



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 88

NEW YORK, N. Y., MONDAY, JUNE 14, 1937

FIVE CENTS

40-Hour Week, Pay Boost for WMCA

PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

Washington Bureau, *RADIO DAILY*
Washington—Injecting a new phase into this year's convention to be held June 20-23 in Chicago, the NAB will for the first time present a display of outstanding printed promotional material which has been used by agencies or clients or stations.

In an effort to get as complete a
(Continued on Page 3)

McIntosh Firm Casting For 100 Celebrity Disks

West Coast Bureau, *RADIO DAILY*
Los Angeles—R. V. McIntosh & Associates has begun casting and finishing final details before starting production on a series of 100 dramatized biographies of national and international celebrities. The disks will run 13 minutes, carry music and dramatic high spots in the lives of the celebs. Company expects to sell the series for use on release, with rights to file them for use when death or chance bring the characters into the headlines. First series of 100 will be followed with a second, it is expected.

Patterson Seeks to Buy KGGC in San Francisco

San Francisco—S. H. Patterson, former owner of KVOR, Colorado Springs, who was hired a few days ago as manager of KGGC on a year's contract, is now negotiating for purchase of the station, owned by Golden Gate Broadcasting Co., of which Rev. R. G. Craig of the Glad Tidings Temple and Bible Institute is chief stockholder. Patterson would buy it through his newly-formed Golden Gate Broadcasting Corp., of which he is only stockholder.

Former manager W. N. McGill will continue on staff in some capacity.

Using Noodle

Cleveland—Lang, Fisher & Kirk ad agency put over a nice idea for Zone Cab Company. Taxi firm wanted to get in on airing of baseball games, which are tied up by a station. However, knowing that no Sunday or holiday games are allowed on air agency bought one-minute chain breaks on WGAR to air scores on "prohibited" days.

Classics With Coffee

Chicago — Local suburbanites want their Bach, Beethoven and Brahms before breakfast, according to Norman Ross, who runs the Suburban hour for Chicago and North Western R. R. from 7 to 8 every morning on WMAQ. A survey revealed early morning tuners are pushovers for the classics, so he gives them 75 per cent highbrow recordings and only 25 pop. On Saturdays it's all long haired.

AMER. HOME PRODUCTS RENEWS 3 NBC SHOWS

American Home Products today will renew three of its NBC-Red network script shows "John's Other Wife," "Just Plain Bill" and "Mrs. Wiggs of the Cabbage Patch" for another 52 week run. All are heard coast-to-coast Mondays through Fridays. Blackett-Sample-Hummert Inc. has the account.

KSTP Vocational Series Becoming School Course

St. Paul—With KSTP's new vocational guidance series for youngsters, aired twice weekly under the title "Job Wanted," bringing in a heavy response from listeners and winning the station 42-point headlines in local newspapers, work already is under way toward elaborating the series and designing it as a listening-in course for school children of Minneapolis and St. Paul.

The new series, now in the making
(Continued on Page 3)

Agreement Negotiated Through Guild is Similar to CBS—Provides for \$42 Weekly Minimum Scale

A. F. OF M. MAY MODIFY STAND ON RECORDINGS

New Orleans—Resolutions to be introduced by the New Orleans delegation at the American Federation of Musicians convention in Louisville this week, to prohibit members from making electrical transcriptions, phonograph records or sound films, may not be as severe as originally expected, according to remarks of G. Pipitone, local union's president.

Pipitone, before leaving with Charles Rittner and John DeDroit for Louisville, indicated the delegation was not too tightly bound by its instructions and voiced confidence in AFM president Joe Weber. The N.O. group has been instructed to introduce legislation curbing activity in the disk and sound film fields. "But our union has never been immovable when a reasonable doubt may exist as to the right or wisdom of its course," said Pipitone.

B. S. Moss Bringing Television Equipment

B. S. Moss, theater man, returning today on the Normandie from abroad, where he surveyed latest developments in television, is bringing back with him a complete broadcasting and receiving equipment of the latest type.

A 40-hour week and pay boosts for the WMCA staff will become effective immediately, it was announced by Donald Flamm, president, before sailing Saturday for Europe. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

All announcers and producers will get salary increases, with a provision in the announcer's agreement that provides for what amounts to a guarantee that the announcer will receive commercial assignments to in-

(Continued on Page 3)

ATTENDANCE OVER 750 EXPECTED AT NAB MEET

Attendance at the NAB convention in the Hotel Sherman, Chicago, June 20-23, will probably top 750 for a new record, according to advance indications. The Braddock-Louis fight in that city on June 22 is serving as a stimulus. A partial list of those who already have signified their intention of being present follows:

CBS—Victor Ratner, John Karol, Her-

(Continued on Page 3)

Wash. State Ascaph Law Up for Hearing June 29

Seattle—Federal court has set June 29 for argument on the question of constitutionality of the Washington State anti-Ascaph law. Test case brought by Ascaph will be heard by three judges of the U. S. District Court.

Pays for Working

Struggling and suffering radio actors who toil without pay on sustaining programs—and sometimes even on shows where commercial spots are sold—were topped last week at a Connecticut station, where one of the announcers was reported to be paying the station \$5 a week for the privilege of being on the staff.

★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

By M. H. SHAPIRO

RMA annual convention in Chicago last week resulted in fodder for the sales promotion manager, what with receiving set sales up 17 per cent, making approximately 9,000,000 sets as this year's estimated sales... L. F. Muter, re-elected as prez... Transradio \$1,700,000 action against NBC, CBS, press associations, et al, was settled out of court... with Transradio emerging with official recognition as a news agency...

Transamerican officially closed its deal with Hearst radio organization... NBC and CBS both revealed size-

able increases for May gross revenue as compared to same month last year... MBS also up... CBS, in accordance with its recent board of director vote, made its two-for-one swap of stock, issuing two shares of new \$2.50 par value for each \$5 share now held...

Developments indicated a record-breaking attendance at NAB convention in Chicago next week with NAB making but one change from the usual routine, that of holding the election of officers on Tuesday instead

(Continued on Page 2)



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MARVIN KIRSCH : : : Business Manager

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★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

(Continued from Page 1)

of Wednesday... This will see many attendees pulling stakes many hours earlier than usual... webs and independent high-watters are squawking that the NAB has no great interest for them since various happenings the past year... say they would resign but don't want to create wrong impressions about this and that... Ascip situation has the web officials bothered again... figure they are due to take it on the chin... whatever the stations duck, they will cop...

