour. He was the first production director of the Vallee Hour. There was hardly a big feature dramatic show on the networks over a period of years that Radcliffe was not concerned with and he has started innumerable stars on their radio careers. The actors are behind Radcliffe as he is known as the actor's friend.

The remarkable thing about WPA programs is that their success has been achieved by the efforts of the unemployed, surprisingly enough, some of the outstanding stars of recent years on Broadway. Radcliffe is a member of The Players, The Comedy Club and the Marshall Chess Club—chess being one of his hobbies. He has three children.



Produces 74 hours of air drama monthly...

## New \$100,000 Quarters For WCCO, Minneapolis

(Continued from page 1)

electrical equipment from the panels in the master control room to the microphones in the studios. Entire Elks Club building is to be remodeled, both exterior and interior, to be ready for occupancy by Feb. 1.

Space to be occupied by WCCO will include approximately 13,000 square feet.

Fred Semmens, CBS designing architect, drew the plans for the new WCCO headquarters. Hugh McCartney, chief engineer of WCCO, will be in charge of construction work. Station has had its headquarters in the Hotel Nicollet since March 4, 1925.

## NEW ORLEANS

"Fazzola" who was born Prestopnik and christened Irving, has joined Ray Miller and his orchestra to blow a clarinet. Miller, who concluded a long and strong engagement at the Blue Room, goes into the Century Room of the Adolphus Hotel at Dallas.

Al Donahue, who replaces Miller in the Blue Room, will take to the air over three stations—WWL, WDSU, WSMB.

Press Agent Henry Dupre of a local radio station got locked in the bath room and couldn't get out until help came.

## 'Heinz Magazine' Schedule Gets Revamped This Week

(Continued from page 1)

11:15-11:30 a.m. Monday, Tuesday and Thursday, and 11-11:30 a.m. Wednesday and Friday. New programs will feature a dramatic sketch, "Carol Kennedy's Romance," daily, and Julia Sanderson, Frank Crumit, Bill Adams and B. A. Rolfe's orchestra on Wednesday and Friday. A coast repeat broadcast will be aired at 3:15-3:30 p.m. except Wednesday and Friday, when show will be heard at 3-3:30 p.m.

## New Broadcasting Firm

Omaha—Great Western Broadcasting Co. has been started here by Sam Klaver and Belzer, with offices in the Patterson Block, and application has been made to the FCC for permit to erect a 100-watt station.

## SAN ANTONIO

Grand Prize Beer is sponsoring a new 2½-hour Saturday night dance party over KMAC at 10:30-1 a.m.

Station Manager Hugh Al Half of WOAI is vacationing in California.

Marie Walsh of K TSA's program department gets back from New York this week.

New weekend morning feature recently started on KONO is titled "You Bet Your Life." Idea is to help lessen auto accidents.

# Chicago

**D**ON THORNBURGH, CBS west coast vice president, Jimmy Shouse, manager of KMOX, CBS owned and operated station at St. Louis, and Kelly Smith, boss of Radio Sales, Inc., CBS spot subsidiary, huddling here last week.

Dorothy Gish's and Harold Vermilyea's taking over "Couple Next Door" leads has not worked out so auspiciously for Chicago radio. Because of theater commitments it is moving to New York and taking along several established radio names including announcer Pierre Andre, Director Stephen Gross and Actress Ethel Owen.

Bobby Breen will be guest singer with the Chicago Philharmonic orchestra on Saturday, Sept. 4 playing in Grant Park.

Rube Appleberry cast for Campbell Cereal on WGN includes Lawrence Read, Paul Fogarty and Connie Wells.

Fibber McGee and Molly, accompanied by Harlow Wilcox, trek to Detroit tomorrow to make a commercial short for Chrysler.

Myrna Dee Sergeant, who broadcasts WAAF's Women's Program is away on vacation.

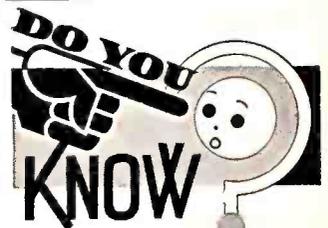
## BOSTON

Ed Lord has finished at WEEL and today starts his new duties as station manager at WLNH at Laconia, N. H. Ed has been assistant production manager and musical director at WEEL for the past four years.

Holy Cross football games will be aired over WEEL under sponsorship of Atlantic Refining. Games will be fed to four other New England stations, WORC, WDRG, WPRO and WMAS.

## Duchin for Kopper's Koke

Kopper's Koke Co. through Batten, Barton, Durstine & Osborn has signed Eddy Duchin and his orchestra for a fall series of programs to be aired over a two station hookup (WEAF, New York, and KYW, Philadelphia) Fridays, 7:30-8 p.m., beginning Sept. 24.



Ted Lewis will never perform, whether it be radio broadcast or phonograph recordings, without that battered hat—the same one he has used as a trade mark for twenty years.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 43

NEW YORK, N. Y., TUESDAY, AUGUST 31, 1937

FIVE CENTS

# Ford Off World Series

## NEW COAST OFFICE FOR JOHN BLAIR CO.

John Blair & Company announces opening a Los Angeles office September 1st at 438 Chamber of Commerce Building with Carleton E. Coveny, manager. Coveny has been commercial manager of KFAC, Los Angeles, of which E. L. Cord is principal owner. Formerly commercial manager of KJBS, San Francisco and of Northern California Broadcasting System. Served as director San Francisco Advertising Club last year.

Deal was handled through Lindsey  
(Continued on page 3)

## Liggett & Myers Fall Program Plans Readied

Liggett & Myers Tobacco Co. (Ches-terfield cigarettes) has set its new fall and winter radio plans. Present Wednesday night series, which is heard over a CBS network of 94 stations at 9-9:30 p.m., features Andre Kostelanetz and Frank Parker. New series, beginning Sept. 29, will retain same network, but will drop Parker and present guest stars each week instead. Those to be heard, in  
(Continued on Page 3)

## Irna Phillips Writing New P. & G. Program

Irna Phillips, prolific writer of drama serials, has signed a long term contract to provide scripts for a new series to be broadcast over both the NBC-Blue and Red networks, starting Sept. 13. This makes the third currently broadcast serial written by Miss Phillips.

Entitled "Road of Life," the story will concern the life of a young doc-  
(Continued on Page 2)

### Trees Are Safe

Chicago—The Arkansas Wood-chopper (Luther Ossenbrink) of WLS Barn Dance crew has acquired a fancy new bus complete with two sets of matched golf clubs, fishing tackle, horseshoes, tennis rackets, nets, and balls, target rifle, soft balls and bats, a steak roaster, and movie outfit. But no axe!

### Exploitation

Chicago—Studio guests of the Wrigley show in WBBM's Audience Theater run a long gauntlet of easels, about 10 feet apart, of Wrigley advertisements blown up from newspapers and mags, when passing through first floor of building on way to studio. They also get a free stick of gum to relax them while listening. And at the conclusion a copy of the commercial continuity for the evening.

Walter Preston produces the show.

## HIGH NEWS STANDARD BIG HOPE OF ARNEW

Chicago—Replying to Dwight Burroughs' article in RADIO DAILY on Standards in Radio News, Al Hollender, executive secretary, Association of Radio News Editors and Writers announced yesterday the prime objective of the ARNEW convention here September 10th to 12th would be establishing of standards in radio newscasting. They hope to form code of ethics to guide news editors.

Hollender said: "Questions regarding various practices that have been both condemned and praised  
(Continued on Page 3)

### Paramount Signs Heatter

Gabriel Heatter, commentator, was signed yesterday by Paramount News. Contract is reported as being for one year with options running four additional years.

