



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 100

NEW YORK, N. Y., WEDNESDAY, JUNE 30, 1937

FIVE CENTS

10,310,000 Set Sale in '37

WARDEN LAWES RETURNS OCT. 18 OVER NBC-BLUE

William R. Warner Co. (Sloan's liniment) will bring Warden Lewis E. Lawes back to the air on Oct. 18 over 31 NBC-Blue network stations, 10-10:30 p.m. Program will retain its old title of "Twenty Thousand Years in Sing Sing" and is signed for 26 weeks through Cecil, Warwick & Legler Inc.

Dismissal Is Denied In Transradio-UP Suit

Supreme Court Justice Lewis J. Valenti yesterday denied the motion of the United Press to dismiss the libel action brought against it by Transradio Press on insufficient grounds. Transradio contends that U.P. libeled it last February by sending out letters to 35 radio stations in the midwest giving alleged ratings for the previous six months. These ratings are said to have shown that Transradio had lost seven stations in that period because of inadequate service. Valenti ruled that the matter be adjudged in a court of law. Transradio is asking nominal damages of \$50,000, and is requesting the court to determine full extent of damages.

Texas Co. Sponsoring Regatta Over WTAR

Norfolk—Texas Co. has bought the periods of 2-3 p.m. and 3:30-4:30 p.m. on July 4 in connection with WTAR's splash-by-splash description of the Hampton Motorboat Races, which take place July 3-4. Ralph Hatcher, who sold the idea and made arrangements for the show, will handle the mike on the yacht Major, where the

(Continued on Page 3)

WHN and Katz Split

The Katz Special Advertising Agency and WHN have severed connections, effective immediately, by mutual consent. Agency has handled the station's business outside of New York for the past 16 months. No announcement has been made as to the future plans of WHN in regard to national representation. Local advertising is still handled by Donahue & Coe.

WJAY Civic Series

Cleveland—A weekly series of civic broadcasts, designed for participation by school children who use the city playgrounds, and their recreational instructors, will begin tomorrow at 3:30-4 p.m. over WJAY under arrangements made by H. K. Carpenter, general manager of WHK-WJAY, and local institutions. Tap dancing, dramatics, community singing and handicraft will be included, thus keeping children off the streets, giving them experience and acquainting parents with the locations, functions and activities of the playgrounds.

FELS-NAPTHA EXPANDING MUTUAL NETWORK SHOW

Fels Naptha will expand its present two station hookup, WGN and WLW, to a coast-to-coast Mutual network on July 19. On that date 13 stations will be added, namely KSO, KOIL, WMT, KHJ, KPNC, KFRC, KDB, KGB, KFXM, KXO, KGDM, KDOM and KVOE. Program features a musical show Mondays, Wednesdays and Fridays, 1:15-1:30 p.m.

It is also reported that the sponsor

(Continued on Page 3)

More Radio Talent Set For Expo in Cleveland

Cleveland—In addition to names already announced, talent booked for personal appearances in Radioland at the Great Lakes Exposition, and which will be aired over Mutual network, includes Major, Sharp and

(Continued on Page 3)

AGRAP Seeking to Organize All Skilled Radio Employees

Renew "Passing Parade" For Another 26-Week Run

Duart Sales Co. Ltd., San Francisco (cosmetics) on July 25 will renew John Nesbitt's "Passing Parade" for another 26-week run on two networks. Renewal is confined to the Sunday 9-9:15 p.m. (PST) program

(Continued on Page 3)

Continued Increase in Radio Circulation Is Shown by Dun & Bradstreet Survey—25% Over 1936 Peak

HEARST SALES DOUBLED; TAKE LARGER QUARTERS

With national spot sales more than double last year's volume, Hearst Radio Inc. last night moved its entire staff to its new offices on the sixth floor of 20 East 57th Street. New quarters, occupying the entire floor, more than triples the old space in the Hearst Magazine Bldg. Emile Gough, vice-president, Curtis Willson, general manager, plus the sales force and accounting department will be located at the new address. Everything will be settled by tomorrow.

B. Charles Dean Disking 52 Latin-American Shows

B. Charles Dean, president of British-American Productions Inc. and international showman, is completing a series of 52 electrically transcribed shows for all Latin-American speaking countries. Programs will be under the sponsorship of Bristol-Myers and will advertise Ipana toothpaste and Sal Hepatica.

Dean has personally supervised the entire shows, even to selecting the talent. He previously wrote and supervised a series of broadcasts for Rolls Razor Co.

At the same time it was learned that British-American, under the guidance of Dean, will branch out

(Continued on Page 3)

Radio circulation and the proportionate "listener interest" continues to increase, according to estimated figures of retail sales of radio sets, the current year range based on the first four months being 20 per cent to 40 per cent more than in 1936, according to a new survey by Dun & Bradstreet. The total output for 1937 is conservatively estimated at a possible 10,310,000 sets. This would represent an increase of about 25 per cent over the peak established last year, when 8,248,755 units were

(Continued on Page 3)

AGREEMENTS SUBMITTED IN ET MUSIC DISPUTE

Attorneys for the committees representing the music publishers and song writers have submitted agreements in memo form for each side to consider, in the battle over which side shall attend to the electrical transcription licenses. Understood that attorney for the publishers has mixed two-thirds of the clauses submitted by the SPA, although it is

(Continued on Page 3)

General Foods Reserves NBC-Blue Network Spot

General Foods Corp., through Benton & Bowles Inc., has placed a 26-week contract with NBC reserving the Sunday 3-3:30 p.m. spot on the Blue network. Sponsor is using a

(Continued on Page 3)

Hot Violin

Chicago — Don Pedro lost his \$4,000 Amato violin the other morning and had to borrow a studio instrument for his WGN show. Advertised in the papers for its return. Two days later it was left with clerk at hotel with a note: "I'm sorry I took this. Didn't know it was valuable. It looked like a plain fiddle to me."