Major film producers and distributors again conferring anent curbing film stars in radio... which will probably never get near enough to first base to steal second... Webs did a little scientific biz on covering the total eclipse of the sun, down under... sports events and special events both continued active as to arrangements for coverage... some exclusive and some open... still seems to be a question of policy with station management on what to do when the op-

position puts on an event it has sewed up exclusive... Bill Shakespeare gets a break on CBS beginning July 12 as a sustaining... if commercial, sponsor would probably not like his material at the audition...

Al McCosker, WOR and Mutual official, to be honored Wednesday with a degree from John Marshall College of Law... Federal court in Massachusetts ruled against the plaintiff in an action to stop a hotel playing his phonograph records over the amplifying system in a public room... RCA Victor defended the suit for the hotel... NAB figures on April national biz show an increase of 28.1 per cent over same month in 1936... Songwriters and publishers deadlocked on question of who will do the transcription licensing... publishers hold to their offer of 40 per cent top for general run... Civic group wants time on the air; not being bashful, they will take anything between 7-9 p. m....

COMING and GOING

MAJOR LENNOX R. LOHR, NBC president, has returned east from the coast.

FIBBER McGEE and MOLLY return to Chicago this week from Hollywood.

GARDNER COWLES, owner of KRNT, Des Moines, and LUTHER HILL, station manager, are in town for a few days.

JOHN THORWALD, managing director of WRR, Dallas municipal station, now the Mutual outlet, is touring the midwest looking over the latest studio installations, business and production setups. He will take in the NAB meet in Chi.

WILLIAM A. SCHUDT, Jr., general manager of WBT, Charlotte, will take in the NAB meet and Braddock-Louis fight in Chicago next week.

LEONARD BUSH, vice-president of Compton Advertising Inc., leaves for the west coast late this week. Will be away from the New York office until about July 20.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland, arrives back at his desk this week after a Bermuda vacation.

JOHN McNAMARA, program manager of WBZ, Boston, sails June 19 for Europe aboard the Transylvania.

EDWARD MacHUGH ("Gospel Singer") arrives in Chicago today to take up residence there while broadcasting for Proctor & Gamble.

JACK JENNY and the wife, KAY THOMPSON, leave June 26 for Bermuda to be away two months.

MR. and MRS. DAVID J. WOLPER left Saturday for Bermuda on the Queen of Bermuda and will remain on their honeymoon for one month.

ROCCO VCCCO of the Warner music firms left Friday for Hollywood and will return with BUDDY MORRIS in two weeks.

EDITH LORAND, orchestra leader and violinist, sailed Saturday for Europe to give a series of air concerts there.

MAURICE SIGLER and ARTHUR JOHNSON, songwriters for Gaumont-British, also sailed Saturday on the Champlain.

BENAY VENUTA flew to Chicago yesterday to fulfill an engagement at the Drake Hotel there and will then rejoin her husband, Dr. Kenneth Kelley, in San Francisco.

THOMAS L. THOMAS and NADINE CONNER will leave New York immediately after their July 1 "Show Boat" airing for Hollywood, where the future shows will emanate.

B. S. MOSS returns today on the Normandie from England abroad.

JOHN SHEPARD 3rd, president of Yankee and Colonial networks, will go to the NAB Convention in Chicago.

MARIO COZZI, NBC baritone, was in Cleveland on Saturday and yesterday to appear as a feature of the Exposition's Metal Day.

GIORGIO POLACCO, maestro; GIACOMO RIMINI, baritone, with his wife, ROSA RAISA, and maestro GIUSEPPE STURANI, all of the Metropolitan, sailed Saturday for Italy.

BILL HOPPE, sales manager of World Broadcasting System, back from week-end at West Point, where he rated a salute with the rest of the alumni in attendance. Hoppes emerged a shavetail from the military academy 10 years ago.

New KVI Management

Seattle—Reorganization of Puget Sound Broadcasting Co., Inc., operators of KVI of Tacoma and Seattle, at the annual meeting of the stockholders, resulted in Mrs. Vernice Doernbecher Boulianne being named president and general manager. Other officers are J. T. S. Lyle, vice-president, and Dorothy Doernbecher, secretary and assistant manager. Directors for the year include Mrs. Boulianne, Lyle, Miss Doernbecher, Judge John C. Kendall and Howard Gregory. Mrs. Boulianne and Miss Doernbecher are daughters of the late Edward M. Doernbecher, president and general manager of Puget Sound Broadcasting Co. since its inception in 1929 until his death in April of this year.

Services for M. D. Smith

Birmingham—Funeral services for Marcellus D. Smith, majority stockholder of the Birmingham Broadcasting Co. and president of its station, WBRC, were held Friday morning. Smith was a pioneer in the development of radio in Alabama. He became interested in WBRC in 1928, some three years after it was founded. Surviving are the widow, one son, one daughter and a brother.

Fitzpatrick Is Proud Uncle

Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, was in New York over the week-end to attend the graduation of his nephew Tom Powell, of San Francisco, from West Point on Saturday and his marriage yesterday. Fitzpatrick was best man at the wedding.

Mutual Passes Up Regatta

Mutual will not cover the Poughkeepsie Regatta on June 22 as previously announced because network cannot clear time on a number of stations.

Quiz's Record Mail

Prof. Quiz received 25,215 letters submitting questions last week, which establishes some kind of a record. The CBS program changes its time from 8:30-9 to 9-9:30 effective July 3.

Amusement Chatter on WNEW

WNEW has effected a tie-up with New York Amusements, whereby Norman Winter, editor and head reviewer, will broadcast reviews every Tuesday at 8-8:15 p.m. starting tomorrow. Program will also feature amusement gossip.

Heatherton for CBS Spot

Ray Heatherton now appearing on Broadway in "Babes in Arms," will replace Buddy Clark on the latter's CBS sustaining broadcasts. Clark, who has gone to the coast for films, will not be heard on the air from the coast according to present plans.