## Court Enjoins Transradio From Broadcasting Fight

### Don Lee Producing Test Show With MCA

West Coast Bureau, RADIO DAILY  
Los Angeles—Music Corporation of America is collaborating with the Don Lee Broadcasting System in producing a test series titled "Script Teasers." Basic idea is to weave the title of a popular song into the lines  
(Continued on Page 2)

## Drops Option at Last Minute After Three Seasons—Policy of Retrenchment Blamed

### NEW CALL LETTERS SOUGHT BY WHK-WJAY

Cleveland—H. K. Carpenter, vice-president of the Cleveland Radio Broadcasting Corporation and general manager of WHK-WJAY, has sent a formal application to the secretary of Federal Communications Commission requesting permission to change the call letters of WJAY to WCLE on September 26 when the station becomes an affiliate of the Mutual Broadcasting System.

Carpenter said in application that a new transmitter site was being used by the station as well as new  
(Continued on Page 3)

### Hartman Agency Sets Radio Expansion Plans

Chicago—George H. Hartman, president of the George H. Hartman agency, in announcing the appointment of Thomas V. Kivlan, former WBBM sales executive, as radio director of the agency, effective Sept. 1, also revealed plans for intensive specialization in use of radio for promoting direct retail sales. In this connection immediate construction of an acoustically treated studio and client's audition room with electrical transcription facilities at agency  
(Continued on Page 3)

Ford Motor Co. has dropped its option on the forthcoming World's Series, after being associated with the baseball classic for the past three seasons. This leaves the series open, virtually at the last minute, with the N. W. Ayer & Son, Inc., agency seeking a likely buyer. Ford is reputed to have paid approximately \$75,000 for the broadcast rights last year, apart from time bought on all major networks.

Although the Ayer agency confirmed the sudden decision by Henry  
(Continued on Page 3)

## AFM IS OPTIMISTIC ON FAIR ADJUSTMENT

Officials of the AFM told RADIO DAILY yesterday that they were highly gratified with the move made by the Independent Radio Network Affiliates and that they were sure an amicable adjustment would be worked out, satisfactory to both the AFM membership and the broadcasters. Officials pointed out that they were obligated to heed the woes of the 25,000 or more unemployed  
(Continued on Page 6)

## Drug Ass'n Will Air On 12 Eastern Outlets

The New York State Pharmaceutical Association yesterday revealed plans for an extensive radio "Good-Will Hour" to begin this fall. Series will be piped to 12 eastern states  
(Continued on Page 3)

### A Plug for Uncle Sam

The NBC order which requires the sign-off orchestra to play the Star Spangled Banner, is somewhat of a headache to the night club owners with a remote wire. It is not a question of patriotism they say, but an awkward situation when some customers just can't get to their feet at 1 a.m.

(Continued on Page 3)



Vol. 2, No. 43 Tues., Aug. 31, 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-  
 reau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor.  
 Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order.  
 Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Witk, 6425 Hollywood Blvd. Phone Granite 6607.  
 Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Aug. 28, 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
That Old Feeling (Leo Feist Inc.)		37
My Cabin of Dreams (Irving Berlin Inc.)		31
I Know Now (Remick Music Corp.)		30
Whispers in the Dark (Famous Music Corp.)		30
Can I Forget You (Chappell and Co.)		25
Yours and Mine (Robbins Music Corp.)		24
Loveliness of You (Miller Music Corp.)		23
No Rare (Robbins Music Corp.)		23
Have You Got Any Castles Baby (Harms Inc.)		22
Afraid to Dream (Miller Music Inc.)		20
Remember Me (Witmark and Son)		20
Sailboat in the Moonlight (Crawford Music Corp.)		20
First Time I Saw You (Sanfly Bros. and Joy)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		19
Caravan (Exclusive Publications)		18
Stardust on the Moon (E. B. Marks Music Co.)		18
Gone With The Wind (Irving Berlin Inc.)		17
Harbor Lights (Marlo Music Co.)		17
In A Little Carolina Town (Crawford Music Corp.)		16
Satan Takes A Holiday (Lincoln Music Co.)		16
Where or When (Chappell and Co.)		15
Moon Got In My Eyes (Select Music Co.)		15
So Many Memories (Shapiro-Bernstein Corp.)		15

**COMING and GOING**

**FRANK KING** of WMBR, Jacksonville, Fla., is in town.  
**JOHN DODGE** from WMAL, Washington, D. C. was in town for a day.  
**ED FOX** of CRA arrived in N. Y. yesterday and will stay here for a few days.  
**BEN BERNIE** and his brother, **HERMAN**, leave for Hollywood Sept. 7.  
**EDWARD ZIMMERMAN**, vice-president and general manager of KARK, Little Rock, Ark., is in New York discussing staff musicians for stations.  
**JACK BELL**, commercial manager of WCMI, Ashland, Ky., left for Texas with **MRS. BELL**.  
**BING CROSBY** left Saratoga en route to Hollywood.  
**ROCCO VOCCO** of the Warner Music firms, leaves for Hollywood today or tomorrow on business.  
**RALPH WONDERS** is scheduled to leave some time this week for Cleveland and points west on an inspection tour.  
**DON CARLE GILLETTE**, editor of RADIO DAILY, is vacationing from his blue-penciling duties.  
**HOWARD PILL**, WSFA; **C. U. PRICE**, KFJ; **FRANK KING** and **GEORGE WILLINGS**, WMBR and **ARCHIE TAFT**, WOL, are in town.  
**VIRGINIA LATIMER**, secretary to A. A. Schechter, NBC news and special events director, is off on a six-day Bermuda-Halifax vacation.  
**NORMAN SEIGAL**, radio editor of Cleveland Press, flew in yesterday for a short business trip.  
**BEN LARSON**, Ruthrauff & Ryan radio executive, flies to Hollywood tonight and will act as consultant on new Lifebuoy-Al Jolson series.  
**TED WEBBE**, chief announcer at WNEW returned from a two-week trip through New England yesterday.  
**PEGGY MORRIS**, WOR secretary, left yesterday for a vacation in Canada and New England States.

**FINANCIAL**

(Monday, Aug. 30)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 1/8	166 1/8	166 3/8	— 3/8
CBS A	28	28	28	.....
CBS B	27	27	27	.....
Gen. Electric	53 3/4	52 1/2	53 1/4	+ 3/4
North American	25 1/4	24 3/8	25	+ 1/8
RCA Common	11 1/8	11 1/4	11 1/8	+ 1/2
RCA First Pfd	74	73 3/4	74	+ 1/2
Stewart Warner	17	17	17	.....
Zenith Radio	43	41 1/4	43	+ 2

**NEW YORK CURB EXCHANGE**

	High	Low	Close	Net Chg.
Hazeltine Corp.	16 1/8	16 3/8	16 5/8	+ 1/8
Majestic	3	3	3	.....
Nat. Union Radio	13 1/4	13 1/4	13 1/4	.....

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	12 1/2	14

**American Legion Time**

Representatives of the National American Legion will meet early next month with program directors of all local and network stations in New York in an attempt to line up as much available time as possible during the American Legion convention to be held here Sept. 20-23. Legion will attempt to give a blanket coverage, via radio, of all activities during the convention.

**Irna Phillips Writing New P. & G. Program**

(Continued from Page 1)  
 tor and the different types of humanity he encounters. Programs will be presented twice daily, Mondays through Fridays, from 11:15-11:30 a.m. on NBC-Blue and afternoon repeat from 4:45-5 p.m. over the NBC-Red.  
 Series is sponsored by Procter & Gamble.