Vol. 1, No. 100 Wed., June 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

NBC Tightens Up on Inter-Network Plugs

Practice of comedians plugging their buddies on opposite networks or the agency having its shows plug other programs handled by the agency has brought about a little dusting off of NBC policies by the network. Network this week reminded its clients of the clause in NBC Policies booklet which says to wit:

"As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory."

Liberal interpretation of the clause means that no show may mention another program whether it be on the same network or not. Web points to the Lucky Strike Wednesday night program on the NBC-Red which is not allowed to tell its listeners that there is another Lucky Strike show on CBS every Saturday night. Sponsor has to say "tune in on another show on a different station Saturday night, consult your newspaper for the time and station."

Levitow Plans Return To Commercial Radio

Bernhard Levitow, one of radio's first outstanding personalities in the orchestra field and for years a distinguished conductor of symphonic music, is planning to return to commercial radio, probably with an orchestral setup along more popular lines of the day. He has several negotiations now under way, and also recently auditioned an 18-piece orchestra with guest stars for the Young & Rubicam advertising agency.

Levitow, since ending his long career as musical director for the Bowman Hotels Corp., big syndicate which broke up a few years ago, has done considerable transcription work. His Sunday evening concerts at the Hotel Commodore, where he had a Symphonic Ensemble in addition to the dance orchestra, were a highly popular attractions during their existence.

KMOX Staff Shifts

St. Louis—Bob Dunville has been transferred from the sales department of KMOX to fill the vacancy of assistant general manager caused by the departure of Merle Jones to join Radio Sales in Chicago.

Bob Simpson, who recently came to KMOX from KSD, will succeed Dunville in the sales department.

"Arnold Grimm" to CBS

Chicago—"Arnold Grimm's Daughter," which General Mills has been testing on WGN for several months, moves Monday to CBS as part of the Gold Medal Hour replacing "Modern Cinderella." Cast includes, Gene Byron, Don Merrifield, Gilda Adams, Ed Prentiss, Jeanne Juvelier, James Andelin, Jean McDonald, Orin Brandon and Gertrude Bondhill. Series is written by Margaret E. Sangster and produced by Edwin H. Morse in Chicago studios. Through Blackett-Sample-Hummert.

Conn Writing for O'Keefe

Harry Conn has been signed by Walter O'Keefe to write his material for the new NBC Bristol-Myers series which O'Keefe starts on July 7, replacing Fred Allen. Conn has been employed by Jack Benny and Joe Penner.

Boy Scouts Jamboree Gets Publicity Windfall

The amount of radio publicity the Boy Scout Jamboree, which starts in Washington today, is garnering is a surprise to radio people. Practically every commercial show on the networks is plugging the get-together.

Hours will be devoted to broadcasts from Washington, with special staffs sent there to handle the programs. New York for the past few days has been flooded with Scouts passing through to Washington. Over the week-end 1,751 took the NBC tour and they came from all over the globe. One was from Siam.

Tonight NBC, CBS and MBS will devote the 9:30-10 p.m. period for a nationwide broadcast of the "Campfire and Torch Ceremonies" by the scouts.

Emceeding Latin Programs

Olga Andre, former musical comedy star and lately soprano soloist on "Woman's Page" heard over W3XAL on Friday evenings, has been made emcee of the South American program by NBC.

Francisco J. Ariza, magazine editor and commentator, heard on the "Man About Town" show Tuesday evenings over W3XAL, is now emcee of that program.

"Road to Nowhere" Sequel

The Script Library has commissioned John Fleming, author of "Road to Nowhere," to write a sequel to the original series of 13 broadcasts. One sponsor, via WBNS, Columbus, after playing the first serial, has asked for 39 additional episodes of the twosome.

Loretta Lee With Janssen

Loretta Lee will be the guest soloist with Werner Janssen on the new Fleischman program starting Sunday at 7:30 p.m. over the NBC-Blue network.

Voice Change

With the passing of the New York American, WINS is now the voice of the New York Journal and Sunday American.

COMING and GOING

GERALD KING of Standard Radio's Coast offices is in town, at The Barclay.

ROLAND MARTINI, vice-president in charge of radio at Gardner Advertising Agency, leaves tomorrow for a 10-day look around the North Woods, and spot a place for the month of July.

ERMA PROETZ, executive vice-president of the Gardner Advertising Agency, sails today on the Normandie for both a vacation and a visit to Paris Expo.

BOB TROUT, CBS special events announcer, left for Washington last night to handle Boy Scout Jamboree broadcasts for the network. Will join the President's train later in the week for some broadcast from the President's home, Hyde Park, N. Y.