Palmolive to Continue

Colgate-Palmolive-Peet, sponsor of Palmolive's "Beauty Box Theater" with Jessica Dragonette, Charles Kullman and Al Goodman's orchestra, heard Wednesday nights over CBS network, will continue the program through the summer. Benton & Bowles is the agency.

McKesson-Robbins Adds WEAFF

McKesson & Robbins Inc. (Calox tooth powder) today will add WEAFF to its network of WNAC, Boston, WTIC, Hartford and WTAG, Worcester. Program "Girl Interne," is heard Mondays through Fridays, 2:45-3 p.m. Brown & Tarcher Inc. is the agency.

Ralph Kirbery on Vacation

After 72 continuous weeks of broadcasting for Thomas J. Lipton Inc. over NBC, Ralph Kirbery (The Dream Singer) leaves today in his airplane for a summer vacation.

FINANCIAL

(Saturday, June 12)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: CBS A, CBS B, Stromberg Carlson.

Crumit to Emcee Ford Show

Ford Motor Dealers have signed Frank Crumit to emcee the new Universal Rhythm series which makes its debut on the Sunday night spot June 20. Program, to be heard 9-10 p.m. over CBS network, will also feature Richard Bonelli, Alec Templeton, Carolyn Urbanbeck and Rex Chandler's orchestra. N. W. Ayer & Son has the account.

Equipment Firm Changing Name

Name of Motion Picture Lighting & Equipment Corp. will be changed to Charles Ross, Inc. effective July 1.

BIRTHDAYS grid with numbers 1-30 and names: George Hall, John McCormack, Loretta Lee, Major Edward Bowes, Benny Fields, Marcella Shields, Rowena Williams.

June 14

Greetings from Radio Daily

to

George Hall Major Edward Bowes John McCormack Benny Fields Loretta Lee Marcella Shields Rowena Williams

IT IS COSTING ME ...

\$10.00

TO INVITE YOU TO LISTEN TO MY SUSTAINING PROGRAM TODAY—3-3:30

(EDST)

WABC—COLUMBIA NETWORK

COLONEL JACK MAJOR

40-HR. WEEK, PAY BOOST GIVEN TO WMCA STAFF

(Continued from Page 1)
crease his salary by at least 20 per cent.

Two weeks vacation with full pay is provided for employees who have been with the station a year or more. Two weeks full pay in event of sickness and two weeks notice in event of discharge also are in the agreement.

The Radio Announcers Guild represented the employees in the negotiations.

Roy S. Langham of the AGRAP issued the following statement in behalf of the guild regarding the WMCA agreement:

"The agreement is the result of negotiations by and is made with the WMCA chapter of AGRAP. It provides, in effect, for a \$42 a week minimum scale, which is the highest minimum for any station of WMCA's size in the country. In effect, the five-day week is the same as that at CBS in that announcers are allowed to work more than five days if commercial commitments require. The agreement is only temporary until Jan. 1, 1938, and is designed to tide over the period of absence on vacations of station executives."

Attendance Over 750 Expected at NAB Meet

(Continued from Page 1)

bert V. Akerberg, Arthur Hayes, Arthur Kemp, Howard Meighan, Edwin S. Reynolds, John G. (Jap) Gude, Lincoln Dellar and Harry C. Butcher.

NBC — Frank Mason, Reginald M. Brophy, Clay Morgan, E. P. H. James, Alfred H. Morton, Lloyd Egner, Frank Chizzini, A. L. Ashby, Keith Kiggins, Jesse Butcher, Gus Reininger, Robert W. Friedheim, C. W. Horn, Otto Brandt, Sheldon B. Hickox, Jr., J. Richard Anderson, Lee Wailes and Reginald Thomas.

WOR-Mutual — Alfred J. McCosker, Theodore Streibert, Fred Weber, and G. W. (Johnny) Johnstone.

WRC-WMAL — Frank M. Russell, Kenneth M. Berkeley.

WTAM — Vernon H. Pribble.

WGY — Kolin Hager.

WBZ-WBZA — John A. Holman.

KYW — Leslie Joy.

KOA — A. E. Nelson.

KDKA — Harry A. Woodman.

Don Lee network — Lewis A. Weiss.

KFRC — Wilbur Eichelberg.

WMCA — Bertram Lebar Jr.

WBT — William A. Schudt, Jr.

WRR — John Thorwald.

WNOX — Robert Westergaard.

Scripps-Howard Radio — Jack Howard,

J. C. Hanrahan.

New York State Broadcasting System

— Burt Squire.

Hearst Radio — Edwin M. Spence, manager of WBAL, will be the official representative.

Free & Peters — H. Preston Peters, Russell Woodward.

Edward Petry & Co. — Edward Petry, Henry Christal.

Weed & Co. — Joseph Weed.

Transamerican Broadcasting & Television Corp. — John L. Clark, Emanuel Rosenberg, Virgil Reiter.

Paul H. Raymer Co. — Paul H. Raymer, Fred Brokaw, Peirce Romaine.

Ferguson & Aston — Seaton Wasser, James Wade.

John Blair & Co. — Murray Grabhorn.

Transradio — Herbert Moore, Turner Parkinson.

United Press — Edward M. Williams, Tom Curran, Webb Artz, Jack Bisco, Alfred Harrison.

International News Service — Walter E. Moss.

World Broadcasting System — Percy L. Deutsch, William Hoppes.

NEW PROGRAMS—IDEAS

WGAR Interviews Graduates

WGAR, Cleveland, is pulling a novel interview series. Four colleges and universities of the city had commencements between June 5 and June 20.

Announcers Carl George and Graves Taylor took the station's 100-watt short wave transmitter to each of the schools and interviewed in each case representative seniors and the president of each institution. Questions asked dealt with what the student had gotten from his four years of college, what specialized courses had he pursued, whether or not he had a job and what would he say about his school during a one-minute period. Results were excellent and interesting.

WGAR "Vox Pop Jr." Renewed

Cleveland—After leaving the air for the summer due to seasonal demand for its product, Curtiss Candy Co. renewed its "Vox Pop Jr." on WGAR through the summer on a once weekly basis. Action was prompted by the fact that two other companies were after the program, which was originated last summer by John F. Pratt, g.m. of WGAR. Regular series will be resumed in the Fall.