**Rogers Memorial on NBC**

Colorado Springs—Climaxing a three-day Will Rogers Memorial Rodeo at the Broadmoor Hotel polo grounds, the Will Rogers Shrine of the Sun on Cheyenne mountain will be dedicated on Labor Day, Sept. 6, at 11 a.m. MST. The proceedings of the services will be broadcast by NBC to their nation-wide audience.  
 As the services start a solemn procession of notables including statesmen, actors, aviators, cowboys, Indians and friends will go up the mountain to the shrine, preceded by a saddled riderless horse. Vibraharp and chimes which were installed in the shrine will play for the first time, and will lend a background for the radio description of the services. Favorite western songs of Rogers will be played.

**Electric Organ Sponsor**

The first radio campaign to be sponsored by the Hammond Organ Company starts Sept. 9 on WQXR. Contract for a weekly half hour has been placed with that station by J. Walter Thompson Co.  
 The weekly organ recital will feature the distinguished organist, C. A. J. Parmentier and occasional guest artists, who will be heard over WQXR every Thursday from 8:30-9 p.m.

**Don Lee Producing Test Show With MCA**

(Continued from Page 1)  
 or action of the script and have listeners submit their guesses.  
 Buddy Rogers will be the emcee headliner, with Tommy Harris and a 20-piece orchestra and Pat McKay, fem, rhythm singer. Ward Byron is writing script for the teasers, MCA execs are sitting in on production, and Don Lee will release over its chain on the coast.

**Cliff Hall As Emcee**

Cliff Hall, "Charlie" to Jack Pearl's "Baron Munchausen," will join the cast of the "Hometowns' Show" as m.c. when the musico-comedy program moves into a half hour period beginning Sept. 4, from 8-8:30 p.m. over the NBC-Blue network.  
 Swor and Lubin, popular black-face comedy team, the Ink Spots, vocal and instrumental exponents of the Harlem "Low-Down" and Bill Werges and his orchestra will continue in their featured roles.

**More Football for WBAP**

Ft. Worth, Tex.—WBAP, Ft. Worth, in addition to being a major TQN unit for Southwest Conference football games under sponsorship of the Humble Oil Co., Houston, will also be a member station of several supplementary network broadcasts in connection with featured Intra-Conference tilts. Franke-Wilkinson-Schiwetz, Inc., Houston, is the agency for the Humble account. WBAP will usher in Fall gridiron broadcasts on October 2, when Texas Christian University plays Arkansas U., at Fayetteville, Ark. Cy Leland will handle the play by play version of games for WBAP and the Texas Quality Network.

**New Portland Outlet**

Portland, Me.—Portland Broadcasting System, which recently received a grant for a new station from the Federal Communications Commission, will begin construction on the station within a month. Station, to be located in Portland, Me., will be identified as WGAN.

**Bird's Eye Foods Campaign**

Bird's Eye Foods yesterday announced that advertising expenditures for the fall and winter season will be increased 40 per cent, with radio planned for three cities. E. T. Gibson, president, revealed that in addition to other medias, daytime radio programs, yet to be selected, will be used over stations in New York, Chicago and Boston. Young & Rubicam is the agency.

**"Hams" to Hold Convention**

Stockton, Calif.—Several thousand "ham" operators from all parts of the west are expected to attend the 18th Pacific Division ARRL convention here Sept. 4, 5 and 6, sponsored by the Stockton Amateur Radio Club, Inc.  
 George Scott, W6IKG is general chairman of the convention committee. Show to be held in the Civic Memorial auditorium.

**Radio Newsfeatures**  
 Available to only one radio station in each city  
**Details on Request**  
 Represented exclusively by  
**Stephen Slesinger, Inc.**  
 250 Park Avenue New York

**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*

## FORD OFF WORLD SERIES IN RETRENCHMENT POLICY

(Continued from Page 1)

Ford not to sponsor the World's Series, the status of who controls the options through a deal with Judge Landis, is still believed to be the same agency, through a "gentlemen's agreement."

Ford policy of late is reported as being one of retrenchment in so far as radio is concerned, since he recently decided to drop the Universal Rhythm show after Sept. 12, and is cutting down on overhead of the Sunday Night Concerts which return on the same date.

Another angle may be that the Giants have closed in on the Cubs the past week and a N. Y. inter-city club contest is not considered as interesting to a mid-west audience.

## Hollender Clarifies ARNEW News Standard

(Continued from Page 1)

by various station owners and managers have flooded ARNEW offices. Convention committee is anxious to establish a working code at forthcoming meeting. To this end, such men as Boake Carter, Leo Fitzpatrick and Tom Flannigan have been invited that visiting news editors may hear what is expected of them from station managers and sponsors, and also learn how recognized authorities prepare their material."

Such problems as pronunciation, sex stories, foreign news and several others will be on the fire throughout the meeting. Convention committee hopes to turn convention into school and distribute as much information and instruction as is needed.

## New Call Letters Sought by WHK-WJAY

(Continued from Page 1)

studios and equipment making it an entirely new and different station from what it has been under the WJAY call letters. It was also stated that the entire program structure of the station would be changed on September 26th.

## Ford Farewell Party

Washington Bureau, RADIO DAILY

Washington—Gene Ford, former manager of the Capitol Theater here, was tendered a farewell party last night at the Willard Hotel prior to assuming his new duties with WHN, N. Y. under Louis K. Sidney.

### WANTED: SALESMAN!

Must have station to station experience. All communications held in strict confidence. Our staff knows of this advertisement. Write Box A-110, RADIO DAILY, 1501 Broadway, New York City.

## NEW PROGRAMS—IDEAS

### "Curbstone Cash"

WWSW, Pittsburgh, broadcasts one of the most unique programs on the air at 2-2:15 p.m., Monday through Friday. It is called "Curbstone Cash," sponsored by Louis Deroys & Brothers, jewelers. Anyone may go to sponsor's store and register. Each day three judges choose a winner from some interesting feature of the handwriting. The winner's name is announced on the broadcast, which goes on the air directly from the lobby of Deroys's store, and winner must prove identity at the store before 1:30 p.m. the following day, thus collecting \$5.44 at time of broadcast. If winner fails to appear money is held over and another \$5.44 is added, continuing until a winner appears. Entertainment consists of "Radio Swaps." Walt Frammer, originator of the program, "swaps" gifts from the stock of the sponsor for useless articles which persons in the crowd may have in their possession.

### KMOX Signature Adaptation

"The Voice of St. Louis" in reality becomes the vox popper "voice of St. Louis" with the inauguration of the

### Hartman Agency Sets Radio Expansion Plans

(Continued from Page 1)

headquarters, on North Michigan Avenue, is planned.

Kivlan, now vacationing, is widely known locally as a "box top" specialist. He has been with WBBM five years, prior to that was with WIBO. He has built many programs around merchandising and sales ideas rather than fitting copy to stock productions. Among his unusual sales stunts were the "When It Rains It Pours" announcements for Morton Salt on days when baseball was rained out; and those whispered announcements at midnight or after "Can't Sleep, Try Hexin" announcements to publicize headache tablets.

Accounts first brought to radio by Kivlan include Nelson Brothers, spending \$150,000 annually locally; Illinois Meat Company, Starck Piano Company, and Automatic Soap Flakes. Most of these campaigns have featured contests and special offers as a direct yardstick of sales success.

Programs developed under his supervision include Eddie and Fanny's Radio Gossip Club; Broadcast Rhymesters, Meet the Missus, Flanngams, Tenth Inning, Dugout Dope, Major McGonicle's Old Time Melodramas, and the Warehouse Pianist.

