



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 85

NEW YORK, N. Y., WEDNESDAY, JUNE 9, 1937

FIVE CENTS

Radio Set Sales Up 17%

WCKY RATE INCREASE STARTING NEXT MONTH

Cincinnati—New rate schedule for WCKY will go into effect the first week in July, advertising agencies have been advised in a telegram from L. B. Wilson, president and general manager.

The boost will follow the station's step-up to 10,000 watts day and night. New specially built RCA transmitter is expected to be in operation about June 25.

Wage Increases Granted RCA-Victor Employees

Camden, N. J.—Wage increases ranging from 3 to 5 cents an hour for 8,500 employes of the RCA-Victor Co. are announced by Robert Shannon, vice-president

Harry P. Harmer, president of United Electrical & Radio Workers Union, claimed his organization was responsible for the rise, as did Harry Kline, president of the Employees Committee Union. Harmer asserted the rise was in accord with negotiations made last July after a strike.

A. F. M. May Tighten Up On Synchronized Music

New major item of importance to be brought up at the convention of the American Federation of Musicians in Louisville, opening June 14, is a proposed tightening up on movie synchronization, with the hope of a concession from the theater end of the industry whereby musicians would be returned to some extent to theater pits. Threat of a ban of
(Continued on Page 8)

Prophetic Program

East St. Louis, Ill.—Woody Klose, program director of WTMV, who has been writing and broadcasting a morning program under the title of "Family Man", will hereafter know whereof he writes and talks. The other day Mrs. Klose, who is the former Mary Virginia Taylor, presented Woody with a nine-pound son.

Hits That Missed

As part of his new summer dance music hour which starts tonight, replacing the Fred Astaire show, over the NBC-Red network, Johnny Green will present starting next Tuesday 9:30 p.m., "Hits That Missed", devoted to tunes which their famous composers felt sure would land in the money class but didn't. George Gershwin will get the first salute.

SHAKESPEARIAN SERIES STARTS JULY 12 ON CBS

The CBS Shakespearian series will begin on July 12 in the 9-10 p.m. spot which becomes vacant on July 5 when the Lux Radio Theater suspends for the summer. Program will use first string talent from the stage and screen to play the leads.

Wilbur Lewis, CBS vice-president, is now in Hollywood arranging for some of the talent to be used. Walter Huston and John Barrymore are two stars who have been rumored as leads for some of the programs.

In what order the plays will take
(Continued on Page 3)

Eddie Simmons Joining WGN Production Staff

Chicago—Eddie Simmons, for seven years program director of WAAF, next week joins the WGN production staff. He is the fourth WAAF man in a year to move to WGN. Others were Norman Boggs, Russ Young and Edward Allen.

Ascapi Situation May Cause Split in Ranks of the NAB

Collier Agency Acquires "Tarzan" Radio Rights

West Coast Bureau, RADIO DAILY
Los Angeles—Robert Collier Agency yesterday acquired exclusive sales rights to Edgar Rice Burroughs' new "Tarzan" radio series. Robert Thompson will do the scripts. J. Donald Wilson is to direct a selected cast under the author's personal supervision. Negotiations are on for territorial sponsorship by several national advertisers.

RMA Sees 9,000,000 Sets Sold This Year—Labor Troubles Blamed on Congress at Chi. Convention

AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

A description of the longest total eclipse of the sun in 1,200 years was given over the NBC-Blue network at 3 p.m. yesterday by George Hicks from little Canton Island in the South Seas, 7,000 miles from New York, climaxing months of intensive planning and preparation for an event that lasted only a little more than three minutes.

There was clear reception over the complicated radio hookup arranged by NBC. Hicks told of the approach
(Continued on Page 8)

Brown-Williamson Spot Neal O'Hara Over WEEI

Brown & Williamson (Kool and Raleigh cigarettes) has signed a thrice weekly spot to plug its Avalon brand over WEEI, Boston, with Neal O'Hara, Boston Traveler columnist, featured. Show is on Mondays, Wednesdays and Fridays at 7:30-7:45 p.m., starting today.

Other live talent shows for B. & W. will be added as times and personalities are lined up in various cities.

Batten, Barton, Durstine & Osborn Inc. is the agency.

Chicago—Sales of radio sets are up 17 per cent, and total sales of 9,000,000 sets, a boost of 2,000,000 over 1936, is expected this year, it was stated at yesterday's session of the Radio Manufacturers Ass'n annual convention in the Hotel Stevens. More than 125 manufacturers and 4,000 jobbers, dealers and service men were on hand for the convention and the accompanying trade show of parts and accessories.

In a bitter denunciation of the Wagner Labor act, John W. Van
(Continued on Page 3)

14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

NBC program department, through John F. Royal, vice-president, has virtually contracted for a monopoly on all track, heavyweight boxing and automobile racing broadcasts, it was disclosed yesterday. Radio rights to 14 sporting events have been sold to NBC to be aired exclusively by
(Continued on Page 8)

CBS Gets Exclusive On Lewisohn Concerts

Contract for the exclusive radio rights to broadcast the Lewisohn Stadium concerts over the coast-to-coast CBS network has been signed by the network and the Lewisohn Stadium Concerts Inc.

Starting date and network period
(Continued on Page 3)

WEAF Clipper Beacon

The Bermuda Clipper, inaugurating deluxe airline service between New York and Bermuda yesterday, used WEAF, NBC station, as a navigating beam. Clipper's navigating officer set his dials at the beam of WEAF until reception was at a minimum, and this was used along the route as a navigating beam.

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(Registered U.S. Patent Office)

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FINANCIAL

(Tuesday, June 8)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|--------------|---------|----------|
| Am. Tel. & Tel. | 168 | 167 | 168 | + 1/2 |
| Crosley Radio | | | | |
| Gen. Electric | 54 1/2 | 53 3/4 | 54 1/8 | + 3/8 |
| North American | 24 3/4 | 24 1/4 | 24 5/8 | - 1/8 |
| RCA Common | 9 | 8 7/8 | 8 7/8 | |
| RCA First Pfd. | 68 1/8 | 68 1/8 | 68 1/8 | - 7/8 |
| RCA \$5 Pfd. B. | | (91 1/8 Bid) | | |
| Stewart Warner | 185 1/8 | 183 1/8 | 185 1/8 | + 1/8 |
| Zenith Radio | 33 3/4 | 33 1/2 | 33 3/4 | + 1 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| CBS A | 27 | 28 1/2 |
| CBS B | 26 1/2 | 28 |
| Stromberg Carlson | 14 | 15 |

CRA Booking Rice Hotel

Consolidated Radio Artists Inc., has tied up the Rice Hotel, Houston, on exclusive booking basis, also the Beverly Hills Club, at Newport, Ky. Bookings set for the Rice Hotel are: Don Bestor contract extended to July 6, with the band then opening at Peabody Hotel, Memphis, July 7, remaining until July 27 and then to the New Penn Hotel, Pittsburgh, July 30. Reggie Childs follows Bestor at the Rice and then goes to Elitch's Gardens, Denver, July 27; Jack Denny, now at the Drake, Chicago, opens at the Rice, July 23.