Three New Programs on KFOX

Three new programs of general interest to all listeners have been initiated on KFOX, Long Beach, Cal., by Hal Nichols, head of the station. "Cabbages and Kings," short conversational scripts of unusual projects

Ascap Sues to Enjoin Recent Nebraska Law

Lincoln—Suit in behalf of Ascap has been filed in federal district court here by Dean L. J. TePoel of the Creighton University law school seeking to enjoin enforcement of the law passed in the recent legislature banning Ascap from Nebraska.

NBC Personnel Additions

Ashton Dann has been added to the NBC personnel department, and E. J. Miller, former Rockefeller Centre, Inc., employee, is now on the NBC engineer maintenance staff.

Conquest Alliance Co.—Clarence Verner Jr., Allen Wilson.

Associated Music Publishers — M. E. Tompkins.

Colonial and Yankce Networks — John Shepard 3rd.

Street & Finney — Edythe Melrose.

Batten, Barton, Durstine & Osborn — Arthur Pryor Jr., C. E. (Ned) Midgley Jr.

Young & Rubicam — Jack Latham.

Ruthrauff & Ryan — Elizabeth Black.

WJR — Leo Fitzpatrick, G. A. Richards.

WGAR — John Patt.

KOIN — C. W. Myers.

WBAP — Harold Hough.

WHK — WJAY — H. K. Carpenter.

WSM — Edward Craig, John H. DeWitt Jr.

KMBC — Arthur Church.

WFAA — Martin Campbell.

WOW — John J. Gillen Jr.

WGR-WKBW — Lewis H. Avery.

WTMV — William H. West, Woody Kloss.

FCC — Judge Eugene O. Sykes.

Radio attorneys — P. J. Hennessy Jr.

and personalities adapted from items in *Look* magazine, is aired Monday and Wednesday mornings at 10, featuring Foster Rucker and Frank B. Goss.

"Inside Stuff From Hollywood" brings movietown gossip to the air each Tuesday and Thursday at 10 a. m. Items are adapted from *Liberty* magazine.

"Stamp Man" will appear Tuesday, Thursday and Saturday evenings at 7:15 in a program claimed to be one of the most fascinating on the air. General hints on stamp collecting, stories behind stamps, romance of the hobby, adventures in world history, are all found in this philately feature which appeals to the novice collector, the seasoned veteran, and rank outsiders who don't know a perforation gauge from a watermark detector.

KOBH Gives Staff a Chance

In a new series of studio programs started last week, members of the staff of KOBH, Rapid City, S. D., are given a chance to show their other talents. Initial program had Program Director Archie Hall doing a bit of Hamlet, while Frank (Traffic Cop) Crilly crooned, Kathryn Walpole vocalized, and various others contributed selections.

Another newly inaugurated KOBH program is "Animal Crackers," designed to appeal to children, with Adalyn Hall as narrator in the role of Gretchen Goose. Archie Hall writes and directs the show.

Mathes, Inc. Re-Appointed On Milk Campaign

New York State Bureau of Milk Publicity has re-appointed J. M. Mathes Inc. to handle its advertising campaign. Legislature has increased the appropriation to \$300,000 which will be spent for spot announcements on 18 radio stations and a large list of newspapers. Charles O'Donnell is the account executive.

Stuart Gracey in NBC Series

A new sustaining series featuring Stuart Gracey, baritone, premieres Thursday at 2:30 p.m. over the NBC-Blue network.

Star Radio Signs CJAT

CJAT, Trail, B. C., has been signed by Star Radio Programs for the "Morning Bulletin Board." Star is now supplying eight Canadian provinces with its syndicated scripts.

WHBC, Canton, O., has added the "Bulletin Board" to its service from Star Radio.

C. P. MacGREGOR
Hollywood

AT the CONVENTION
Room 423
Sherman Hotel

PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

(Continued from Page 1)

display as possible, the NAB sent a memorandum to all station representatives, networks, agencies and members requesting that material should arrive at Chicago on or before tomorrow. Meanwhile it was learned that interest in convention activity is growing more acute and, according to NAB here it is expected attendance will set a record.

KSTP Vocational Series Becoming School Courses

(Continued from Page 1)

for the opening of the Fall season of the schools, will be completely prepared and in outline form for presentation to the departments of education of Minneapolis and St. Paul late this Summer when curricula for the coming year are mapped out.

The programs handled by Thomas D. Rishworth, the station's educational director, and aired in the nature of round-table discussions between school children and professional and educational leaders, were one broadcast old when the National Youth Administration for Minnesota volunteered to participate and aid in the future preparation of the programs.

NYA, in addition to helping in lining up professional leaders for the casts, has blanketed the state with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

Present experimental series, which will run through graduation time, is a realistic treatment of the job situation, with an industrial leader or professional man interviewed by three youths on the particular merits or demerits of that field. This series is designed for young men and women who cannot continue their educations but who must find work at once.

The new Fall series will be planned for youths who will continue their educations but are not yet "sold" on what field to enter. They will learn from the series the status of every profession today.