C. W. CORKHILL, manager of KSCJ, Sioux City, was in town yesterday and is en route home via auto.

JOHN VanCRONKHITE, president of Van Cronkhite Associates Inc., Chicago, is due in New York the latter part of this week.

VIVIAN DELLA CHIESA flies to New York from Chicago this week-end for her guest appearance on the CBS Gulf summer show. She is then expected to plane back to Chi for her Monday regular spot on Carnation Contented Hour over NBC.

WILLIAM S. PALEY, president of CBS, with MRS. PALEY, are booked to sail for Europe today aboard the Normandie, but may again delay their trip.

PAUL D. CRAVATH, board chairman of the Metropolitan Opera Co., is another Normandie passenger.

LESTER JACOBI, president of the Schenley Distributors, with MRS. JACOBI, leaves for Europe today.

WILLIAM J. WELLES, president of the Bamberger Stores, will sail on the Normandie today.

OSCAR W. SMITH, president of Parke, Davis Co., also is Europe-bound.

COOPER P. BENEDICT, Procter & Gamble official, sails on the Normandie today.

LEWIS M. CLEMENT, vice-president of RCA Victor, sails on the Normandie today for Europe.

MRS. HILL BLACKETT and family, are also Europe-bound.

MR. and MRS. JEAN FURGASON of the Chicago office of Furgason & Aston have left New York after a visit of several days to visit WMBG, Richmond, Va., on the occasion of the dedication of the station's new studio and equipment. They were accompanied by MR. and MRS. JAMES WADE of the New York office.

MR. and MRS. W. W. BEHRMAN of WBOW, Terre Haute, Ind., are in town for several days on business.

CURTIS MITCHELL, editorial director of Radio Guide, left for Chicago yesterday. In the future Mitchell will divide his time between the New York and Chicago offices, using the Chicago office as headquarters.

ROBERT RIPLEY will return from his trip to Alaska on July 14, and will begin his new series of broadcasts on July 16.

BILL PERRY, CBS announcer arrived back in town yesterday from Peru where he did the eclipse broadcast for the web.

ROBERT A. SCHMIDT, MBS sales promotion director, and MRS. SCHMIDT sail on the Normandie today for Europe.

NILES TRAMMEL, NBC Chicago vice-president, returned to Chicago yesterday afternoon.

FREEMAN GOSDEN and CHARLES CORRELL (Amos 'n' Andy) are in town and broadcasting from Radio City for a week.

PHIL HENNESSY, NBC Washington attorney, will be in town until Friday.

RALPH KIRBERY "The Dream Singer"

MANAGEMENT WILLIAM MORRIS AGENCY BILL MURRAY

FINANCIAL

(Tuesday, June 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B, Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

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

WBIG Adds Promotion Head

Greensboro, N. C.—Latest addition to the staff of WBIG is Latane Bartlett, in charge of program promotion. Miss Bartlett, a senior at the Woman's College of the U. of N. C., has been connected with the Playlikers, a leading college drama organization, since her freshman year. She was starred in several plays, and also has appeared on several WBIG radio programs. Her fashion program has created wide comment.

Miss Bartlett is now contacting newspapers, schools, organizations, etc., in the interests of the new CBS Shakespearian series starting July 12.

Handling Bernie Program

Morris, Schenker & Ross, Chicago, is now handling the radio production of the Ben Bernie-American Can program on the NBC-Blue network. Firm is handling the production for the sponsor's agency, Fuller & Smith & Ross Inc.

CLAUDE SWEETEN

10,310,000 SET SALE ESTIMATED FOR 1937

(Continued from Page 1)

marketed. Compared to 1935, the increase is nearly 37 per cent.

Individual set manufacturers report "enthusiastic reception" to the new 1938 line. Following the recent Philco Radio & Television Corp. convention in White Sulphur Springs, distributors reported a volume of orders far in excess of expectations and at a higher price level per set. Rush of orders has been reflected in special window and floor displays to further sales advantage. Recent RCA Victor meet in Chicago has also pepped up these dealers and business reported far in excess of original estimates.

General Foods Reserves NBC-Blue Network Spot

(Continued from Page 1)

split group of 13 stations (WSYR, WJZ, WBZ-WBZA, WFIL, WHAM, WEBR, WGAR, KDKA, WXYZ, WCOL and WABY). This is the same period held by client last year for Diamond Crystal Salt and it is assumed that the same product will be plugged again in this niche. No talent has been selected as yet.

Fels-Naptha Expanding Mutual Network Show

(Continued from Page 1)

desires to change the broadcast schedule of the CBS show featuring Mark Warnow's orchestra and Jack Berch to a Monday, Wednesday and Friday schedule, instead of Tuesday and Thursday as at present. Young & Rubicam Inc. has the account.

B. Charles Dean Disking 52 Latin-American Shows

(Continued from Page 1)

into the foreign field in earnest. Plans now call for programs to be built for Australia, England and New Zealand. Dean spent a number of years in each locality, and is well equipped to produce entertainment for the various countries.

Renew "Passing Parade" For Another 26-Week Run

(Continued from Page 1)

on the NBC-Pacific Red network and the Monday 7:45-8 p.m. (EDST) period on a split NBC-Red network of KOA, KDYL, WEF, WMAQ, KYW. Howard E. Williams Co., San Francisco, has the account.