CRA has also booked Clyde Lucas for the Paramount theater, New York for two weeks opening June 24.

CLAUDE SWEETEN

Frank Hawks a Musician, Too

Greensboro, N. C.—Frank Hawks, besides being a champ speed flyer, radio artist and motion picture star, is a musician, too, he revealed while on a stopover here en route to New York. Hawks left Birmingham Sunday at 5:45 p.m. with Austin Igleheart, president of General Foods Sales Co., and flew 600 miles to this city to keep a dinner engagement with Major Edney Ridge, director of WBIG. After dinner he played a number of popular hits on his newly acquired accordion. With six weeks' practice between speed flying feats, Frank can now render "The Bee".

Amateur Announcers Color Co-op Program

Hartford, Conn.—Norbert O'Brien, commercial manager, and Ray Markey, sales representative for WHTT, believe that they have concocted a new idea in the presentation of a cooperative commercial program. Amateur announcers bring the messages of the various sponsors to the listeners. Radio audience is asked to vote for the announcer they consider the best. Winners are selected each week, a recording being made of their voices. While the idea of amateur announcers is not a new one, it is believed this is the first time it has been used in connection with a cooperative program, the East Hartford Hour, and cooperating merchants are well pleased with the way it is being received.

Cheerio to Take Vacation

Cheerio, who has been broadcasting continuously for more than 10 years on NBC, leaves Saturday for a vacation on his Vermont farm. Of the other members of the cast, Russ Gilbert and his wife will go to their Pennsylvania farm, "Jerry" Riegger will work on other NBC programs and Pat Kelley continues as NBC supervisor of announcers.

The program returns Sept. 27 over the NBC-Red network, 8:30-9 a.m.

Amos 'n' Andy to Chicago

Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll), who have been broadcasting from the coast since January, will air from NBC's Chicago studios June 21-25, while in the Windy City to see the Braddock-Louis fight. They return to Hollywood following the Chicago visit.

Sign Ted Malone, Vivian Ray

Ted Malone and Vivian Ray, singer, have been signed to exclusive contracts by the Columbia Artists Inc. Malone has been set to resume his poetry reading over the CBS network early in July.

James Riser Joins WBIG

Greensboro, N. C.—James C. Riser, Jr., formerly of WJEJ, Hagerstown, Maryland, is a new addition to the staff of WBIG here in the capacity of announcer.

Whiteside Joins WOR

Arthur Whiteside, formerly of WBT, Charlotte, N. C., has been added to WOR-Mutual announcing staff.

Zeke Manners Now Doing Three Series on WMCA

Zeke Manners is now heard on WMCA in three different series of broadcasts, at 10 a.m. daily and at 10:15 each night, as well as in a new series of noontime half hour broadcasts each Monday, Wednesday and Friday.

This is besides his WNEW shows.

Stock Registration in Effect

Washington Bureau, RADIO DAILY

Washington — Registration statement of International Radio Corp., Ann Arbor, Mich., offering 31,400 warrants at \$10 has become fully effective, the S.E.C. announces. Issue is unsubscribed but may be sold and will be used to repay Federal Deposit Insurance Corp. loan, replenish working capital, etc. Charles R. Verschoor is president of the company.

Try Out Kreymborg Play

"Commencement," a play by Alfred Kreymborg, associate director of the radio division of the WPA Federal Theater, and which won the University of Chicago's \$500 prize for the best unproduced play of 1936, will be given a Hollywood tryout tomorrow by Edward Gringe, director of Modern Stage.

Taplinger's London Director

Robert S. Taplinger Inc., with publicity offices in New York, Hollywood and Chicago, announces that T. J. L. Crane, has been appointed director of its foreign offices at 102-05 Shoe Lane, E. C. 4, London.

Crane is an Englishman but has spent a number of years in the U. S. in both advertising and publicity.

Garrett Joins WNEW

Joe Garrett, formerly of WIP and KYW, Philadelphia, has been added to the WNEW staff as assistant production manager, this week.

Attending NAB Meet

East St. Louis, Ill.—William H. West and Woody Klose, executives of WTMV, will attend the NAB annual convention in Chicago, June 20-23.

RALPH KIRBERY

"The Dream Singer"

70 WEEKS

LIPTON'S TEA

N.B.C.

COMING and GOING

JOHN NEW, WTAR, Norfolk, sales manager is headed for Washington for the balance of the week to service several accounts.

RAY SAUNDERS, WHN announcer, is vacationing in Havana this week.

BOB DEAN, manager of KOBH, Rapid City, S. D., is back home after a visit to New York.

BILL SMITH, manager of Jan Savitt's orchestra, is in town from Philadelphia for a few days.

JOHN G. PAINE, general manager of Ascap, sails today on the Queen Mary. He will attend the International Congress of Performing Rights Societies in Paris, opening June 14, and will visit other European capitals before returning.

PAUL ROSS of the CBS sales department has left for the coast to be gone two weeks.

EDDIE DOWLING is scheduled to sail for Europe some time next month.

SIR HARRY LAUDER sails for England on Friday.

BEN BYERS of the west coast office of Radio Guide, now in New York, returns to his home office tomorrow night.

HARRY ELLIOTT, CBS San Francisco publicity head, is in New York.

LESLIE LIEBER of the CBS magazine department is in Milwaukee visiting his mother, who is ill.

Thomas, Nadine Conner Signed for Two Years

Thomas L. Thomas, baritone, and Nadine Conner, soprano, have been signed for two years and will appear on the Maxwell House Showboat beginning July 8, when the program starts its Hollywood emanations. Both are under contract to NBC Artists Service.

Sue Over Song Sheets

New Orleans—Seven newsstands here are being sued in Federal Court by five New York song publishers—Santly Bros.; Donaldson, Douglas & Gumble; Southern Music Publishing, Schuster & Miller and Select Music—charging sales of words to copyrighted music in booklet form without permission of copyright owners. Total damages of \$105,000 asked.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

ASCAP SITUATION MAY CAUSE SPLIT IN NAB

(Continued from Page 1)

kicked around" by the so-called low watters.

Unofficial web spokesman pointed to the anti-Ascaph measures which may be a source of strong irritation to Ascaph but eventually destined to place the brunt of the performing rights license fees on the shoulders of either the webs or the stations remaining in territory which has no anti-Ascaph law. Agreement between the nets and Ascaph plainly states that Ascaph can withhold licenses on networks supplying programs to a non-licensed station. Web legal staffs have conferred with Ascaph on this angle, but it is not believed that the society will do anything to add to the webs' woes.

High watters claim that eventually radio will have to pay for the litigation which is now costly to Ascaph and which will probably continue to cost plenty.

Meantime, Ascaph itself has the only hope of testing the constitutionality of each state law as it is passed by the legislature and signed by the governor, or after the respective dates of the laws going into effect.