### Another Gottlieb

Lester Gottlieb, Mutual Broadcasting System publicity co-ordinator, yesterday became the father of a baby girl. Mrs. Gottlieb is convalescing in the Peck Memorial hospital.

new program starting Sept. 4 from 6-6:30 p.m.

Program, which obtained its title from the station's signature, consists of an invitation to 16 listeners in which they will be given an opportunity to express their views on four questions each week. Quiz pertains to international, state, national and local subjects. The invited may appear on the program if they so desire, or to send in questions that they might like to hear discussed.

Each question will be discussed by four of the sixteen persons on the program. Two will take the affirmative, and two the negative and a debate type of discussion will be conducted.

### WIOD's Mixed Inquiring Mike

WIOD, Miami, has inaugurated a new version of the "man on the street" variety of program. There's a woman in the case, too. It works this way: Mr. Town Talker interviews the ladies and Mrs. Town Talker does the honors with the men. The program has been named the "Two Town Talkers" and broadcasts every noon except Sunday, stopping at a different RCA dealer's shop every day.

### New Coast Office For John Blair Co.

(Continued from Page 1)

Spight, vice-president and San Francisco manager. L. A. office was set up to care for mounting business in southern California area and to promote Blair Productions, program and production affiliate, since Hollywood has such wealth of talent.

### Liggett & Myers Fall Program Plans Readied

(Continued from Page 1)

order named, are: John Charles Thomas, Jose Iturbi, Nino Martini, Elizabeth Rethberg, Albert Spaulding, Lucrezia Bori, Dido Sayao, Jascha Heifetz, Lotte Lehman, Ezio Pinza, Kirsten Flagstad, Rose Bampton and Lily Pons.

A two-a-week football series will also be inaugurated by the sponsor over CBS. Programs will be heard over a hook-up of 62 stations every Thursday and Friday from 6:30-6:45 p.m. beginning Sept. 16. Eddie Dooley and Paul Douglas will handle the series which will consist of football summaries and forecasts.



**IN A CLASS BY ITSELF**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

## TRANSRADIO DECISION MAY SET A PRECEDENT

(Continued from Page 1)

ner agency had bought and paid for a "property right." At the hearing held last Wednesday, Justice Pecora, asked attorney I. W. Digges, to submit papers showing just how Transradio planned to cover the fight for its subscribers.

In his decision, Justice Pecora said in part: "... Defendant's attorney has informed the court that it is its plan to obtain tips from the ringside and to authenticate them by Transradio representatives located at points of vantage outside (of the Yankee Stadium) but within view of the ringside. Ordinarily such action would constitute unlawful appropriation of the exclusive property rights of the plaintiffs . . . under the circumstances the court cannot readily draw any conclusion other than that the plan by the defendants cannot be utilized without an unlawful appropriation of the substance of the plaintiffs' broadcast."

Prior to the bout yesterday, Transradio stated it would send out no fight descriptions, running story or otherwise. Summaries and bulletins after the fight would be used as usual, however, but nothing was to be sent out during course of the boxing match, in effort to live up to the court ruling. The Pecora decision establishes a precedent here on future sporting events sold to an advertiser.

### Drug Ass'n Will Air On 12 Eastern Outlets

(Continued from Page 1)

and, according to present plans, will emanate from WOR and be aired over a Mutual network. Program favored to date is a musical series with American vocalists and instrumentalists competing for free scholarships which will enable them to study abroad. Individual Fair Trade manufacturers will be asked to band together to sponsor the series.

J. P. Muller & Co. will handle the account.

*A New Package!*

**TED WALLACE SING-BAND**

*Introducing*  
**Joan BROOKS RHYTHM-QUADS**

**PAUL JOHNSON**  
**3 LITTLE CHICKADEES**  
**The THREE OARSMEN**  
**Ts BARREL HOUSE QUINTETTE**

*Sing SATIONAL!*

NBC  
Studio 8-H  
WJZ—TONITE  
Phone CI 6-1345 for  
Complimentary Tickets



THE several announced guest appearances of Amos and Andy on various coast-to-coast shows have simmered down to a grand total of one, and that lone guesting will be done on the Packard initialer. The visit with Jolson on CBS did not arouse noticeable enthusiasm around NBC; the Lord and Thomas office was similarly cold to the Burns and Allen program for another agency; and the boys themselves turned down the Dallas exposition deal because of its jamming their rehearsals and daily schedule.

Walter Biddick Co.'s radio programs division closed a deal with Associated Broadcasting Co., Ltd., Montreal and Toronto, for the entire Biddick library of half-minute transcriptions covering all types of business. Disks were produced by Ted Turner, head of the department.

Bill Fields, Charlie McCarthy, Joe E. Brown, Jack Benny and Mickey Mouse were guilty of a nice gesture when they contributed from this end to a special broadcast by NBC in Boston for the sole entertainment of little Sally Hurley, bedridden daughter of Governor Hurley of Massachusetts.

Don Gilman is in San Francisco effecting some changes in personnel and set-up of NBC headquarters in the Bay City, which probably means several additional transfers of manpower to Hollywood. Eleven people have been added to the local NBC payroll during the past week, most of these have been minor positions, however.

Max Terr's choral group is waxing a set of 13 transcriptions for Real-tone. Bert Gottschalk, Electro-Vox studios, is doing the work.

Frank Fay and Ben Pollack and his orchestra piped an audition East during the past week, reputedly for the critical judgment of a refrigerator account.

"Lady of Millions," transcription series produced and waxed by Associated Cinema Studios with May Robson in the title role, has been set on a five-times-weekly schedule over KNX starting October 18. The Bauer and Black show will be on at 3:45 to 4:00 p.m., Mondays through Fridays.

KMTR has a new commentator in Bernard Grey, who will be heard twice weekly, Saturday nights at 8:30 and Mondays at 7:15.

DX broadcasts have been resumed over KMTR after being muted for several months. Fans may catch the revived programs at 12 midnight Friday, running through to 12:30 a.m. Saturday.

Edward Wallerstein, sales manager for RCA-Victor Records, is in town confabbing with Harry Myerson, head of the local plant.



● ● ● Ben Bernie is through with American Can on termination of present contract!... Understood that eight agencies are bidding for the show with guestars offering beaucoup dough for half-hour airing... Ben Larson will handle production on the new Al Jolson show... Nick Lucas will fade on the Al Pearce-Ford show shortly!... Keith Fowler has been rushed to the Coast for extra scribbling on the Chase & Sanborn hour... Max Eastman and Arthur Boran will audition for CBS this week on their new show... Cartoonist Ham Fisher and Teddy Bergman are re-vamping "Joe Palooka" for a fall series with Clem McCarthy set to do the fight-caster's part. Show will be waxed tonite... (Baby) Rose Marie opens at the Roxy Friday—her first theater engagement in N. Y. and therefore should click at the box office... Jean O'Neill has been set for three shots on the Alka-Seltzer show... William Hargrave, baritone of the Hipp. Opera, makes his debut today as a soloist on CBS' "Story of Song" show... Joan Edwards DID NOT appear on yesterday's "Melody Revue" (as reported elsewhere!) and the Tune Twisters have a few weeks to go before the show will feature only Barry McKinley, Lloyd Schaeffer's music and Lyn Murray's choir.