NEW PROGRAMS—IDEAS

Little Theater Dramas

Under auspices of the United Charities, KMOX is presenting a Sunday morning series of dramatizations of true life stories put on by the Little Theater Radio Players. Series is entitled "With Other People's Money," and the first presentation was based on facts taken from records of the Girls' Protective Department of the Board of Religious Organization.

The players in the productions are representatives of the Little Theater group who early this year received a ten-week course of training at KMOX in the radio art. Every week they attended classes at the studios conducted by KMOX department heads. The course was very comprehensive and included engineering, program development, music of radio, production, radio news editing, continuity writing, announcing, sound effects and many other subjects.

Agreements Submitted In ET Music Dispute

(Continued from Page 1)

also stated that many publishers will probably sign the SPA agreement.

Agreements are in the form of "attitudes" on the question and that of the publishers is a short one agreeing to a 50 per cent split of the ET proceeds.

Publishers insist upon the rights to be vested in themselves and not the SPA; that article IX of the SPA by-laws be expunged; that any agreement signed will pertain to the U. S. only and not European rights; 50 per cent split is okay; that a man shall be hired to look after the SPA members' rights; that a 10 per cent cost of administration be set; duplicate statements to be rendered by administration issuing the licenses and the standard form of contract be changed from 33 1-3 split to writers to the 50 per cent figure; writer in debt to a publisher gives the publisher the right to take 100 per cent of the licenses fees in lieu of debt payment, etc.

Music men, however, through their attorney say there is no use in considering the agreements if all rights are not vested in the publisher and if foreign rights are included in the 50 per cent deal. SPA also wants individual songs licensed, and no licenses issued in a case where a bulk lot of tunes are involved. SPA wants rights vested in SPA for future set-up, but publishers are against both the last two mentioned items.

Each side having submitted a "temporary agreement," it is believed that unless both give way on various counts the matter will end up status quo. In the event one or the other agreement is signed, or a compromise made now, a final form of agreement will be reached later on.

Current Events Bee

The question and answer craze has hit Philadelphia, but with a new wrinkle. Strawbridge & Clothier "Demi-Heure" program on WFIL features a "Current Events Bee" with Elliot Lester, author, dramatist, playwright and pedagogue as "master of the bee." Questions on current events are substituted for the tricky sample of the orthographical science. Cash prizes of \$25 are awarded to the best answer men. Participation is open to all and sundry, with a pre-broadcast bee weeding out the weak sisters.

Steamship Arrival Time

WMCA now broadcasts the time when steamships are scheduled to dock each morning at 7:40 a.m., as a convenience for those who expect to meet friends at the pier.

More Radio Talent Set For Expo in Cleveland

(Continued from Page 1)

Minor, comedy trio, with Josephine Reilly, featured with Myron Roman's Radioland orchestra, the week starting July 3; Charles Carlile, July 10; Alexander Gray, July 17; Connie Gates, July 24.

From July 31 to October, the following will be heard: Irene Beasley, Aunt Jemima (Tess Gardella), Ramona, Tito Coral, The Happiness Boys (Jones and Hare), Lee Wiley, The Eton Boys, Benay Venuta.

Texas Co. Sponsoring Regatta Over WTAR

(Continued from Page 1)

station's short wave unit W3XEY will be located in the middle of the five-mile Hampton Roads course. Program will be fed by wire from the Hampton A.T.&T. office to the studios in Norfolk.

Jeff Baker, WTAR staff announcer, and Tom Hanes, local sportsman and manager of the local paper, will be on the shore pickups.

New WNEW Series

The New Jersey Information Bureau inaugurates a program over WNEW on Sunday at 11:45 a.m., to be heard at that time every week. Program will consist of recordings made by the National Emergency Council in Washington, through the medium of RCA, and will feature NBC announcers and actors.

AGRAP IS ENLARGING SCOPE OF MEMBERSHIP

(Continued from Page 1)

newscasters, engineers, radio actors and radio signers.

Opening of the Guild to practically the entire field of radio personnel, except clerical and publicity writers, brings the Guild into direct competition with other unions such as the American Radio Telegraphists Association, Actors Equity and the Newspaper Guild. Roy Langham said that several engineering staffs in stations around the country have already signified their intention of joining the AGRAP in preference to any other unions.

Understood that negotiations are now going on between WOR officials and the announcer and production men of the station and that an announcement will be made within the next few days. Staff is said to be affiliated with the AGRAP.

Regarding AGRAP competing with other unions Langham said:

"AGRAP will not, however, compete actively for membership with other bona fide labor organizations in radio. High pressure salesmanship has no proper place in building a sound labor organization, which should be the result of spontaneous growth.

"AGRAP is independent of A.F. of L. and CIO, but will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The Guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employees. Organization is a means to that end, not an end in itself.

"We have no quarrel with anybody except employers who won't admit the depression is over, that living costs have increased and that we have a Wagner Act on our statute books. Against them our action will continue to be vigorous and uncompromising."

Frances Langford Most Popular

Frances Langford will be awarded a medal as the most popular feminine singer in the annual "Star of Stars" award contest, by Carl Schroeder, west coast editor of Radio Guide, after her Friday broadcast.