Legislation Status

State legislation as it confronts Ascaph directly or indirectly follows:

MONTANA, WASHINGTON and NEBRASKA, practically identical anti-Ascaph laws passed. Constitutionality of the Montana bill contested by Ascaph on April 27 and tried in a three-judge Federal Court at Helena. Decision expected soon. Nebraska bill to be tested when it becomes effective. Gene Buck, president of Ascaph was in Lincoln yesterday decrying the fact that the state was usurping the Copyright Law. Washington has same Ascaph move awaiting date for hearing.

Anti-Ascaph bills pending in Legislatures of **TEXAS, ILLINOIS, FLORIDA and MICHIGAN**. Florida action considered especially unfavorable by Ascaph.

Anti-Ascaph taxing bills pending in various states as follows: **TENNESSEE**, \$5,000 per annum per county—now being contested in Tennessee state courts.

LOUISIANA—\$5,000 per annum per Parish—Ascaph technically operating from outside of state limits and Statute is not being enforced.

GEORGIA—\$1,000 per annum per county. Litigation has construed that the payment of a tax on one county is sufficient to cover the entire state.

MISSISSIPPI—\$1,000 per annum for each agent representing copy-

NEW PROGRAMS—IDEAS

Popular KOBH Features

One of the most popular programs on KOBH, Rapid City, S. D., takes place at 2:45-3:45 p.m., ordinarily considered by stations as the least valuable air time. KOBH has worked up a unique show for this spot. It's called the "Do You or Don't You Hour," sponsored by a local theater circuit, and provides a radio forum for the likes and dislikes of listeners in the matter of popular tunes. If fans want a certain tune banned from the air, and their registered disapproval is greater than that of persons in favor of the number, the tune is taken off. Tune Traffic Cop Frank Crilly and Holly Squad Car Reporter Archie Hall are featured on the program.

Among other leading KOBH shows are "Living Granite," presented Sundays, giving historical facts about the Black Hills country; the "Kiddie Club Revue," emceed by nine-year-old Billy Goodhope and aired from a local theater with a dairy as sponsor, under the direction of Frank Crilly, and "Court of Cars," originated by Newscaster Archie W. Hall, who plays the part of Judge Weather N. Rodes.

"The Radio Scout" is starting this week, with the Scout just walking into a department store, bank or what have you and putting both customers and employees on the air.

"Poems for Sale," airing the best works of aspiring Black Hills poets each Sunday, has hit a home run and gone commercial.

Softball Games on WTMV

On Friday night, WTMV, East St. Louis, will inaugurate a series of softball broadcasts from the East Side Softball park. Played under lights at night three evenings each week, the games are fought by eight men and eight girls' teams under auspices of the East St. Louis Softball Ass'n. Because rivalry is keen and public interest intense, WTMV will broadcast three games each week. Paul Wills, sports announcer, is assigned to splicing task, aided by Jimmy Duncan, boy prodigy announcer.

For Hay Fever Victims

WNEW will render a special service to hay-fever sufferers starting today, when Ted Webbe, chief announcer, initiates a daily report on the pollen content in the New York atmosphere for the summer sneezers. The nose-tickling information will be broadcast in cooperation with the WPA-Department of Health-Air Pollution Project, Mondays through Fridays at 9:30 a.m.

Current Events Reading

WDAF, Kansas City, this week starts the first of a series of Public Library programs to be known as "Your Library and The World Today." On an evening spot, the quarter-hour discussions will be designed to suggest interesting reading in connection with current events, and seasonable reading for adults and children. Library officials will conduct the programs.

right owner. No Ascaph agents residing in State.

FLORIDA—City of Miami local ordinance license fee \$2,500 per annum for any copyright group enforcing rights within city. Ascaph not operating there.

MISSOURI—St. Louis municipal tax \$2,500 per annum for any group of copyright owners enforcing rights in city limits. Ascaph not operating there and not amenable to license fee.

WISCONSIN—A proposal to increase the 5 per cent tax to 25 per cent pending.

COLORADO—General monopoly bill pending, not directly aimed at Ascaph, but which might adversely affect it. Prospect of legislature adjourning without enactment.

MAINE—State of Maine vs. Ascaph in anti-trust action, suit not presently on the calendar.

U. S. A. vs. Ascaph et al, still pending.

Apart from this, no information available on Alabama; Indiana legislature adjourned; Ohio bill died in Committee; Iowa legislature adjourned; Minnesota legislature, adjourned.

Copyright Bills

In Washington, several copyright bills are still pending. Important is the Duffy bill with its elimination of

the \$250 minimum infringement fee. May come up shortly. Also provides for U. S. becoming party to Berne Convention. (S. 3047).

Daly bill (H.R. 10632) amends and consolidates Copyright Act—covers works especially prepared for radio broadcasting, etc.

Guffey bill (S. 2240) also amends and consolidates Copyright Act, touches on fac-simile, television, wired radio, etc.

Sheppard bill (S. 2031) limits liabilities for infringements, also to station originating program, etc.

Sirovich bill (H.R. 11374) again seeks to amend and consolidate the Copyright Act in a measure sought to please everybody.

CBS Gets Exclusive On Lewisohn Concerts

(Continued from Page 1)

are still unsettled. Concerts are given nightly and it is possible that CBS may air more than one concert a week from the stadium. Vladimir Golschmann and Fritz Reiner, conductors, will lead the orchestra during the season.

For the past several years WOR-Mutual carried the concerts, and this is the first time CBS has aired them.

SALES OF RADIO SETS INCREASE 17 PER CENT

(Continued from Page 1)

Allen, general counsel of the Radio Manufacturers Ass'n, addressing the radio industry leaders, assailed Congress for its failure to control labor union intimidation and coercion of employees and employers. Though business and industry are strictly regulated, the Wagner act fails to regulate or control Union operations, Van Allen told the RMA men, and subjects minority employes—and employers—to unbridled acts of outside pickets who "hate all forms of government and all laws and are experts in the art of discontent."

Election of officers and the annual banquet are scheduled for today. Leslie Muter of the Muter company of Chicago is president, and Bond Geddes of Washington as executive vice-president, is in charge of the show.

Shakespearian Series Starts July 12 on CBS

(Continued from Page 1)

The air is still unsettled. Series will run for eight weeks and shows will emanate from both Hollywood and New York, depending on location of the lead. Brewster Morgan will commute from coast to coast to direct the series and a large symphony orchestra will be hired to furnish the musical support.



Reads in
PROGRAM PLANNING



BRIDGE ROUND TABLE

with the **4 Aces**
IN PERSON

8:30 P.M. TUESDAY

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

AGENCIES

RUTHRAUFF & RYAN, Chicago office, has elevated Ros Metzger to midwest radio director...

HOLLY SHIVELY, formerly writing radio publicity, at Lord & Thomas, Chicago, has been named to replace Lew Goodkind...

TOMMY LABRUM has filed a petition to operate an advertising agency in Philadelphia in his own name...

SIDNEY GORCHOV of the Harvey Best Agency, Philadelphia, has written a series of articles entitled "Why Advertising..."