● ● ● Jackie Coogan has been on the air dozens of times as a guestar or show of his own... Last week he walked out of the Charlotte Hotel in N. C. when Lee Kirby was airing his Question Box show via WBT. Lee, not recognizing Coogan, asked "The Kid" over to the mike to answer a few ordinary questions... However, when Jackie told his name, the WBT announcer almost lost his breath but continued with the show as though he were talking to Mr. X... "Imagine having a fellow like that around and not knowing him", Kirby said later. "It's like sitting on a volcano and thinking it's an ant hill!"... WFAM's (South Bend, Ind.) "Two Way Harmonies", organ-piano duet features two artists a block apart!... Piano by Harlan Hogan in WSBT-WFAM studios with Dick Cover at the Colfax Theater organ. Both wear headsets!

● ● ● George Jessel is set to emcee a series of recorded shows for De Soto with Will Osborne's band and guestar femme vocalists. Jessel will come here Sept. 14 and will complete the entire series within four days!... Gypsy musicians under Bela Loblov met at 802 headquarters yesterday to organize against phony gypsies!... Edith Meiser is set to script the Tyrone Power series for Woodbury... Jim Tully has decided to take radio seriously and will concentrate on the airwaves after his Vallee shot Thursday... Benny Goodman's Camel shot will come from Chicago on Sept. 28... Margaret McCrae is set for the balance of the Sealtest series... Buddy Clark is now being handled by James Saphier for the airwaves... Benny Alberts is N. Y. rep for Kalmar-Ruby's firm... Connie Gates is at the Mt. Royal Hotel in Montreal vocalizing... What's this about L. L. and W. W. not on speaking terms?

● ● ● At least four persons in Royal Oak, Mich., owe their peace of mind and possibly their lives to a recent broadcast over WEXL!... On Sat. mornings, Dr. Kurt Carl Becker, Public Health Director, and Kirk Knight, WEXL program director, are heard in a series of informal talks on public health problems... During August several deaths from rabies occurred because of lack of info on the part of the public to cope with such disease. Therefore, an entire broadcast was devoted to rabies and within 15 minutes after the show, four people reported to the Board of Health who immediately ordered the Pasteur Treatment for rabies thus saving their lives... Jimmy Brierly's morning show over WBAP, Ft. Worth, Texas, is proving a sensation judging from the fan mail. The Paul Whiteman singing star is going bigger than any other solo songster has done in Texas!



BOB KAUFMAN, director of publicity and promotion for WLS, off next Monday for Indianapolis to arrange for entertainment and broadcasts by WLS performers there. Mobile unit crew has now been out a month covering state fairs in the Chicago area. Portable unit will be taken to Champaign-Urbana, Ill., Sept. 1 to 3 to cover the Farmers Sports Festival there.

Radio Editor Charles Gilchrest's (Daily News) wife and son back from a summer in California. Moving to Evanston to put son in suburban school.

It's a seven pound blonde daughter in the Frank Baker household, born at Ravenswood Hospital. Baker is continuity writer at WLS.

The bill at the Chicago Theater this week looks like a topographical muddle. Jack Benny and Jack Denny are both booked there, first in the picture, the latter on the stage.

WLS has received a letter from the Wisconsin State Agriculture department complimenting the station on its "whole hearted co-operation in efforts to relieve the Wisconsin limburger cheese marketing problem."

Charles Lyon and Durward Kirby, NBC announcers, will join Harold True and John Slagle in describing the Gold Cup Hydroplane race at Detroit Yacht Club Monday, Sept. 6. Chicago NBC mobile unit will be used during a short wave pickup from speed boat.

Ulmer Turner, radio editor of the Herald & Examiner, is broadcasting the Science in the News program for University Broadcasting Council while Olan Soule is on a western vacation.

Bill Amsdell just back from a personal appearance tour at regional conventions of Swift & Company (he works on their sunbrite show). Reports he was inducted as a chief of the Sioux Tribe at Madden, S. D., and made a deputy sheriff in Wayne County, Mich.

Corinna Mura, who has been singing over Mutual lately, is headlining at the Chez Paree Club.

Marvel Cigaretts which has Pat Flanagan on the air with a gossip show preceding baseball broadcast on WBBM titled Flanagrams, has signed for a Sports Huddle to begin with the football season. Jim Crusinberry will write it; Flanagan and John Harrington will sound off.

Ted Weems opened at the Trianon Friday for the fall season; same night Fred Waring pushed off at the Drake Hotel.

Tony Stanford of J. Walter Thompson's was here to produce the Vallee show.

Martha Linn, NBC only woman announcer here, had a birthday cake with one candle on her broadcasts Monday Aug. 30. She rounded out her first year.

## STATIONS OF AMERICA

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

No. 62 of a series.

### KIDO — Boise, Idaho

1350 Kilocycles—1000 Watts Night, 2500 Watts Day

**C. G. PHILLIPS & FRANK HILL, Owners & Operators**  
**BONNIE SCOTLAND, Commercial Manager**

**E**STABLISHED in 1928, KIDO is about to become the youngest affiliate of the National Broadcasting Co. Sixteen hours daily of top-notch broadcasts have made this possible. Though only nine years old, the assertion is repeatedly made that the station was one of the very first to broadcast on a regular schedule west of the Mississippi. Reason for this is that in 1921, KIDO, then known as KFAU, was inaugurated by a physics class in the Boise High School.

KIDO was purchased by C. G. Phillips and Frank L. Hill in 1928. They also operate KORE, Eugene, Ore. In the nine years that these men have guided the destinies of KIDO, the station has built an enviable record that is studded with distinction.

Although the station has grown because of its well balanced programs, the one feature that it is most proud of is the news coverage afforded the KIDO listeners. Daily there are nine periods of news broadcasts, compiled by able editors and newscasters from United Press and the local AP newspapers. In addition, two periods devoted to editorial matter are aired by the station's own commentator.

In transmission and studio equipment, KIDO has kept abreast of radio science and advancement. It has just installed a new 2500-watt transmitter, complete Western Electric studio reproduction machines, World Broadcasting transcription service and MacGregor and Sollie service, the latter supplied by a west coast sound studio.

The Sears Company, Chicago, is the representative of KIDO. The NBC affiliation will take place as soon as service wires lines are completed sometime in November of this year.

## ORCHESTRAS - MUSIC

**T**IM RYAN, better (?) half of "Tim and Irene," heard Sundays over WGN and Mutual has a secret hope that some day Bunny Berigan's tympani player won't show up at the broadcast—or even at rehearsal. Tim wants to take a whack at banging the cymbals. He did that some years ago with a carnival band.

The "Wagon Wheel" Nashville, Tenn., nitery is continuing its policy of bringing in big bands for one-nighters. Recent units making visits were Chick Webb with Ella Fitzgerald; Red Norvo's orchestra with Mildred Bailey and Joe Venuti's bandsmen.

Rita Rio and her gal swingsters booked by CRA for the New Penn Club, Pittsburgh, for two weeks starting Sept. 10, over NBC—KDKA wire.

Lee Elliott and her Queens of Rhythm close at Lake Champlain on Sept. 2.

Paul Sabin, booked by CRA, for four weeks at the Chez Paree, Omaha, Nebraska, commencing Sept. 2. Orchestra is now airing over an NBC channel from the La Salle (Chicago) Hotel.

Sterling Young's ork returns to the Palace Hotel, San Francisco, Sept. 3 replacing Paul Pendarvis.

Herbie Kay picks up the joy-stick at Catalina on Sept. 1, replacing Jan Garber at the Casino. Initial broadcast will be over CBS from 8:30-9 p.m.

Clyde Lucas and his orchestra opens at the Schroeder Hotel, Milwaukee, Sept. 9 with nightly broadcasts over WTMJ.