BILL ELLSWORTH RADIO TALENT

75 E. WACKER DRIVE CHICAGO, ILL.

First in local accounts in Chicago WGES

(In the heart of Chicago)

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

GUEST-ING

HOAGY CARMICHAEL, together with ZASU PITTS, on Chase & Sanborn show, July 4 (NBC-Red, 8 p.m.).

CLAUDE RAINS, BILL ROBINSON, MITZI GREEN and JOE LAURIE JR., on Vallee Varieties, tomorrow (NBC-Red, 8 p.m.).

MADGE EVANS with ROBERT MONTGOMERY, in "Beau Brummel," on Lux Radio Theater, July 5 (CBS, 9 p.m.).

VIVIAN DELLA CHIESA, on Gulf Oil Co. program, July 4 (CBS, 7:30 p.m.).

GEORGE KOJAC, M.D., former Olympic swimming champ, on Dick Fishell's Sports Resume, tomorrow (WMCA, 6:30 p.m.).

BOBBY BREEN, MARION CLAIRE, GERTRUDE BERG and IRVIN S. COBB, on Magic Key of RCA, July 4 (NBC-Blue, 2 p.m.).

MISCHA LEVITSKY on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.). Deal set by the Herman Bernie office.

LESLIE LIEBER, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.). Booking set by Columbia Artists Inc.

New Mutual Outlets

Map displayed to Mutual stations at its meeting last Thursday in Chicago showed new outlets in Milwaukee, Syracuse and Albany. WISN was the Milwaukee outlet, but advices here indicate that station cannot align itself with the network even if it wants to, as CBS contract forbids. Stations in Syracuse and Albany are understood to be WSYR and WABY, both NBC-Blue affiliates. Understood, also, that the deal for the southern network has fallen through. One southern station which refused to join Mutual expressed itself as unwilling to spend \$400 a month for line charges.

R-O'K Booking Convention

Rockwell-O'Keefe Inc. will book the entire show for the 1937 convention of the National Security Traders, to take place in Atlantic City, Sept. 8-11, in Convention Hall. Spot will have a network wire.

Midgely Indisposed

C. E. (Ned) Midgely, BBDO radio time buyer, was confined to his home yesterday with a slight case of sniffles.

1	9	3	7
4	5	7	
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

June 30

Greetings from Radio Daily

to

Philips Carlin Larry Krasner
Colonel Russ Brinkley John Mayo

● ● ● Music Publishers' Protective Ass'n, at their secret meeting 24 hours ago, appointed 10 outstanding professional men to head a committee for the specific purpose of "policing" the unfair tactics of chiseling publishers and enforce a new code of ethics for the industry!... Val Ernie's band instead of Nano Rodrigo opened last nite at the Riviera... Harriet Hilliard will do only two weeks of vaudeville with Ozzie Nelson... Alexander Woollcott's "Town Crier" fades July 6... Jean Paul King must have signed that 5-times weekly WOR commercial by the time this appears in print... Al Donahue's band has already been signed for the fall at the Rainbow Room... CIO's John Mayo is NOT the former FDR announcer, John Mayo... John Nesbitt's "Passing Parade" folds its Tuesday nite series July 27 and will be heard on Mondays only throughout the summer... Roger Douless has returned to work, after all... Joan Manners is very fond of Bill Weisman's twelve-year-old son, Larry... Jerry Mann appeared at the "Singing Marine" midnite preview wearing smoked glasses.

● ● ● For the past two years KDKA announcer Bill Beal has been working on a weekly show called "Messages to the Far North" which sends messages and entertainment to men whose duties take them far from civilization... W. L. Tyrer, supervisor of Indian Affairs for Canada, stationed at Moose Factory in northern Ontario, wrote Bill that the men listen to him every Saturday nite, that they feel they almost know him personally and that they would like to see the announcer who brings them so many welcome messages... Tyrer has therefore invited Beal to join him on a tour of the posts of the Hudson Bay Co. this summer, to see and be seen by the fellows he serves... Bill has accepted the invitation, and on Aug. 6 he leaves with Tyrer in a party to tour 15 or more posts. Part of their journey will be made in a small cabin cruiser, the "Charles Stewart" ... All of which proves that radio plays a very vital part to some people and that the audiences really appreciate broadcasts.

● ● ● Eddy Duchin will conduct the orchestra on the Fibber McGee and Molly show starting July 12... Lanny Ross, Leigh Stevens' band and Kay Thompson with a choir have been signed for the Venida hair-net show which will be aired via CBS starting late in July... Jack Berch's show with Mark Warnow will be heard thrice-weekly starting July 19. It's heard twice now... Gus Haenschen has returned to his show after seven weeks of flu... Lucille Johnson has returned to the Paradise show—she can't fulfill flicker commitments until this contract expires but will be heard commercially soon... Woody Herman clicked big at the Willows in Pittsburgh with Sharri Kaye coming through in five-star fashion... Oscar Shaw, star of the Bi-So-Dol show, is being screen-tested... Ted Hammerstein is building a golf course on his estate... Carl Hoff, who arrives on the coast with the Ford show next week, may sign for another commercial heard on Thursdays... Milton Berle came into Lindy's and yelled a big "hello" to the sit-downers, which prompted some wit to remark, "The Curtain MUST be up NOW!"