★ ★ ★ ★ ★ ★ ★ ★

RAY

MIDDLETON

Now Appearing

NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

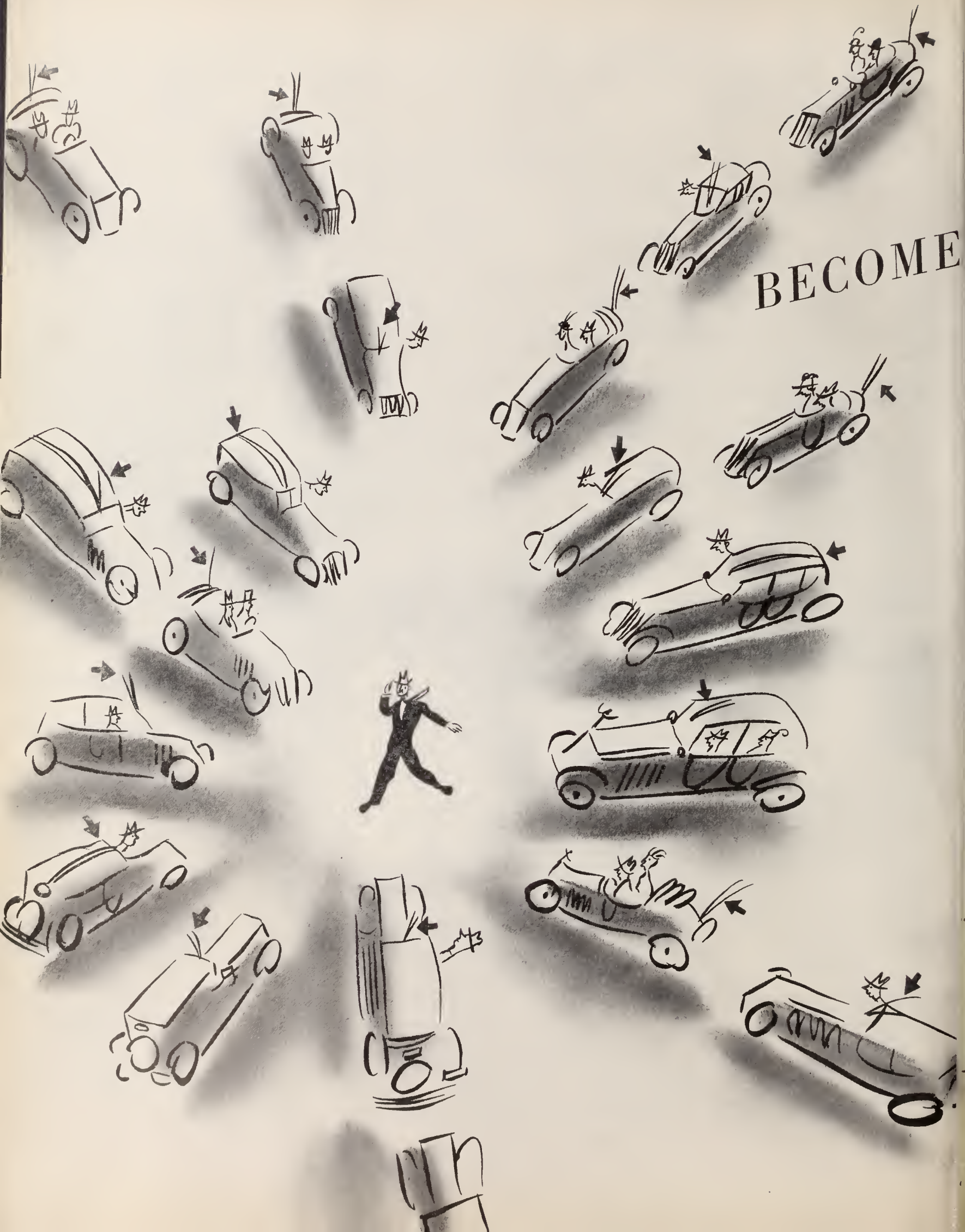
★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★ ★



BECOME

YOUR OWN

RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

THE COLUMBIA BROADCASTING SYSTEM

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

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

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

HEARINGS SCHEDULED

June 14: WBZA, Springfield, Mass. CP for change in frequency and hours of operation to 550 kc., unlimited, 1 KW.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakaa, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

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

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

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

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: WKBH, La Cross, Wis. Auth. to transfer control of corp. to Harry Dahl and renewal of lic. 1380 kc., 1 KW., unlimited.

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

June 28: Earl Weir, St. Petersburg. CP for new station. 1370 kc., 100 watts, unlimited.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power. 1450 kc., 1 KW., unlimited.

KFOR, Lincoln. CP for change in frequency and power. 1450 kc., 1 KW., 5 KW. LS., unlimited.

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. LS., unlimited.

July 1: Fall River Herald News Publishing Co., Fall River. CP for new station. 1212 kc., 100 watts, 250 watts LS., unlimited.

July 2: Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime.

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., Ltd., daytime.

Geraldine Alberghane, Pawtucket, R. I. CP for new station. 720 kc., 1 KW., daytime.



● ● ● Johnny Trotter, formerly with Hal Kemp's band, has been named successor to Jimmy Dorsey on the Bing Crosby show—and will also become head of the coast's CBS music dept....Dorsey will be in New York at a hotel spot—one block away from Brother Tommy...Floyd Gibbons has had his contract renewed as of July 8...Sealtest show will come from Cleveland July 11...Bunny Berigan opens at the Pavilion Royal on July 8 and will remain there until Sept. 11...Buddy Morris is fully recovered and will be back on the job within two weeks...Lennie Hayton's dad is very ill...Harry Gray becomes musical director for Republic Pictures...Woody Herman replaces Art Shaw the 24th at the Willows in Pittsburgh...Bettie Glenn has resigned from Publicity Associates to make her job as Mrs. Jack Fraser a full-time affair.

● ● ● To Billy Pooler, red-haired office boy of KSTP, St. Paul, goes the honor of perhaps being the first slavey to speak at a luncheon meeting of big execs...Billy was conscripted for the job of addressing the Rotary Club of St. Paul by Stanley E. Hubbard, prexy and general manager of the station, when a U. of Minn. speaker failed to show up for a scheduled take before the big-wigs...Hubbard walked out of the meeting, grabbed Billy in the hotel lobby, hauled him before the audience and said "Talk"...Billy, once on the station's kiddie programs, talked for nearly an hour and the big boys listened...A group of WINS artists will entertain the blind tonight at the "Lighthouse" on East 59th St....Announcer Martin Weldon will emcee the show.

● ● ● Jean Sablon, the NBC French singer, will become a permanent feature on "Magic Key" after the July 4 airing...Benton & Bowles have bought time on NBC starting July 16, at 9-10 p. m., and will air a comedy show from the coast—splitting the time between two clients...until Jack Haley starts for Log Cabin in Oct....Frank Novak auditions this week for a thrice-weekly NBC show (now on the air) with a band...Miriam Graham auditions on NBC Wednesday...Jerry Cooper has sent for Joan Mitchell to come to Hollywood—so she must be there by this edition...Milton Berle's gagster, Irving Brecker, will delay his trek to Warner Brothers and Mervyn Le Roy—to write the next "Ziegfeld Follies" for Harry Kaufman... "New Faces," the Berle-Joe Penner flicker, will play Chicago in July—and on the stage and "In Person" will be Henny Youngman—who hopes that Berle is so good that the picture and HE will be held over another week!