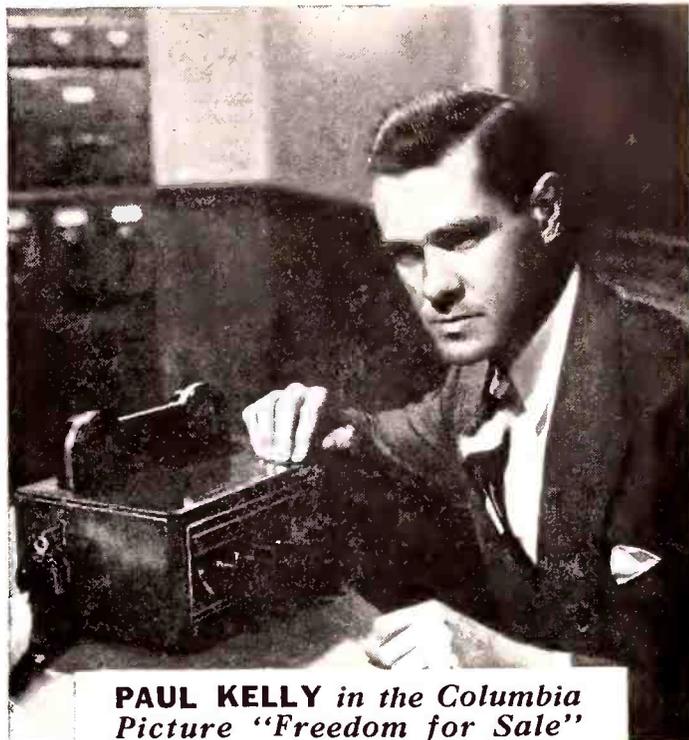
Music men of Joaquin Grill's ork (Fairmont Hotel, San Francisco) have collaborated on a tune called "Wacky" soon to be published.

In addition to carrying "Stuff" Smith on the Pacific Coast Red on Sunday afternoons, NBC has added Sunday and Monday night remotes from the Famous Door over the coast to coast Red.

Jimmy Dorsey took his tune tinkers last Saturday to Eastwood Park, Detroit, for a week's engagement. Set by Rockwell-O'Keefe.

Buck Graham, composer and arranger, will set history to swing when he records his "Historical Series" for Master Records. "Series" consists of four numbers, "Napoleon Bonaparte," "Adam's Apple," "Noah's Ark," and "Queen Elizabeth."

Bill Wirges, veteran conductor, pianist and composer, takes over the baton of "Music By—" over WOR on Thursday.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

# Dictograph INTERCOMMUNICATING SYSTEMS

**M**ODERN 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 •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

## San Francisco

**D**ON E. GILMAN, vice-prez of NBC's Western Division, will wield the gavel over the Radio Department of the Pacific Advertising Clubs Association when it meets in convention June 1938 in Los Angeles, the Advertising Club of that city has decided.

Jerry ("Our Neighbors") Belcher changed his plans and broadcast from Chicago Sunday. His second Frisco show, originally intended for that date, will be made here Sept. 5 at the home of an immigration officer, Bertrand Couch. Following this, the NBC interviewer broadcasts from Portland and Seattle.

William Lai of KGMB, Honolulu, visiting here.

KYA, Hearst Radio, affiliated with NBC, has started to carry a bigger load of NBC sustaining shows not duplicated here on the other National outlets, because of commercial commitments. Now carrying "Neighbor Nell," "Happy Jack," "The Wise Man," and "Roy Shield Encore Music," all eastern productions. Instead of only two or three a week, station now handles two or three a day.

Gordon Brown, conductor for several years of the KJBS "Night Owl" program, has resigned.

Bill Andrews, for several years supervisor of announcers for NBC here, assumes the position of NBC Night Manager in Hollywood Sept. 6 at the conclusion of a two weeks' vacation. Dick Ellers, member of the announcing staff since '31, succeeds Andrews. Robert Dwan, Ellers' assistant, becomes Night Supervisor and Bob McAndrews will be transferred from the announcing staff to take over Dwan's former assignments.

Henry Schnetz has succeeded Armand Girard as a member of the KPO "Treasure Island" quartet.

Hugh Barrett Dobb's show "To the Ladies," KJBS'd, has been replaced during his vacation by "Golden Treasures," a program of poetic readings and appropriate music. Dick De Angelis emotes.

KSFO (CBS) turned on its new powerful 5000 watt transmitter Saturday (Aug. 28) at 6:15 a.m. Special commemoration program was given at 8:30. Alfred White's ork with Graham Dexter and Betty Baird, soloists, prominently spotted. Plant cost \$125,000.

KYA Producer Wallace Ford, recently moved across the bay to a beach cottage at Alameda. Dashing into the water for a morning dip, he dove and pushed his face along the mud bottom, only 2½ feet below the surface.

Betty Marino, wife of Lloyd Yoder, NBC press chief, will conduct the Hotel Canterbury trio on KYA and the CRS net starting today. Called "Petite Soiree," string show will be half-hour on Tuesdays and Fridays.

## RADIO PERSONALITIES

No. 64 in the Series of Who's Who in the Industry

**U**PON the shoulders of slender, youthful-looking John T. Vorpe rest the responsibilities of the position of production manager for WHK and WJAY, Cleveland. John is a clean-cut, serious fellow with streaks of gray in his hair which belie his youthful appearance.

John Vorpe came logically to his responsible position. Graduating from Western Reserve University with a Bachelor of Arts degree, having attended that school by virtue of a four-year scholarship gained in a competitive examination with 300 other Ohio boys, he entered the service of the Willard Storage Battery Company, in 1922, as editor of the company's house organ.

Not long after he became publicity director of the firm and held the position until 1928. During that time, however, he had also taken on publicity duties of station WTAM, Cleveland, which opened in 1923.

In 1925 WTAM needed an announcer and John filled in perfectly, handling such shows as that of Guy Lombardo, Austin Wiley, Emerson Gill and others. With Pinky Hunter, he wrote the lyrics for Gill's theme song, "Weary." He was the first announcer to handle Little Jack Little and Paul Small's programs.

Came 1931 and Vorpe joined WJAY as publicity and program director, remaining there until August, 1932, when he joined the WHK staff.

At WHK the title of "Production Manager" fitted him perfectly. His one penchant is "organization"; just likes to see things go like clock-work, and under his guidance, they do, too. Yes, he's married and has two small daughters.



Has a penchant for organization .....

### Lehn & Fink Spreads Hind's Cream Coverage

Lehn & Fink (Hind's Honey & Almond Cream) in addition to its CBS network spot, Mondays through Fridays, 5:15-5:30 p.m., will also sponsor shows on the WLW Line and the Texas Quality Group network. All shows start Oct. 4. WLW Line will broadcast the same script show, "Life of Mary Sothern," same schedule as CBS but at an earlier hour—4:15 p.m.

Sponsor has moved the entire cast to New York and WLW Line show will be keyed out of WHN. "Life of Mary Sothern" was sponsored by Hind's last season on WLW alone and proved very successful.

The Texas show will be heard on WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston. Della West Decker is writing the quarter-hour script, "Helen's Home," which will be aired five times weekly. Dorothy Compers, WBAP dramatic director, plays the leading role. The CBS network show will not be aired in Texas. William Esty & Co. placed this account.

### Kitty Keene Cast Set

Chicago—Cast for Kitty Keene, Inc. which Procter and Gamble is putting on NBC for Drefst starting Monday, Sept. 13, has been set with Fran Carlon playing title role and getting support from Ken Griffen, Joan Kay, Dick Wells, Rupert La Belle, Steve Powers and Beulah Brandan. Day Keene, Chicago author and playwright, turns out the script.