● ● ● In winding up the "man on the street" airings in order to introduce another show to Norfolk, Va., Jeff Baker is letting the audience interview him on the final show today via WTAR... With the membership of the "Bring-Arabesques-Back-on-the-Air" (of which Stoopnagle and Budd were charter organizers) increasing, with Chi in the lead, listeners may soon hear an old-time favorite revived after years off the air... This is indicated by the optioning of the original cast, together with Yolanda Langworthy, who wrote, directed and acted in the old show.

Coming Events

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

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

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

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

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

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

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

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

CRA Sets Two Bands

Consolidated Radio Artists closed two bookings yesterday, one bringing Paul Sabin and orchestra from Detroit to the La Salle Hotel, Chicago, for four weeks opening today. The other brings Codolban, Hungarian gypsy violinist, and band to the Rainbow Grill, opening July 7 and remaining until the 20th. He replaces Emery Deutsch, who is going on tour. On Aug. 11, Codolban returns to the Rainbow Grill for an indefinite stay. Both bands will have NBC wires.

Third Year for "Ave Maria"

"Ave Maria Hour", sponsored by the Ave Maria Radio League of St. Christopher's Inn, Garrison, N. Y., starts its third year over WMCA and affiliated stations of the Inter-City Broadcasting System on July 11.

Ed Fitzgerald Lightens Up

Starting July 10, Ed Fitzgerald, who has daily 9 and 10:30 a.m. spots for L. Bamberger & Co., in addition to his weekly evening show, will skip the two morning shows on Saturday until after Labor Day.

Organ Capers

East St. Louis, Ill.—Not content with singing mice, Paul Godt, WTMV organist, is teaching one to play the organ. During broadcast from Majestic Theater the other morning, Mister Mouse got caught beneath the pedals. When Godt played treble, Mouse scooted for the bass. When Godt trod the bass, Mouse scampered for treble. With result that organist Godt hardly knew his bass from his mouse. When Mister Mouse climbed onto the bench, broadcast was suddenly cancelled!

The staff of WTMV swear this is a true story.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

RUMOR of the Hollywood genre has it that MGM can't release flickers to radio except through Louella Parsons, who holds rights to future radio releases emanating from Leo...Walter Tetley's favorite advertising gadget is a match folder with his phiz on the cover and a key to N. Y. C. on the reverse side.... The Universal Recording of the new "Prattling Parkers" opus has Walter playing the piano...only it's Ina Grange, pianist extraordinary, who renders "Narcissus" in the juvenile manner....Hollywoodsmen are saying radio will hie itself back to the east coast, where it belongs, on account of the movie arbiters are clamping down on talent going on the air....Another shadowy possibility...that Benton & Bowles may turn "Show Boat" into a super-amateur hour, with uncrowned movie talent recruited from the studio overflow out California-way...Everett Sloane and Madame are rusticated in a recently acquired New Jersey manse, complete with swimming pool, idea being to start the Sloane heir off the fresh air way.



Mary Ann Mercer, who vocalizes on Bill McGrath's "Listeners' Scrapbook" over WNEW, held thumbs down on a Vallee offer to join one of the traveling units on account of she likes staying in N. Y....Harry Kraymore, announcer for that station, goes matrimonial next week, with a Brooklyn lass repeating the vows with him....Sid Schwartz, WNEW's publicity director, celebrated a first wedding anniversary on Monday.... Walter Cassel is back in town, with Mrs. Cassel and three young Cassels, all under six years of age....Aurelia Colomo, pulchritudinous warbling Latin, opens at Montreal's Mt. Royal, July 1, Rockwell-O'Keefe having made all arrangements.



WTAR's program directress, Shirley Hosier, purveys flicker talk to local listeners in a thrice weekly offering "filled" "Movieland Gossip" over the Norfolk station....WCAE's warbling Nancy Martin, who's aired Tuesdays and Thursdays over that station, plans to increase her toothsome by visiting her favorite dentist, on account of the fair Nancy expects soon to be screen-tested....

RADIO PERSONALITIES

No. 47 in the Series of Who's Who in the Industry

BERTRAM LEBHAR JR., sales director of WMCA and the Inter-City Network, is one of New York's native son radio executives. A Cornell grad (class of '26), Bert's early inclinations turned to law. But after two years of toting law books around at New York Law School, the lure of married life and a business career beckoned. So he entered the trade paper field as space peddler. Soon tired of that, however, and when the radio bug bit him, he took a job with the CBS sales department. A short step from there to radio directorship of Hirsch Advertising Agency.

Then in 1930 began a five-year association with WOR. Here Bert sold and produced some of the biggest accounts, including Golden Dawn Revue, Pebeco On Parade, Woodbury's Revue, Old Gold Cigarettes, Hoffman Quality Hour and numerous others. Resigned from WOR in November, 1934, to join American Broadcasting System.

When the management of WMCA reverted to Donald Flamm in January, 1935, Bert became sales director. Much of the progress of the station since is attributed to Lebhar's forceful salesmanship and knack of planning programs to appeal to New Yorkers. Under Lebhar's direction WMCA has attracted attention of leading national advertisers such as Remington-Rand, Chase & Sanborn, MacLadden, Webster-Eisenlohr and General Mills. To latter sponsor he sold one of the biggest "packages" in radio—a three-hour daily sport variety show "cross the board."