WDEL Signs Earnshaw Series

Charles Michelson, eastern representative of Earnshaw Radio Productions, has placed the Earnshaw "Radio Short Stories" series on WDEL, Wilmington, Del.

Stuart Allen Set

The signing of Stuart Allen by American Tobacco Co. for the Lucky Strike Hit Parade broadcasts was officially confirmed yesterday.

Sperry Flour Shifting

Speery Flour on June 23 will shift to a Friday 3:15-3:30 p.m. (PST) spot on the CBS Pacific coast network.



Jack Lavin, plans to open his own office about Aug. 1, handling a limited number of name acts as personal representative...

During its anniversary celebration last week, WHB, Kansas City, revived several transcriptions made at various times during the station's 15 years on the air.

John Nesbitt has been renewed on his "Passing Parade" for ONE year as of June 15...Sharri Kaye, former swingster for Al Donahue at the Rainbow Room...

Ronald "Dutch" Reagan, former WHO, Des Moines, announcer, who quit the mikes for the cinema, has been undergoing some drastic alterations in his personal appearance since he arrived at Warners in Hollywood recently...

GUEST-ING

DOROTHY STONE, interviewed at 3 p.m. by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

BURGESS MEREDITH, in special one act play, "Decision," by Robert Newman; DOC ROCKWELL, CROSS and DUNN and JOE LAURIE, JR., on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.)

EDYTH WILSON and THE CHARIOTEERS, on Louis Armstrong "Harlem" program, June 11 (NBC-Blue, 9 p.m.)

JOAN BLONDELL, RICHARD RODGERS and LORENZ HART, on Chase & Sanborn Hour, June 13 (NBC-Red, 8 p.m.)

ANN HARDING and JAMES STEWART, in "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HERMAN BING, on "Broadway Melody Hour," today (WHN-WOR, 8 p.m.)

ROCHELLE HUDSON, on Walter Winchell program, June 13 (NBC-Blue, 9:30 p.m.)

GILBERT ROLAND, HELEN MACK, LIONEL ATWILL and DOROTHY LAMOUR, in "The Last Train from Madrid," on "Hollywood Hotel," June 18 (CBS, 9 p.m.)

DAVE DRISCOLL and JERRY DANZIG on Ed Fitzgerald's Variety Show, today (WOR, 10 a.m.)

ETHEL WATERS, on Ben Bernie's American Can program, June 29 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

NANCE O'NEIL, on "Hammerstein Music Hall", June 15 (CBS, 8 p.m.)

FAY BAINTEY, in "Michael Strogoff", on Kate Smith's "Band Wagon", tomorrow (CBS, 8 p.m.)

Junior Legion Tieup

WTAQ-WHBY, Green Bay, Wis., have made arrangements whereby their weekly news magazine, "Radio Beacon," will be distributed every Friday by members of the Sons of the American Legion, Boy Scouts and the Sea Scouts.

F. T. C. CASES

Cease and Desist Orders

Sparks-Withington Co., Jackson, Mich., under a stipulation signed with the Federal Trade Commission, will discontinue representations that Sparton radio tone control makes reception possible under any condition...

BIRTHDAYS calendar for June 9 with names: Paul B. White, Fred Waring, Charles Webster, Joe Bivlano.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

ROSALINE GREEN of the lush vocal personality likes her job because it's difficult....Because the organized resistance to femme announcing aroused the old "I'll show 'em" spirit in her.... Although she gets a kick out of trail blazing, she really prefers acting on the air, as a profession....Was in stock and did one Shubert show....Has turned down innumerable flicker and theater bids...Rosaline's been in radio 13 years, having entered it via WGY, Schenectady, when she was at N. Y. State College.... Asked Joe Barnett, then at WOR, for her first radio job in N. Y. C....She didn't get the job....P.P.S....She's been Mrs. Joe for a year and a half....In 1927 did a half-hour broadcast that held a foretaste of television, a stunt called the Ray-foto process, idea being to transmit still pictures....Wrote script, directed and acted, with a cast each member of which is currently a "theater" or "radio" name, at a collective salary not large enough to cover their present taxi-fare appropriations....

Doesn't know whether she prefers her work on the "Hour of Charm" program to her efforts on the Mrs. Roosevelt broadcasts....Says she enjoys the former as much as any program she's ever done, partly because the other gals love it so....With regard to the latter, insists that contact with the First Lady is an inspiration, and the lady herself a grand human being....Was genuinely thrilled to lunch at the White House last week, but regretted the President's absence....Although the possessor of a creamy voice that makes other lasses' vocal efforts sound like skimmed milk, believes there are plenty who can do what she's done....

Tim and Irene in process of organizing an ex-vaudevillians club, with all the "in-the-money" teams as charter members, object being to extend the well-known helping hand to less successful brethren....Weed & Co.'s Grace Walsh (she's sec to Joseph J. Weed, proxy) and Wm. Hennesey, v.p. of the European-American Travel Bureau, are honeymooning in Bermuda, the nuptial contract having been sealed June 5....The hillbilly ranks are being swelled, with Elton Britt of the Zeke Manners gang proudly announcing the June 7 arrival of an 8-pound lad....The name of Will McCune's new vocalizing attraction is Betty Allen, and she hails from out San Diego-way....



"FOR MEN ONLY"

Bristol-Myers, Inc.
WHN (WLW Line) Mondays,
8:30-9 p.m.
Pedlar & Ryan, Inc.

FAST VARIETY SHOW WITH BUT ONE WEAK SPOT—A SACRIFICE FOR A NAME ACT.

Vitalis show, formerly originating in WLW studios, resumes from the New York end of the WLW Line. Permanent talent is Ray Sinatra and orchestra; Joey Nash, tenor, and Paul Sullivan, news commentator. Among guests were Bert Acosta, flyer, who told of his Spanish civil war experience and did it well in so far as delivery was concerned at least; Patrick Ryan, who won \$150,000 on the recent Irish Hospital Sweepstakes, telling his story in a swell brogue, and Estelle Taylor, who offered a dramatic piece from "A Family Affair" in which she played

the daughter of Judge Hardy. Miss Taylor probably was nervous and couldn't compete with the work of the one in the role of her father. Bradley Barker offered animal sound imitations, second to none in his line, and Alex Morrisson golf pro, whose work is familiar to radio listeners, did nicely as usual. Alex was worked into a sort of testimonial, but it wasn't poorly done.

Sinatra did well with the ork selections and accompaniments and Nash seemed to be in especially fine voice. Sullivan is first-rate as a commentator, and all of the program was coordinated in a manner that made for speed and entertainment. Perhaps in spots there was too much of a rush. From the opening gun, Fred Uttal gave it the works, outdoing Floyd Gibbons, if anything. Credits were along the 60-second workout biz and against the oily patent leather look of the average hair slicker.