### AFM Sees Amicable Adjustment in Offing

(Continued from Page 1)

musicians as against the good fortune of the 1400 musicians who were employed in radio.

Suitable yardstick to use in measuring the number of musicians who should be put to work in radio appears to be the most important monkey wrench in the works at present. AFM hopes that the broadcasters themselves will bring in the best solution. Regarding the tentative or proposed three and one-half times the quarter-hour rate of a station's rate card as a basis, one AFM official believed that this would probably not work out because one station where a \$40 rate prevails for instance, may be making money, while another outlet with the same rate in another part of the country may be operating at a loss.

Reason why the AFM first gave their notice of a possible strike to the networks, it was said, was because it was the quickest way to get action, in their opinion, and avoid contacting several hundred stations whose actual heads were more or less unknown to them.

### NBC Music Guild

The NBC String Quartet will be heard during the eighth broadcast in the NBC Music Guild's Cycle of American Chamber Music on Sept. 2, from 10-10:30 a.m. over the Red net. Group will play Frederick S. Converse's Third Quartet in "E" Minor. Mr. Converse is Dean of the New England Conservatory of Music in Boston.

## NEW BUSINESS Signed by Stations

### WBZ-WBZA, Boston

Graham Paige Motors Corp., Chicago, 26 one-minute announcements, through J. Walter Thompson Co., Detroit; La Touraine Coffee Co., Boston, 21 fifteen-minute programs, through Ingalls Advertising, Boston; Florence Stove Co., Gardner, Mass., 11 fifteen-minute programs through William B. Remington, Springfield, Mass.; Boston Molasses Co., Boston, 13 fifteen-minute programs through Franklin P. Shumway Co., Boston; Lovel & Covell Co., Cambridge, Mass., 52 one-minute announcements through Lavin & Co., Boston; Whittemore Bros. Corp., Cambridge, Mass., 10 one-minute announcements through Stoddard Sampson Co., Boston.

### KFRC, San Francisco

Calif. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F. (announcements); W. A. Sheaffer Pen Co., through Russel M. Seeds Co., Chicago (announcements); Marin Dell Milk Company, through J. J. Tissier Adv., S. F. (renewal); Kaufman's Clothing Company, through Frank Wright & Associates, S. F.; Nestle's Everready Cocoa, through Cecil Warwick & Legler, New York; Apex Rotarex Manufacturing Co., through Emil Brisacher & Staff, S. F.

### KMOX, St. Louis

Terre Haute Brewing Co., thru Arbee Agency, Terre Haute, Ind., daily announcements; Simmons Co., announcements every Tuesday and Thursday.

### KECA, Los Angeles

W. T. Grant chain stores, "Musical Varieties", thrice-weekly disks, through N. W. Ayer & Son, N. Y.

### WGN, Chicago

Bauer & Black, May Robson serial, 20 weeks starting Oct. 18, through Blackett-Sample-Hummert.

### WOWO, Fort Wayne

Ohio Oil Co., beginning Sept. 25. Weekly football resume to be heard from 6-6:15 p.m. John Hackett will handle. Programs to be heard during entire football season.

### KJBS, San Francisco

Club Deauville; Mark Morris Tire Co.; Parrott & Co., through Emil Brisacher; Electric Appliance Co., through Jean Scott Frickeleton; Unique Cocktail Lounge; Landex Chemical Co.

### KFOX, Long Beach, Cal.

Central Shoe Co., through Kelly & Stuhlman, three quarter-hour shows weekly, Wed., Thur. and Fri.

# ☆ Program Reviews ☆

## "SUNSHINE MELODIES"

Acme White Lead and Color Works Inc.

WJZ-NBC—Red Network, Sundays, 5:30-6 p.m.  
Henri, Hurst & McDonald, Inc.

LACKS THE SOCK NEEDED TO COMPETE WITH THE SUNDAY COMEDY AND MUSICAL SHOWS.

Smilin' Ed McConnell's return to the airwaves for the fall semester lacked the essentials for a Sunday spot push-over. Plugging Acme paints and Linnex Polisher, both at the same time, the listener becomes bawled up and "washes the cart while painting the horse." Using an unannounced band, show opened with a choral group singing "I'm Bubbling Over" followed by pleasant vocalization of "Back In Your Own Backyard" from Ed. A bit of home-spun humor and then some more singing by a quartette composed of 3 girls and a man, plus another commercial from Irene Lee Taylor of Acme Paints. The Linnex Glee Club and Ed, then sandwiched "Bless Your Heart" between 32 bars of "Glory of Love." It would seem that a program of this type would go big in a morning spot—hitting the audience needed—instead of the more expectant Sunday evening listeners.

## "Tic Toc Revue"

A few changes were made in the personnel of this entertaining Monday nite WJZ 7-7:30 program apart from the sponsor's commercial. Before the summer semester, Griffin, the sponsor, plugged All-Wite shoe polish but with fall and winter just ahead, black and tan shoe cleaners are the topic for John B. Gambling's talks. He handles them well. Lloyd Schaeffer, baton-wielder from WLW, took over the musicians on last nite's airing and did a job everyone, including himself, might well be proud of, as his arrangements with the instruments were the finest considering the small group he handled. A femme singer is missing but the Lyn Murray choir did so well that a shortage wasn't noticed. Rendering "Whispers in the Dark" a current

## "20 YEARS AGO—AND TODAY!"

Hearn's Dept. Store

WOR—Mondays, 8-8:30 p.m.

DRAMATIC PROGRAM A LA "MARCH OF TIME". WITH FLASH-BACK EPISODES. ORGAN MUSIC AND SOUND EFFECTS.

Hearn's department store, auditioning shows for the past six months on many stations, finally debuted with one with which they shouldn't have had much trouble arousing interest. Opening had two over-emphatic voices screaming "1917" and "1937" peppered with the rushing of wind supplied by the very able sound effects dept. Following was much explanation of what they contemplated doing. A sequence of a Japanese emissary calling on Pres. Wilson at the White House on Aug. 23, 1917—and then the Japanese situation of today—all dramatized. Then came flashbacks to sporting events, women's suffrage, etc., compared with what happens today. As to originality the movies have utilized every angle presented and so have the script shows of the airwaves. But, undoubtedly, there'll be many listeners to this type of show, because there are many people who prefer their news dramatized to reading the newspapers.

tune, reminded this reviewer of a Kostelanetz treatment. Holdovers are the Tune Twisters and Barry McKinley, who did right well with their offerings.

## Locust Sisters

Matilda, Mildred and Ada Locust, just returned from picture singing in Hollywood bowed in on WMCA's "Carnival of Music" Sunday, 6-6:30 p.m. with two songs. Known to vaudeville audiences as the five Locust Sisters, the radio brought only three under the arrangements and accompaniment of Joe White. Of the two renditions, their first, "It's De-lovely" was the best. The harmony and arrangement was entertaining and different from the usual run of trios.

## Varied Watters Buy NEA News Features

First week's sales by the NEA Radio Newsfeatures, shows a varied station wattage being involved, from 25,000 watters down to 100 watters, according to Stephen Slesinger, Inc., exclusive representatives.

Among the first batch of sales were: KSTP, Minneapolis, 25,000 watts; WWJ, Detroit, 5,000 watts; WTHI, Hartford, 100 watts, and WELI, New Haven, 500 watts. Subsequent sales reveal a similar proportion of small and large stations being interested in the newspaper features.