Works and plays hard—particular hobbies being tennis (they respect his service aces!) and bridge, in which he ranks as an expert. Lets golf alone and it lets him alone.



Sponsors can't come too tough for him.....

ORCHESTRAS - MUSIC

BOB CROSBY and ork make their Eastern debut of the year at Sunnyside Ballroom, Pottstown, Pa., July 3.

Frank Dailey and Mal Hallett and their respective bands will succeed Art Shaw's ork at the Plaza Ballroom, Wildwood, N. J. Spot has a WIP wire.

Kay Kyser and his Surprise Party will be heard Sunday, July 4, from the Atlantic City Steel Pier, over MBS, at 10 p.m. EDST. Studio audience is expected to number about 5,000 people. On July 11 the Kyser show will air from New York.

Maestro Henry Busse and his orchestra are scheduled to rejoin the Mar-O-Oil Revue on Sunday over the NBC-Red network, at 11:45 a.m.

Ben Pollock and band open at Sebastian's New Cafe International in Culver City, Cal., July 1, for four weeks, with an option. Deal was set by the California office of Rockwell-O'Keefe Inc.

Meredith Willson sponsors a new style of music on Captain Henry's "Show Boat", when the new edition of the program is launched July 8, in presenting "concert swing", which he says is "dramatized popular music". Willson's orchestra is a new 27-piece aggregation, organized especially for the "Show Boat" program.

When Ray Block and his "Swing Fourteen" are aired on Jack Ben-

nett's "Noonday Frolic" over WINS today at 12:30, in addition to the most recent recordings of the swing outfit, Ray Block will appear in person on the program.

Florence Ballou's newest ditty, "Evening Song", will be heard on Dolores Hanford's program over WICC, Bridgeport, at an early date.

Dr. Howard Hanson, Guy Fraser Harrison, Dr. Nikolai Sokoloff and other celebrated conductors will be heard as guest batonists of the National High School Orchestra and the National High School Band when NBC presents its fourth consecutive season of National Music Camp broadcasts from Interlochen, Mich., beginning Sunday, 10-11 p.m. over the NBC-Blue network.

Peter Kent has augmented his Manhattan Room orchestra at the Hotel New Yorker. In addition to two new instrumentalists he has Dorothy Wilkens, singing accordionist, alternating with him in the warbling assignments.

Maestro Joe Marsala, Hickory House ork leader, deserts that spot for a few weeks in order to visit France and the Paris Exposition. His musical contingent remain, however, under the direction of guitar stylist Eddie Condon.

Frank Dailey and ork are supplying the music for a series of Thursday night "Shag Contests" at the Meadowbrook Club in Jersey. The contests are open to all.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Reading Broadcasting Co., Reading, Pa. CP for now high frequency station. 31100, 34600, 37600, 40600 kc., 10 watts.

Sam Houston Broadcasting Assn., Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

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

KLZ Broadcasting Co., Denver. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATION

KSD, St. Louis. Application for renewal of license be granted and app. for mod. of license be denied.

KFUO, Clayton, Mo. CP for change in power to 1 KW., 5 KW. LS., 550 kc., share time, be granted, and app. for renewal of license be granted.

A. J. McCosker's Salary

According to the annual report filed with the Securities Exchange Commission and released through the New York Stock Exchange, Alfred J. McCosker, president of WOR, received \$63,055 as his share of profits from the Bamberger Broadcasting Service, Inc., and Radio Quality Groups Service, Inc., for the year 1936. In addition to this sum, McCosker received \$25,000 as salary total from both concerns.

Radio Guild to Offer Comedy

"The Marriage of Kitty," a high comedy adapted from the French by Cosmo Gordon-Lennox, British dramatist, will be presented by the Radio Guild on Friday at 3-4 p.m., over the NBC-Blue network. The radio adaptation will be prepared by James Church, of the NBC Production staff, who also will direct.

The next two productions on the Radio Guild schedule will be "The Rainbow," by A. E. Thomas, to be heard July 9, and "Quincy Adams Sawyer," by Frederic Justin Adams, July 16.

Broadcast from Italy

A description of the medieval Palio race at Siena, Italy, an outgrowth of the races on buffaloes and the bull-fights of the 15th and 16th centuries, will be heard in America on Friday at 2 p.m., over the NBC-Red network. The international broadcast will be shortwaved to America via RCA facilities from 2RO in Rome.

Heatheron for Chevy Disks

Columbia Artists Inc. has set Ray Heatheron to make a series of recordings for Chevrolet. Dishing date is July 28.

Ed Supple Back on Job

Ed Supple has returned to his desk in the CBS press department after a short illness.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit



★ Coast-to-Coast ★



PHILLIPS LORD is combing Chicago for scripts for his "Gang Busters" series.

Frank Bishop, KFEL, Denver, paused here on way to New York on business.

Sheila Barrett is playing at the Palace theater.

Morey Amsterdam reports his wife, Mable Todd, has signed for several pictures, one with Benny Goodman.

Jack Pierce, WGN engineer, bought a 30 foot cruiser in Detroit and is spending vacation bringing it back to Chicago via Lake Huron and Michigan—a 700 mile trip.