NEW BUSINESS

WBAP, Fort Worth

Dodge Bros., disks, through Ruthrauff & Ryan, N. Y.; Brown & Williamson Tobacco, "Baron Munchausen" disks, through BBDO, N. Y.; A. J. Krank Co. (lather creme, etc.), through McCord & Co., Minneapolis; Allis - Chalmers; Ralston - Purina, through Gardner Adv'g Agency, Chicago; Burrus Mills (flour), through J. Walter Thompson, also over Texas Quality Network; Crazy Water Co. (Crazy Crystals), through Rogers Smith Agency, Dallas; Cosden Oil Co., through Advertising Business Co.

Boston

WEEL: New England Tel. & Tel., through Doremus & Co.; Little Tree Farms, through Harry M. Frost Co.; T. Noonan & Sons, through Doremus & Co.

WNAC: Calo Food Products, Oakland, Cal., through Emil Brisacher and Staff. San Francisco; Colgate-Palmolive-Peet, through Benton & Bowles (also on 12 other Yankee network stations).

WAAB: Little Tree Farms, New England Tel. & Tel.

San Francisco

KPO: Standard Oil of Cal., through McCann - Erickson; Sperry Flour (Gen. Mills), through Westco Adv'g Agency, S. F.

KGO: Best Foods, through Benton & Bowles; Table Products, through Lord & Thomas; Kraft - Phenix Cheese, through J. Walter Thomp-

son; Allis-Chalmers, through Bert S. Gittins, Milwaukee.

WMCA, New York

Grace Donahue Inc. (beauty preparations), through Redfield-Johnstone Inc.; Trutonophone Inc. (hearing aid), through Klinger Adv'g Corp.; Unity School of Christianity, Kansas City.

WJBK, Detroit

Pet Milk Co., St. Louis, renews Polish Varieties Hour for six months, through Gardner Agency, St. Louis.

WTAR, Norfolk

7-Up, "Man in the Street," featuring Jeff Baker, with giveaway tieup.

WOW, Omaha

Quaker Petroleum, "Mid-Day Melodies," handled by Program Manager Harry Burke.

WBT, Charlotte

Allis-Chalmers, disks; Chevrolet, "Musical Moments" renewal.

WRVA, Richmond

Gulf Refining, "Gulf Varieties" programs.

WSYR, Syracuse

Le Roy Casper (Ford and Lincoln distributor), "Sons of Pioneers," disks.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED

Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

WLMU, Middlesboro. Mod. of CP to make changes in equipment and increase power to 100 watts, 250 watts LS. 1210 kc., unlimited.

KALB, Alexandria, La. Mod. of license. 1210 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 KW., unlimited, be granted.

Wichita Broadcasting Co., Wichita Falls. CP for new station be denied.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station be denied.

KFPL, Dublin, Tex. App. for vol. assignment of license to WFTX, Inc., be denied.

WFTX, Inc., Wichita Falls. CP for change in frequency be denied.

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBH, Joplin, Mo. CP for change in frequency, power, be denied.

APPLICATIONS DENIED

J. Leslie Doss, Sarasota, Fla. CP for new broadcast station.

Northern Broadcasting Co., Traverse City, Mich. CP for new station.

Power City Broadcasting Corp., Niagara Falls, N. Y. CP for new station.

Niagara Falls Gazette Publishing Co., Niagara Falls. CP for new station.

National Television Corp., New York. CP for new visual broadcasting station.

WTMV Expands News Bureau

East St. Louis, Ill.—WTMV has enlarged its news bureau, adding two high speed INS printers that also carry Universal Service, the night wire.

Viewpoints

Screen Names Lack Punch As Entertainers on Radio

"In commercial radio, which is the backbone of the industry, a great many clients are buying top-heavy cinema talent, staking larger sums on the box-office of screen names. In most cases the picture stars contracted do not do the job of selling through the loudspeaker that is done on the screen. They seem to lack a spoken punch that they deliver before the camera. All this time, top-notch radio actors have been standing idle in New York stations. It's no far cry to assume that we are in a talent cycle that will bring network shows back to New York."—JOHN MAYO.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



Chicago

HAROLD STAFFORD is handling production and Richard Kress is director for the old fashioned community sings being aired each night this week over WLS from the auditorium of Chicago Historical Society in connection with celebration of "Historical Chicago Week."

Ken Fry, NBC special events director, on annual vacation at McCormick Creek State Park down in southern Indiana this week.

George Kercher of Edward Petry & Co. taking his annual vacation. He's spending it moving to new house in Evanston.

Norm Gregg has supplanted Julian Bentley as press agent on Carnation Contented account. Gregg was formerly with Erwin Wasey.

Fort Pearson picked by Campana to do the announcing on "First Nighter" now that it's back here.

Marjorie Hannan of "Bachelor's Children" script show is laid up by influenza.

Connie Osgood, free lance actress, back in town after six months in Hollywood where she worked on Lux show which is going off for the summer.

Reinhold Schmidt, bass-baritone of the Continentals quartet of the Carnation Contented hour has been engaged by Chicago Grand Opera for the fall season.

BOSTON

John F. McNamara, Program Director of WBZ-WBZA, sails for Europe on June 19 for a six-week vacation trip.

John A. Holman, General Manager of WBZ-WBZA, commuting between here and Washington, New York and Springfield on the desynchronization of the two stations.

Charle Phelan, Yankee Network sales manager, has gone to Pittsburgh to be present at his son's graduation from Kiski prep school.

BALTIMORE

Zell Motor Car Co., Packard distributors, has started a series of variety shows over WBAL on Sunday afternoons.

WCAO is aiding the city in a tax collecting drive by granting time to City Collector Thomas G. Young for brief talks.

WBAL is the outlet for a new series of programs by the Maryland Congress of Parents and Teachers.

Weekly band concerts from Patterson Park will be aired over WBAL starting tomorrow. City Park Band and Municipal Band will alternate weekly.

ORCHESTRAS - MUSIC

KAY KYSER and ork are continuing their one-nighters until June 21, on which date he opens at the Ritz-Carlton Hotel, Boston. He appears at Washington & Lee University tonight and tomorrow. He makes music at the June German of the Carolina Cotillion Club, Rocky Mt., N. C. on June 11. Last week he played in 7 different states in the same number of days.

Chick Webb and his orchestra will be booked exclusively through the William Morris office, effective immediately.

Teddy Hill and the band have been signed for the Palladium in London, following their Paris engagement at the Cafe des Ambassadeurs.

Norfolk and Virginia Beach are featuring name band attractions this year, with emphasis on one-night stands. Jimmy Lunceford headed the line-up with a date at the Hollywood, sepia nitery, about a month ago. Paul Whiteman launched the season at Virginia Beach with a May 29 booking at Seaside Park. Fats Waller played the Hollywood yesterday; and two more beach bookings are for Hal Kemp tomorrow and Tommy Dorsey on the 16th.

Lee Grant's Champion Ork, heard over WMCA, presents two ditties of identical title, "That Southern Hospitality", one of which is from the current flicker "Turn off the Moon"; the other was a favorite in 1915. They'll both be heard on the "Grandstand and Bandstand" show at 5 p.m. tomorrow.