● ● ● KDYL, Salt Lake City, obtained a scoop on the finding of the cracked-up Western Air Express luxury liner, missing since December 15, on Lonely Mountain peak about 25 miles south of Salt Lake City...Within a half hour after discovery of the plane, a KDYL crew arrived at the scene with a truck especially equipped with a short-wave transmitter...Myron Fox, station announcer, climbed the peak, packing a mike and equipment, thus shortly relaying a first-hand description of the wreckage, most of which was still buried in 50-foot snow banks...The two men who first uncovered the debris were interviewed later in the day at the station's studios...Sam Taub will again be at the WHN mikes tonite to give a word-painting of the bout between the lightweight boxers Eddie Brink and Roxy Berger.

● ● ● Passengers on the Conte di Savoia sat in their cabins Saturday at 2 p.m., as the ship steamed out to sea, and heard their voices in gang-plank interviews broadcast over WMCA...Using special portable recording apparatus, WMCA recorded the interviews just before sailing, and later the record was broadcast...WMCA prexy Donald Flamm was among the passengers.

ORCHESTRAS MUSIC

NORMAN CLOUTIER, ork conductor, recently of Hartford, is now with the Radio City music division of NBC.

Lebert Lombardo, of the Lombardo band, will be married today to Helen P. Healey, Bradford, Pa., at St. Patrick's Cathedral. Maurice Gaffney, CBS director of trade news division, is married to the bride's sister.

Blue Barron and ork, featured at the Southern Tavern, Cleveland, and aired via WTAM and the NBC Network for the past nine months, open at Pittsburgh's Westview Park today. Deal was set by CRA.

Orchestra of Bud Wallen & Co., formerly featured over KFYZ, Bismarck, N. D., is now heard over KOBH, Rapid City. Vocalizing is by Bud Wallen, Harry and Jack Turner and Cy Monley, aided and abetted by Oley Gunderson.

Johnny Hamp and ork are added to the list of dance bands now airing weekly over WHN through the WLW Line. They're ethered Thursday evenings, from Cincinnati.

Morton Gould is in the throes of musical composition. He's writing a symphony for Stokowski.

Frank Foti and the Bridgeport Symphony Orchestra are marked for two WICC Casts Wednesday with one of a series programmed at 2:15 p. m. and a portion of a public "pop" concert at Central High School broadcast at 9:15 p. m.

Robert Emmet Dolan, maestro of the NBC Sunday Night Party, is moving to Greenwich, Conn., for the Summer. One of his neighbors will be Walter O'Keefe, who was born in Dolan's home town, Hartford.

Barney Rapp, long missing from the New York air waves, returns via WHN Thursday evenings from Cincinnati.

Leslie Brooks Promoted
Jackson, Tenn. — Leslie Brooks, WTJS announcer, has been promoted to studio director.

ONE MINUTE INTERVIEW

BEN GREENE

"All outstanding radio performers have been helped to their success by recordings. Mistakes show up for what they are and no yes man can talk an artist out of the belief that he's been wrong when that error exists recorded for all the world to hear. Radio artists know that and appreciate it."

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

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

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

VAUGHN DE LEATH, radio's trail blazer, believes the rewards are not for the pathfinder...Started with De Forest 17 years ago, before there were broadcasting stations...Everything was experimental and the audiences were amateurs and ships at sea...Still loses her breath when she views Radio City and the other symbols of radio's amazing growth... Believes that although it's out of swaddling clothes it's still only a precocious child...That the level of entertainment is being slowly raised because of audience demand...Also that it would benefit by more courage in innovation and less imitativeness...Prefers to work in intimate type of program, featuring sidelights and vignettes, the kind of thing she does best...Wishes people wouldn't think she's off the air because her program which airs over the Western NBC-Blue Network has no New York outlet...Is busy making recordings, featuring her own arrangements, and composing songs, many of which are being published...Would love to conduct an orchestra, into which she'd like to inject the same punch and nuances of interpretation she gets into her ditties...

Elsie Mae Gordon scored the other day when, while auditioning "The Audition," she made the hired help weep...She'll go Ruth Draper June 26 when she's scheduled to present monologues for a women's club in Atlantic City...Jack and Loretta Clemens have just finished a fortnight's birthday celebration...They have natal days within a week of each other...Gov. Alfred of Texas to-day expresses his appreciation of Kathryn Craven's efforts in behalf of the Pan-American Exposition by going Winchell...He's sending orchids from the Mexican jungles by plane...

Julia Lowry, WIS, Columbia, S. C., reception sec will march up an aisle to the strains of "Lohengrin" June 19...Maybelle Hinton, WBRY's continuity chief and femme "Lord High Everything Else," after several days spent in New York, has left for Mt. Holyoke to attend a class reunion...Rita Johnson, formerly of the NBC "True Story of Human Relations" cast, has been signed by M-G-M to complete the late Jean Harlow picture "Saraboga." Film is being rewritten to fit Miss Johnson...



"Hollywood Hotel"

Illness of Lew Fields again deprived "Hollywood Hotel" of broadcasting Weber and Fields last Friday night over CBS. So the gang of celebs who had foregathered in the studio to pay homage to the famous comedy duo chipped in some of their talents and aired a choice batch of entertainment in tribute to the veterans, who were listening in. George Jessel, Gus Edwards, Al Jolson, the Marx Brothers and others joined in with Jerry Cooper, Igor Gorin, Frances Langford and the rest of the regular "Hotel" cast to put on a sparkling show.

Jessel handled the emceeing expertly. Jolson did a song specialty and engaged in some fast repartee with Jessel. The Marx trio, assisted by Margaret Dumont, Alan Jones, Maureen O'Sullivan, etc., in bits from their career and their new film, "A Day at the Races," took up most of the second half of the hour. The comedy excerpts from the film, performed by Groucho and Chico, were quite good.

Raymond Paige's orchestra did its usual swell job musically.

Vallee's Varieties

Doc Rockwell was easily the comedy highlight of last Thursday evening's Rudy Vallee show over the NBC-Red network. He stole the show from Joe Laurie Jr., whose

Filming KCKN Shows

Kansas City, Kas. — Outstanding KCKN programs will be filmed as a feature of a sound picture being made here with local talent, under sponsorship of Fox Kansas Theaters Co. in cooperation with KCKN and the Kansas City Kansan newspaper. General Film Corp. is producing the film, with James De Camp as director. Karl Willis, KCKN program director, is tentatively set for the lead.