## Ray Gets Williamson's Post

Chicago—William Ray has been picked by Niles Trammell to succeed Al Williamson as head of press department at NBC. Williamson resigned to become assistant to publisher of Minneapolis Star. Ray, now news editor, was formerly a reporter on the Chicago Evening Post. Prior to that he had worked on Louisville papers. Dan Thompson moves up into news post and Gilbert McClelland has been designated to handle promotional activities. Ray departs for New York the middle of the week to confer with bosses at headquarters

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

## WHDL

Olean, New York

"... Will you please enclose eleven fresh steaks with each issue of RADIO DAILY coming into this office. Steaks are for the eyes of those who compete to see who reads the journal first."

Russ Brinkley

## NILES-RICHMAN

New York City

"... May we offer our sincere congratulations on the finest handbook of radio published. It fills a much needed demand for up to date news of the radio advertising market."

David Niles

## KTUL

Tulsa, Oklahoma

"... RADIO DAILY is read with more than ordinary interest at KTUL."

Ervin Lewis

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

AGENCIES

NEWTON CROSS, radio director and account executive of Ferry-Hanley Advertising Co., Kansas City, has resigned to accept a position as account executive with McCann-Erickson.

DAVID W. TIBBOTT, former Boston newspaper man, has joined the Boston offices of BBD&O as an account executive.

WILLIAM BENTON, retired half of Benton & Bowles, gave the child movie star, Shirley Temple, some competition when the Malolo docked from Honolulu in San Francisco last week.

HERBERT T. HAND, JR. for nine years an executive of BBD&O, and previous to that associated with other leading advertising agencies, has joined H. B. Humphrey Co., Boston.

New KSFO Transmitter

KSFO's new transmitter went on the air Aug. 28, at 6:15 a.m. The modern structure, powered with 5,000 watts, has been under construction for six months and represents an investment of over \$125,000.

Installation is the first step in KSFO's policy of new improvements.

FCC ACTIVITIES

- Sept. 7: Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
Sept. 8: Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
Sept. 9: Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.
Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.
Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

BIRTHDAYS calendar grid for August 31, 1937, listing names and birth dates.

Greetings from Radio Daily

August 31

Arthur Godfrey

Jack Ward

Coast-to-Coast

THE 1937 National Champion winning American Legion Auxiliary trio of Hot Springs National Park, Ark., was a hit in their initial broadcast over KTHS. They will broadcast again on Sept. 6. Trio has won national honors in Cleveland, O. over nine competing teams and have won the state contest for three consecutive years.

Earl J. Glade, managing director of KSL, Salt Lake City, has been requested by Grover Whalen, president of the New York world's fair corporation to serve on the Utah committee.

KYA's afternoon (2 p.m.) variety show released over the Orange network will become an audience show, commencing Sept. 3. Each Friday has been designated to permit invited listeners to watch the mike performers.

Kay Karoll, who has been touring with Major Bowes' No. 1 unit since March, 1936, is now a member of the artists' staff at WHO, Des Moines.

Uncle Don's WOR's pioneer child entertainer, will continue his Children Opportunity Programs starting Oct. 7. Several of his past performers have received movie contracts and a troupe of six entertainers toured many eastern cities during the past summer months.

WSIX, Nashville: Steve Cisler, director, has just returned from deep-sea fishing in Florida waters. While vacationing he was the guest of J. Porter Smith, Bradenton, Fla., formerly of WATL. Mrs. Dillard Clinard, bookkeeper of WSIX, recently visited Dade Park in Evansville, Ind., to watch the ponies run. Chief Engineer Bascom E. Porter, is vacationing in Hopkinsville, Ky. Harold Walker is in charge during Porter's absence. Robert Shadoin is joining the WSIX staff Sept. 1. He will handle station publicity and promotion, and will assist in continuity. Shadoin is coming to radio from newspaper work.

WTMJ, Milwaukee: Mrs. Johnny Olson, heard on the "Rhythm Rascals" program as a vocalist, is vacationing in California. Heinie's Grenadiers, heard daily at 11:45 a.m. and 5:15 p.m. is soliciting memberships to its "3-G" club with a coin token, likeness of Heinie and a membership card mailed to all who join.

Agatha Turnley, KYA soprano, has just received word from Hollywood that she has been chosen by RKO to sing for a series of film-musicals ready for production. Miss Turnley was selected from seventy-eight competing song birds.

WJBK is broadcasting daily quarter-hour programs from the Cranbrook School training camp of the Detroit Lions, local entry in the National Football League. This series is under the direction of WJBK's popular sports announcer, Al Nagler.

J. W. Woodruff, Sr., owner of Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany), is a member of the State Planning Board, having been appointed by Governor E. D. Rivers. Woodruff is a resident of Columbus, Georgia and his son manages the station there.

WICC and WBRY will tie-in for Father Coughlin's special talk on Oct. 31.

WICC studio super Malcolm Parker recovered from an attack of ptomaine in time to celebrate his 30th birthday.

Dave Byrn, conductor of the Farmers' Hour, has been appointed Chief announcer in charge of Public Events of KARK. Byrn, who has been associated with the station two months, will be in complete charge of the station's announcing staff and public events department.

Jeanne Poli, of the WELI dramatic staff, has been assigned to take over Jane Lord's 10 a.m. "Doing the Town" program. Miss Lord has recently resigned.

WLBC, Muncie, Ind.—Donald Burton and the missus enjoyed a week at Lake Webster. E. Pierre deMiller, news editor, typing a tome. Sandra Roush, three month old daughter of Ottis Roush, chief announcer, elected honorary member of the staff after making her first ether appearance. Jimmy Fidler, station's weatherman, is studying flying. Maurice Crain, chief engineer, is assembling old radio parts to rebuild his car with. Progress Club of Parker, Ind., visited the studios.

Lewis Charles, announcer, recently with WOV-WBIL and formerly with the WINS announcing staff, has joined WHN as mike man, effective Sept. 4.

Miss Kaye Kreamer, studio announcer of WROK, Rockford, Ill., became what probably is the only woman "Man on the Street," in the country this week. During the absence of Bill Traum, vacationing, she took over the fifteen minute in-

PROMOTION

WBT, Charlotte, has scheduled what should be one of the most interesting programs the station has carried. Five octogenarian veterans of the Civil War meet once each month to talk over their days as soldiers. Meeting with them is a ninety-year-old woman who plays the songs of Dixie in as lively a fashion as she did when she was a belle of sixteen.

WSAR Issues Promotion Booklet

WSAR, Fall River, Mass., is presenting a new brochure entitled "Radio Broadcasting" to prospective clients. Brochure, composed of sixteen pages, was compiled by National Research Bureau, Inc. for Doughty & Welch Electric Co., owners of WSAR.

terview program on a busy downtown corner.

"The Adventures of Ace Williams" program, produced by W. E. Long Co. of Chicago under direction of Dan Ryan, at present is heard over radio stations in 35 markets and is released over a network in Australia originating from 2KY, Sydney. Michelson & Sternberg Inc. of New York handle the foreign release of this program, which was recently sold for use in Honolulu over KGMB. The program is also being broadcast from Nova Scotia and other parts of Canada, and negotiations are under way to release it for use in South Africa, Radio Luxembourg for the British Isles and New Zealand.

Charles G. Shaw, WBLY radio announcer will marry Miss Helen Shappell of Wapakoneta, O. in a ceremony performed in the studio.

ONE MINUTE INTERVIEW

PAT BARRETT

"A radio script writer doesn't have to be particularly inspired to write a convincing show or act a convincing role. All you have to have is a good memory, keen powers of observation—and a typewriter!"