Paul Specht is back in the limelight, batoning a new ork at Benny the Bum's, in Philly.

Joe Landy and ork are set for the summer season at the Bala Inn, Bala, Pa.

Bob Kay and his band do a repeat

at the Martinique Cafe, Wildwood, N. J., for the summer season.

The Summer Jubilee Orchestra, headed by batonist Charles Stone, is being featured at College Inn, with a WBBM-CBS wire.

Freddy Martin, now road-touring, starts a fortnight's engagement at Claridge Hotel, Memphis, June 18.

Mickey Familant, whose orchestra has been making merry at the Silver Lake Inn, leaves the Philly roadhouse for the Beach Club at Wildwood, N. J.

Program of the NBC Music Guild, featuring Marcel Dick and Yella Pessl, will offer a newly discovered sonata for the viola and harpsichord by Wilhelm Friedemann Bach, son of Johann Sebastian Bach, Friday, June 18, from 2-2:30 p.m. over the NBC-Red. Introduction and allegro movements are scheduled to be heard.

The Columbia Symphony Orchestra will attempt to capture the spirit of India, Provence and Spain, in presenting three tone poems on "Everybody's Music", over the WABC-CBS network on Sunday, 3:30-4 p.m. Howard Barlow will direct the orchestra. Henry M. Neely, the "Old Stager", will comment in his usual fashion. "La Peri", an oriental study by Paul Dukas, "Pavane pour un Enfant Defunte", by Maurice Ravel, an antique slow dance in the Provençal tradition, and "Iberia", by Claude Debussy are the selections to be played.

Among the alumni of the Irving Aaronson ork are Bunny Berigan, Art Shaw, Lou Bring and Hal Hixon.

The Fred Ebener musical aggregation has moved from Chez Paree in East Omaha to Krug Park in Omaha, replacing Dusty Roades, and are heard over the Chez Paree.

★ ★ ★ QUOTES ★ ★ ★

HELEN MENKEN: "The pace of the theater is comparatively leisurely, but in radio the maximum effect must be achieved in a minimum amount of time. The ear is less patient than the eye. Radio drama, both in writing and acting, must be stripped of non-essentials; it must be direct and proceed from its fundamental premise to a logical conclusion without loitering along the way. A radio actor's every word must paint its picture and advance the action of the play."

PETER J. TESTAN: "As general manager of an independent station I find that the outlets, not affiliated with chains, can do much toward furthering civic interest in the city or town which houses them. Time

not allotted commercially can be filled with entertainment, talks, etc., by representatives of active city groups. Many worthwhile features can be aired thereby while you acquaint listeners with the value of each department in its relation to city or town government. WBBC has given free time to many organizations, and listener interest is proven by heavy mail response."

HUGO MARIANI: "I believe that swing music can be woven into many of our other styles of rhythm, and made more popular in this fashion. For example, I am at present working on a modern interpretation of the tango, to be done in smart, swing manner."



ANDY DEVINE, after being busy for a month in films, returns to the Jack Benny program next Sunday.

Every member of the Benny cast is now engaged in film work, including Mary Livingstone, Kenny Baker, Don Wilson, Phil Harris and Benny himself.

The Jane Froman-Don Ross program which will carry on for Jell-O during the summer vacation of the present stars will have a new orchestra under the direction of D'Artega, noted Spanish-American theatrical conductor and arranger. His full name is Alfonso Armando Fernandez D'Artega.

CBS installing fancy audience clocks and neon signals in new Vine street theater. Clocks will be 27 inches high, on panels six feet long, along which "Stand By" and "On the Air" signs will flash to inform audiences.

Phillips Lord Case Delayed

Federal Judge John C. Knox, yesterday denied the application of Phillips H. Lord (Seth Parker) to place his \$50,000 damage suit against Pathe News on the June 21 calendar. Judge Knox ordered the case to a jury trial on the calendar of Oct. 11, 1937.

Action grew out of an agreement alleged to have been made between Lord and Pathe on July 26, 1933, wherein Lord was to sail around the world and take pictures, with Pathe supplying technicians and a director and defraying 50 per cent of the costs, Lord in turn to receive 50 per cent of the net proceeds. Lord avers that Pathe dropped out of the picture and that he was forced to use another concern.

Coming Events

Today: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.
June 1-10: Radio-television exposition, Moscow.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Philadelphia

Esther Durkin, who worked in the WIP production department for five years and then with the Solis Cantor Ad Agency, has joined KYW as secretary to James Begley, program manager.

Mt. Sinai Hospital "Question Box of Health," heard Saturdays over KYW, marks the 100th consecutive broadcast on June 12.

John Parson, WIBG announcer, is doubling his splicing abilities at the track meets in Norristown, Pa.

For the first time, Donald Withycomb, WFIL general manager, fails to make the NAB convention, held to his desk due to the pressure of increased summer business.

Iowa Soap Co. (Magic Washing Powder) drops its sponsorship of the "Question Box" over KYW for the summer.

Van Wallen, radio director and continuity writer, addresses the Youth Drama Group at the Art Alliance on "Radio Experiences" at their weekly Thursday forum.

Virginia Hackett will conduct radio religious services for shut-ins over WCAM on a thrice weekly schedule.

Murray Arnold, WIP public relations director, takes top ranking honors in the amateur tennis tourney.

Joe Nassau now doing his news and sports commentating seven days a week over WIBG.

The Singing Parson, heard daily over WCAU, makes his last broadcast on Friday for the summer season, set to return early in September.

Ruth Howlett, who formerly conducted the Children's Theater of the Air over WFIL, stages a radio review this week at Mercantile Hall, featuring Bonnie Stuart, KYW-NBC singing star; Charles Hogg, boy tenor on WIP; Jean Meiers, the "Lullaby Lady" on WIBG; and Roy Allen, from WPG, Atlantic City.

Ed Wallace, WIP production chief, airing a gossip column nightly.

Sandy Guyer, who assists Jack Barry on the WIP baseball broadcasts, chalks up his 200th consecutive games aircast this week-end.

Carolyn Ann Cross, director of the WIP Homemakers' Club, inaugurates a new feature for her weekly visual show. Each week she will bring in a WIP staff member for an interview about the person's life before joining the WIP staff. First assignment goes to Howard Jones, announcer.

Jack Steck, WFIL emcee, is arranging a two hour vaudeville show as the high spot of the WFIL Women's Club picnic at Woodside Amusement Park on June 30.

Norman Jay back at the WFIL studios for his commentating after attending the National League of Masonic Clubs convention in Cincinnati. His local show carried on from Cincinnati through the WLW line.