David Banks Joins WTJS

Jackson, Tenn.—David Banks, formerly of KARK, Little Rock, has joined WTJS here as publicity director and announcer. While attending Ark. State College, Banks was connected with KBTM, Jonesboro.

WOR Revue is Revised

"Spotlight Revue," now heard over WOR every Monday at 3-3:30 p. m., will change its title today to "Stardust Revue," and will feature Rose Marie, the former child star, with Benny Davis emceeing the show.

Alice Frost With O'Keefe

Alice Frost will be chief stooge for Walter O'Keefe when he takes over Fred Allen's spot in "Town Hall Tonight" over NBC-Red network on July 7.

sentimental humor wasn't anywhere near as good as the previous week. Rockwell has the qualifications for a sock radio comedian. Burgess Meredith scored in a dramatic skit. When radio drama comes into its own, Meredith is one actor who can be at the top in it.

"Show Boat"

Lillian Gish, last Thursday's guest of Lanny Ross on "Show Boat," displayed talent as a comedienne as well as in the Sir James Barrie drama, "Quality Street." Miss Gish is another of those gifted actresses whose radio appearances are all too few.

"Today I Am a Poet"

As a novelty program, this new WHN series at 10-10:15 p. m. Fridays has various angles of interest and entertainment. The participants are amateur poets, who submit verses and then are called upon to read them before the mike, despite the inevitable mixed quality of the poetic efforts as evidenced on the first broadcast. Each amateur poet, before reading his verse, is required to spiel off a limerick for which he has supplied the last line. The commentator also asks the tyro poets some personal questions about themselves.

Audience vote determines each week's best poem, for which the author gets \$10 cash prize.

KFVD Power Boosted

Los Angeles—KFVD's increase in power from 250 to 1,000 watts recently went into effect, along with completion of a new 250-foot quarter wave vertical radiator. A Western Electric 304-A transmitter is used.

James K. Brown, former Don Lee System recording engineer, has been added to the staff under James H. Brown, chief engineer. They are not related.

Hopkins Made WRR Sales Head

Dallas—Phil Hopkins, sports commentator and newscaster at WRR, has been appointed sales and merchandising manager of the station by John Thorwald, managing director. Hopkins will continue his duties as news editor and commentator. His turf program, nearly four years old, is one of the first of its kind.

New WMCA Series

"Dream Boat," featuring organ and soloists, is a new WMCA midnight show on Sundays and Fridays at 12-12:30 a. m. Jack Ward is at the organ, with John Early and Frances Saunders as soloists on Sunday and Bob Parker and Rita Whiteman vocalizing Friday.

Harriet Brent, contralto, also is now being heard Monday nights at 7:15 with Carl Fenton's orchestra.

GUEST-ING

LESLIE HOWARD and COLIN CLIVE, in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p. m.).

MITZI GREEN, on "For Men Only" program, tonight (WHN, 8:30 p. m.).

ALINE MacMAHON, on Sealtest Party, June 20 (NBC-Red, 10 p. m.).

IRENE RICH, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p. m.).

PATSY KELLY, on Jack Eigen program, tomorrow (WMCA, 9:30 p. m.).

CORNELIA OTIS SKINNER, on "Show Boat," June 17 (NBC-Red, 9 p. m.).

Jewish-English Shows Bringing Good Results

Three of the leading makers of so-called Jewish products who have concentrated a large part of their advertising in Jewish programs, delivered in English, over WMCA, report very good results.

Companies are I. Rokeach & Sons, world's largest makers of Kosher food and household products, which has been on WMCA for six years with a variety show; Horowitz-Margareten, second in the matzoth industry, presenting community singing for the same length of time, and Zion National Kosher Sausage Co., presented a serial for the past two years.

Programs have been prepared and produced by Advertisers Broadcasting Co., with the idea of interesting the younger generation as well as the old. Many leading American advertisers also have gone in for the policy.

AD AGENCIES

CHARLES GRAKELOW was re-elected to succeed himself as president of the Poor Richard Club, Philadelphia group of admen.

WESLEY A. GILMAN, vice-president of N. W. Ayer & Son, Inc., was elected to the board of directors of the Automobile Club of Philadelphia, A.A.A., at its annual meeting. He is also a director of the St. Davids Country Club and a member of the Union League.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



★ Coast-to-Coast ★



MAJOR LENNOX LOHR came to Hollywood and returned to New York without making a decision on the site for the new NBC studios. With Don Gilman, in charge on the coast, he visited sites under consideration, has a picture of them in his mind, and is to make his decision in New York. The Sunset and Vine site, near the new CBS studios, and the site across from the new KMTR studios were among the possibilities mentioned.

George Hamilton's ork, reopening the Florentine Room at the Beverly-Wilshire, will remote nightly except Mondays over KNX and the CBS Coast net.

KMTR has signed to air the Hollywood American Legion fights Friday nights. To get the crowd color and comments from the movie and other celebrities who attend, they will use portable mike on the floor between rounds.

Al Pearce and his Gang will start broadcasting from Hollywood July 6.

Edward Everett Horton was on Elza Shalert's NBC interview series Saturday. Hedda Hopper set for June 18, Bobby Breen for June 25.

Fibber McGee and Holly will finish their Coast airings tonight and return to Chicago.

Hal Berger, scripter on KHJ's "In Laws," is building a \$25,000 home in the San Fernando Valley.

Gertrude G. Frashen and Jeanette Andring, execs from the New York office of Midwest Recording, are here for a short stay.

Dr. Mark L. Gerstle Jr., son of the president of Associated Cinema Studios, and George D. Roberts, director in the organization, are down from San Francisco for the week.

CBS sent a mystery audition program to New York last week, with potential sponsor and agency unnamed. Program titled, "Thar She Blows."

Gertrude Niesen is getting some relaxation via deep-sea fishing off Catalina Island before starting work as vocal star of the new Richfield Oil air series starting June 30 on NBC with Olsen and Johnson as comedy stars.

TOM HUSSEY, announcer at WNAC-WAAB, Boston, took the fatal step Saturday, with Margaret Hutchinson. They plan a Nova Scotia trip later.