W. Fred Ford, WCAU sports commentator, is spending the week at Faraway Farms.

Horace W. Feyhl, production chief

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 41 of a Series

WFLA—Tampa-Clearwater, Florida

620 Kc.—5,000 Watts Day, 1,000 Watts Night

W. WALTER TISON, General Manager

WFLA, as it is known today, grew out of a combination of stations and ideas dating back to the hectic "boom" days in Florida, when WGHB made its bow at Clearwater. However, WGHB was a "boom" station. It was conceived by a real estate developer, one George H. Bowles, who induced W. Walter Tison, former WSB technical man in Atlanta, to bring down to Florida a discarded WSB 500-watt transmitter. This transmitter is now part of the Smithsonian Institute's radio exhibits, courtesy WFLA-WSUN. With this ancient transmitter, Tison started off, as well as managed the new Florida station. Thus arranged, the station ran for many years and finally new equipment was installed, WGHB was sold to the City of Clearwater, and the call letters were changed to WFLA. The year 1930, found WFLA leased to Florida West Coast Broadcasting Co., who immediately started NBC network service, announced a new 16-hour schedule and general technical improvement for WFLA.

In this progressive step forward, WFLA continued under Tison's management until recently, when the station was sold by the City of Clearwater to its former operating company, a Florida Corporation, headed by Clearwater's former Mayor, Hon. H. H. Baskin, as president, W. Walter Tison, first vice-president, and Fred J. Lee of the Clearwater Chamber of Commerce, second vice-president.

Under this new setup, WFLA started as a 500-watter. Time passed, power was raised and frequency changed each time bettering the facilities, until today WFLA is one of Florida's outstanding stations operating a 5 kw. transmitter at Bayview, near Tampa.

It may be of interest to point out also, that WFLA exploited America's first directional antenna system, proving to the satisfaction of the industry that directional broadcasting is not only practical, but expected as well.

Today, too, WFLA occupies the unique position of serving with studios not only in Clearwater, but with large modern air-conditioned studios in the Tarr Building, Tampa, from which the majority of all programs now originate.

In St. Petersburg, WFLA has a staunch ally in WSUN thus creating, on Florida's West Coast, one of the strongest radio combinations in the South.

Some additional interesting firsts, along with being the first station to use a directional antenna, can be credited to WFLA, as follows: first full-day schedule in Florida, first air-conditioned studios in Florida, first vertical radiator in the state, and many other firsts in programs and production.

Finally, WFLA today dominates the Tampa trade territory with a steady, clear signal, dependable service and an exceptionally well balanced arrangement of NBC and local programs of popular public acceptance.

Programs That Have Made Station History

8. Fred Hoey's "Hello Everybody" on WAAB and Colonial Network.

PROBABLY without equal in the U. S. is the daily audience of some 10,000,000 baseball fans who listen to Fred Hoey's familiar "Hello Everybody" in his daily broadcasts of the home games of the Boston Bees and Red Sox over Station WAAB, Boston and some 15 stations of The Colonial Network.

In addition to the New England coverage of six states, the Boston

at WCAU, is announcing the Children's Hour over WABC, New York, on Sundays. He uses the name of Horace Blue, same as when announcing "Pageant of Youth" over NBC.

Harold Higgins, Boake Carter's official engineer, leaves with the Philco commentator for the company sales convention this month at White Sulphur Springs.

broadcasts are received in the Maritime Provinces, parts of Quebec, northern New Jersey and parts of New York City, the latter reception coming from the strong WICC, Bridgeport, Conn. station.

For ten years The Yankee Network, and now The Colonial Network, has had no competition in this field. Eleven years ago a Boston newspaper fostered a broadcast with Ted Husing at the mike. When that station changed hands it also forfeited its rights to broadcast the games. Since that time Fred Hoey, one of the pioneers of baseball broadcasting, with 11 years' experience, has had the exclusive rights at both Boston ball parks.

One of the thrills of Hoey's career at the mike was in 1927 when he announced every 15 minutes during the Braves game the progress of

San Francisco

Doug Montel has been battling for Dwight Newton, who conducts the Uncle Harry program along with other shows on KYA, during the latter's illness.

Johnny O'Brien's harmonica group gets three spots weekly starting tomorrow, and later may go coast-to-coast.

Jimmy Doyle handled the mike for the KJBS-KQW airing of the fourth annual Madrone Rodeo on Sunday.

Arthur Peterson, Tizzie Lish imitator on Dean (Budda) Maddox's amateur show, in Reno for an engagement.

Ray Harrington is directing Jack Meakin's airshows now that the maestro is vacationing.

KYA and Orange net now airing music featuring Don Steele and Dixie Marsh, vocalists, from the "Greenwich Village," supper club. Lyle Daniels supplies the swing.

KROW Notes: Herb Allen, sports-caster, confined to home after a nervous collapse. Ernie Smith, KYA, subbed for him the other night, but Otto Eggenberger, former KLX, will temporarily take over Herb's work.

Production Mgr. Scott Weakley's contract with Federal Emergency Education bureau teaching radio technique renewed for another term. Dudley Manlove, announcer, vacationing for two weeks in Cinemaville.

SAN ANTONIO

The Simpson Sisters, popular San Antonio singing trio, who have appeared on many WOAI broadcasts, are joining an orchestra in New York.

Edna June Bump, WOAI staff pianist, who has discovered many local artists, is now featuring a 16-year-old torch singer, Nancy Gay.

Tune Wranglers have been booked solid every night at dances and other social events in South and West Texas.

Paul Girrard, formerly of KTAT, Fort Worth, is now the new program director at KTSA, succeeding Corwin Riddell, resigned.

Monte Magee is back on KONO doing a quarter-hour program nightly.

Announcer and Home Town Editor Walter Beck is back on deck at KTSA from that vacation.

Nell Semann, dance instructor, has a new Tuesday spot on KMAC.

Bobby Millar and his Olmos Club Band are airing nightly via KABC.

Charles Lindbergh in his famous hop to Paris.

Incidentally—on rainy days when the games are called, WAAB and the Colonial Network broadcast the feature races from Suffolk Downs with Nelson Churchill at the mike.

AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

(Continued from Page 1)

ing darkness and the confusion among the great black frigate birds as they settled on the island, the luminous gases enveloping the plant as the thin crescent of the sun disappeared altogether behind the moon, and the rest of the strange phenomenon until the totality ended.

NBC had the cooperation of the U. S. Navy-National Geographic Society Expedition.

CBS broadcast an eye-witness account of the eclipse at 6-6:30 last night when William Perry, CBS staff announcer, gave a description of the phenomena from Casma, Peru. At the Hayden Planetarium's Grace Peruvian expedition, where the sun was blotted out for 3½ minutes, Perry also interviewed Hans Christian Adamson of the Hayden Planetarium. Perry's description climaxed the most ambitious scientific project ever attempted by CBS, the network having shipped delicate equipment 3,100 miles to a spot 10,000 feet high in Casma, 300 miles from Lima. Ray Newby, engineer, supervised the transportation of the equipment on an expedition which left on May 14.

A. F. M. May Tighten Up On Synchronized Music

(Continued from Page 1)

some sort is expected to bring the producers and theater owners around.

Other major item, as already mentioned, is the ban on recordings on the air. While these two resolutions are definitely set to be brought up at the Tuesday afternoon sessions when the business of the convention is scheduled for the week, many other important proposals are also on tap. President Joseph N. Weber and numerous delegates have already left for Louisville.

Summer Radio Course

Lafayette, Ind.—Planning and production problems of radio programs will be covered in detail in a unit course on radio broadcasting that will be offered at Purdue University, June 17-July 8, as part of the regular summer session.

ONE MINUTE INTERVIEW

DONALD DAVIS

(Head of General Mills)

"Because radio advertising is available EVERY day, and because stations are so located that individual markets can be reached at will, there is a high degree of flexibility in radio advertising which permits almost INSTANTANEOUS change of attack to meet new conditions in any given markets as they arise."

★ Coast-to-Coast ★

BOB POOLE, self-styled plow-handle deserter from Stoneville, is back on the Early Morning "Monotony," featured morning program over WBIG, in Greensboro, N. C. Bob has received more pencil-written postcards than any one man in the south, most of them admitting that he is the craziest man on the air. His original "heart-to-heart" talks during the early morning hours between 6 and 7 o'clock have produced some very ridiculous situations and have made many friends for WBIG. This program features everybody from the janitor to visiting celebrities.

Bob Martineau, announcer at WTHT, Hartford, and Abby Allen are now Mr. and Mrs. The wife beat Bob to the punch in going coast-to-coast by appearing on Ed Fitzgerald's variety program.

Jay Crum, formerly with KTUL, has joined WTMV, East St. Louis, as announcer to replace Alex Buchan, who is summering in Europe.

Peoples Radio Guild has started a Sunday summer series over KIRO, Seattle, offering a course in union labor history.

Emil Wachter and Bud Doelling, singers at WTMV, East St. Louis, have signed for the St. Louis Municipal Opera summer season.

Ed Sprague, sports announcer at WCAE, Pittsburgh, is doing a bit of sales work during spare time.

Chuck Gussman, formerly at WHB, Kansas City, and recently at WLW, Cincinnati, while in K. C. for a vacation, filled in at the mike Saturday afternoon while regular WHB announcers were rehearsing the station's birthday party program.

WBIG, Greensboro, N. C., aired highlights of various college commencement activities, and among speakers were Roger Babson, Governor Clyde R. Hoey of N. C. and Josephus Daniels, ambassador to Mexico. At the annual encampment of the N. C. department of the Veterans of Foreign Wars, WBIG aired the addresses of General Smedley Butler and Senator Robert R. Reynolds, as well as carrying the feature events of the meet.

Alan Roberts, tenor, will be heard at a new hour over Station WMCA, starting today, broadcasting at 7:15-7:30 p.m. He will be accompanied by Carl Fenton and his orchestra.

KOBH, Rapid City, S. D., broadcasts six hours of news daily. Assistant Manager in Charge of Programs Archie Hall, is newscaster.

Vacation schedules at WTAR, Norfolk, have been worked out by Gen-

eral Manager Campbell Arnoux so that no two department heads leave at the same time. Promotional Director Ralph Hatcher heads the list, with John Carl Morgan (announcer) next, followed by Shirley Hosier (programs), Vaughn Bradshaw (production), Lee Chadwick (copy), and Jeff Baker (announcer). Engineering staff will be scheduled later after completion of new transmitter location.

"Virginia Beach on the Air," a summer series for the past few years on WTAR, Norfolk, has signed again for the season. Irene Lukas of the WTAR salestaff closed the deal. Half-hour thrice weekly.

"Fortune Calls," aired over WISN, Milwaukee and sponsored by Julian Goldman, has been renewed for 26 weeks.

Johnny Olson, heard weekly over WTMJ, Milwaukee, has returned from the north woods itching to get back to work—the result of mosquito bites.

Alun Williams of WMCA now has a daily morning commercial, "Morning Meditations," under the sponsorship of the Unity School of Christianity of Kansas City.

Chuck Thorndike, interviewer on the "Man Behind the Cartoon" weekly series over WINS, has arranged an unusual broadcast for tomorrow night at 8:45 p.m. He will bring to the microphone the man who is responsible for the ideas behind most of the recent cartoon contests that have been sweeping the country.

Johnny and Joe, Hawaiian act at WTMV, East St. Louis, have opened another music studio, enlarging their string to two. Main studio is in St. Louis, and the new school in Granite City, Ill.

NBC Guided Tours will get a lay-out soon in an issue of Life magazine as a result of 15 Life reps taking the tour.

John H. MacDonald, NBC director of the budget, will address the delegates at the convention of National Office Management Association, in Chicago, June 9.

Bill Bailey, NBC announcer who was rushed to the Mt. Sinai Hospital in Philadelphia, for an emergency appendix operation is reported as coming along nicely.

Brian Elliott, KLZ announcer, is subbing as the sidewalk Denver's Inquiring Reporter, while Wesley Battersea is vacationing in the South.

Jack Fitzpatrick, newscaster at KLZ, Denver, is now on his fourth year with a daily sports review.

14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

(Continued from Page 1)

the web, either this year or next, while some 40 other events also will be aired. List of exclusives include:

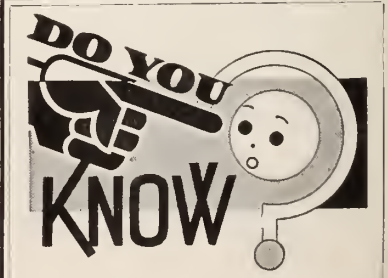
The next heavyweight fight between the winner of the Braddock-Louis fight, which NBC has already sold to Buick, and Schmeling in September has already been contracted for by the net. Both the Roosevelt Raceway event on July 3 and the Indianapolis Memorial Day races are tied up, the latter event for the next three years. In the track field, all A. A. U. meets, two a year, indoor and out, and the ICAAAA track and field meet are contracted for until the 1940 Olympics.

Other exclusives are the International Open Gold Golf Stakes at Belmont, Mass., the richest stake in golf, \$12,000; the National Air Races at Cleveland, date to be decided.

Exclusive horse races are the Pimlico Preakness, the opening of the new Delaware Park Race Course at Wilmington on June 26 (KYW will carry the Saturday races from the track), the Foxcatchers National Steeplechase on Sept. 11 from Fair Hill, Md.; the Maryland Hunt Cup race in April; the Delmar Handicap on July 3 from the new Bing Crosby track near San Diego.

Other special events NBC plans to cover, not necessarily on an exclusive basis, are the Harvard-Yale boat race, June 25; the Poughkeepsie Regatta, June 22; International Yacht races, starting July 31; Hambleton Trotting Stakes, Aug. 11, from Goshen; the Futurity on July 31 from Arlington; The Ascot Gold Cup race on June 17, through the BBC; Wimbledon Tennis matches from England starting June 21, with John R. Tunis announcing; the Sugar Bowl game from New Orleans, and the Rose Bowl game from Pasadena, along with a long list of other collegiate games.

Within a few days CBS will announce another list of exclusives. NBC is now negotiating for a number of other sports events.



**DO YOU
KNOW**

Benay Venuta was once a ballet girl in Grauman's Oriental Theater in Hollywood with Myrna Loy.