Leonard Kapner, manager of WCAE, Pittsburgh, gets back from a coast vacation this week. Betty Wills, head of the station's traffic staff, is Chicago-bound on her vacation.

Hugh Shields, back from Indiana, resumes his schedule on WICC, Bridgeport, June 28.

Larry and Sue, harmony duo, replace Spic and Span, comedy team, on WHN, Monday to Friday.

Park Avenue Hillbillies, with Harry Ford, heard over WTMJ, Milwaukee, now have a sponsor—the Air Conditioning & Refrigeration Institute.

Merrill Bennion is conducting the weekly broadcasts of the Community Sing from an open-air pavilion at Liberty Park, Salt Lake City, over KDYL.

Wage increases of 2 to 11 cents an hour have been granted at the plant of the United American Bosch Corp., Springfield, Mass.

SAN FRANCISCO

General Mills, for "Wheaties," planed Art Gleason from L. A. here to take over announcing the Pacific Coast League baseball games and re-creations for Herb Allen, sick.

Ward Ingram, KFRC sales manager, off on a short vacation.

George Tolin, KYA mikeman, drew the announcing sked for the six-day bike races which started Wednesday night.

NBC auditioning Lois Clark, Paul Pendarvis ork's canary, and Zella Layne, to find a vocalist to fill Jeane Cowan's shoes. Lucky singer will fall into several shows, among them Meredith Willson's transcontinental.

"Contrasts," Mutual's variety show here, got a studio audience Saturday. Two new singers on show—Bill Mercer and Frances Dale.

KANSAS CITY

Dick Sheidker of the KXBY continuity staff has resigned to go to the coast.

John Frank, formerly of WDAF and now doing dramatic work for NBC in Chicago, was a visitor here last week.

Dan Paul, WDAF announcer, to St. Louis on vacation.

Virginia Wallace has taken over the KCKN publicity work due to E. E. Horton, publicity director, doing daily air programs besides his daily newspaper radio column.

WBT bits: Clair Shadwell, maestro of the "Musical Clock," is vacationing at Pawley's Island, S. C. Lee Kirby is filling in. Reginald Allen, announcer and Esso newscaster, has returned from his up east vacation, during which Caldwell Cline subbed. Dewey H. Long, sales manager, has been on a trek to Chattanooga, Knoxville and Atlanta.

Chauncey Parsons ("Your Singing Neighbor"), recently of Hollywood, has started a new thrice-weekly program over WFAA, Dallas, for Mercantile National Bank, Ratcliffe Advertising Agency has the account.

Major Bowes has an amateur unit in the Magnolia Show at the Dallas Exposition.

Miriam Lax and Leo Timmans will be featured in "Serenade at Nine" presented by the Radio Division of the WPA over WMCA tomorrow at 9 p.m. Karl Schulz directs the program.

Bob Maguire, newsman at WICC Bridgeport, was given a bachelor party send-off last week.

Sid Goluboff has resumed his "Listeners' Nightmare" burlesque of air headliners on WELI, New Haven, with discontinuance of "First Offender" for the summer.

PHILADELPHIA

WIP's tennis team has arranged a match with WFIL for the championship of local radio row. WIP team includes Murray Arnold, Helen Kiley, James Allen and Betty Vanne-man. WFIL has Joe Connelly, Al Stevens and others.

Christine Murdoch Kendrick, WIP songstress, has married Dr. Craig Wright Muckle.

Music used on the European tour of the Philadelphia Ballet, directed by Catherine Littlefield, was orchestrated by Albert Boss, staff saxophonist of the WIP studio orchestra.

Three members of Clarence Fuhrman's studio band at WIP leave the station June 25, having accepted outside summer engagements. Milton Schatz, saxophone and clarinet, and bass fiddler Burt Allen leave for the Beavertail Country Club, Jamestown, R. I. Pianist John Carlin goes to the exclusive Watch Hill colony, near Newport, R. I. Replacements filled by Gabriel Gelinas, former NBC staff saxophonist; and pianist Lou Hirschorn and bass fiddler Jack Gorodetzer, formerly with the Roxy-Mastbaum Theater orchestra.

Wayne Cody, WFIL juve entertainer, is reviving an old ditty from his former vaudeville routine, "The Wedding of the Clocks."

An extensive radio program is planned by Mrs. Gertrude Sharkey, who has assumed command of the local Federal Theater project.

EUGENE F. McDONALD JR., president of Zenith Radio, took members of the Radio Manufacturers Ass'n for a cruise on Lake Michigan in his yacht the Mizpah at conclusion of convention here.

Uncle Ezra (Pat Barrett) put on a complete WLS Barn Dance show at the June Farm Frolic of the Chicago Federated Advertising club at the Sherman hotel on Friday.

Alice Patton, featured in NBC's "Backstage Wife" and a Chicago socialite, has announced her engagement to W. Hatfield Smith of LaSalle Street. They'll be married Aug. 20 and she will continue her radio work.

Jay Sims has joined the WBBM-CBS announcing staff. He came from Hollywood.

John Mathay, production man, has moved from NBC to WBBM-CBS.

Marget Heckle and Neel Keehn have moved up from Kansas City to play the leads in WBBM's new "Across the Dinner Table" for Household Finance. Henry Klein of BBD&O is producing the series.

Edward McHugh, the Gospel Singer, arrived Friday to begin his Procter & Gamble series from here to day.

Joe Tinker of Tinker-to-Evers-to-Chance fame here for a month of baseball broadcasting on WJJD with John Harrington for Kelloggs.

Maria Matyas, Chicago mezzo-soprano, heard over various stations and with City Opera company, is the bride of Dr. Elkin C. Wilson, Columbia University English professor.

Entire cast of Gold Medal's "Betty and Bob" week-ended in Minneapolis as guest of sponsor, General Mills. Les Tremayne, Betty Reller, Paul Dowty and wife actress Edith Adams, Bill Bouchey and Director Steve Gross made the trip. There are persistent reports, by the way, that John K. Watkins, the "Gold Medal Time" editorialist, is to be replaced by Billy Wilkerson, owner of the Hollywood Reporter and the Trocadero, with a new gossip and glamor show from Hollywood.

TUNE IN ON

ROSE MARIE

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WOR

COAST-TO-COAST

MONDAY 3 TO 3:30 P. M.

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"BARON MUNCHAUSEN"

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