"Varady of Vienna" with Ted Weems ork on Mutual folded Sunday but will return in September, according to present plans.

Mary Ruth Milan, dancer and singer, has replaced Marge Morin in the Morin Sisters trio. Marge recently married Bob Casey of the King's Jesters. Henry Coffey is added piano player with group.

Don Thornburgh, CBS vice-president, Hollywood, back home on visit.

Dick Chindblom, WBBM assistant program director, vacationing in Canadian Rockies.

Merrill Fugit of "Kaltenmeyer's Kindergarten" back from Arizona dude ranch rest-up.

BOSTON

After a three-week try-out on WEEL, the "Neal O'Hara Radio Gazette" moves into a New England CBS network spot. Still to be heard on Mondays, Wednesdays and Fridays at 7:30 p.m., the program will also be aired over WLBZ, Bangor; WMAS, Springfield; WDRC, Hartford; WORC, Worcester, and WPRO, Providence. O'Hara is assisted by Joe Toye, Boston Traveler editor, Edson B. Smith, as financial editor, and Jay Wesley, sports announcer.

Exclusive broadcast rights to the running of the Massachusetts Handicap at Suffolk Downs track in East Boston has been signed for the next three years by WBZ. Deal was made by Arthur Feldman of WBZ.

Joe Rines returned to the hometown to play at a wedding over the week-end. This is the third wedding in the same family in six years for which Joe has furnished the music.

WEEL notes . . . Norman Young, control operator, vacationing in Maine . . . Jack Beauvais and his "Mrs." leave for Cape Cod this week . . . Lloyd Morse, production man, had a table holding several hundred pounds of transcription cabinets collapse on his leg. He's now wearing a cane . . . Dorothy Franklin filling in for Caroline Cabot on her WEEL Shopping service as Caroline takes her vacation in weekends and days off.

LANNY ROSS and Mary Eastman will present a condensed version of "Dearest Enemy", the Richard Rodgers operetta, on "Show Boat" tomorrow night over the NBC-Red network at 9-10 p.m. Regular cast, including Thomas L. Thomas, Margaret McCrae, Molasses 'n' January, Modern Choir and Al Goodman's orchestra, will be on hand.

Les Lindow of the sales staff of WCAE, Pittsburgh, plans to fly west when his vacation starts next week.

Raymond Ramsey, sports commentator and program director of KOMA, Oklahoma City, covered the broadcasting of the Oklahoma State Amateur Golf Tournament last week. The State Open Tennis Tournament will be aired for the first time by KOMA.

Dolly Mitchell, young songstress of Norwalk, Conn., will be heard on the Mutual network starting July 4. She has been on WICC, Bridgeport.

Henry W. Roberts, radio editor of Aero Digest, has an article on "Flying the Radio Ranges" in the July issue of that publication. He discusses the navigation of airplanes by the use of radio range signals, and explains why the actual results are not always in accordance with paper theories.

Lewis E. McIntyre's "News of the Road", on WCAE, Pittsburgh for more than five years, is now in a new Friday night spot at 5-5:15 o'clock.

Charles McCarthy (the announcer, not the dummy) replaces Russ Clancy on the Early Bird show heard every morning at 7:30 via WHN.

A studio party is planned over VTAR, Norfolk, between 7 and 8 a.m. on the morning of July 9. Occasion is the launching of the fourth consecutive year of Musical Calendar programs, heard over the station daily and sponsored by the Peoples Service Drug Store in the Tidewater Section. Show will feature all of the announcers available who have acted as m.c., as well as managers from the various stores, who will make their debut to the air audience.

John New, WTAR (Norfolk) sales manager, spent the week-end as guest of Ovelton Maxey, general manager of WRTD, Richmond.

"Street Forum", WMCA's man-in-the-street interviews, conducted by Roving Reporters Frankie Basch and Martin Starr, will now be broadcast on Mondays and Wednesdays at 2 p.m. and Fridays at 1:30 p.m.

When the British freighter Sandgate Castle sent out its SOS last Saturday afternoon, the Brooklyn Navy Yard phoned WMCA requesting that the station go off the air until the danger was cleared. Station signed off at 3:28 p.m. and stayed off for 45 minutes. Shutdown came within the General Mills "Grandstand and Bandstand" afternoon show which meant a credit slip for General Mills. Close proximity of the station's frequency to the 600-meter band was responsible for the Navy department requesting the sign-off. So far as known, no other station in the Metropolitan area was asked to close down.

KYOS, Merced, Cal., disproved the contention held in some quarters that broadcasting of sports events is injurious to gate receipts. KYOS recently announced the airing of the Central California League games on a Friday and Saturday. Next day, Sunday, paid attendance at the park was more than double the highest previous record.

A double-barrelled program with both volleys aimed at the community interest target was presented on KCKN last Sunday, when the regular American Legion Auxiliary program featured an interview with the director of safety for Kansas City, Kans.

On the morning of July 12, WBIG, Greensboro, N. C., will broadcast by remote control the dedication of the new half-million dollar post office in Burlington. Postmaster General Farley, and Assistant Postmaster General Branch, as well as other notables, will be present. In the past couple of years WBIG has broadcast the dedication of a number of fine new government buildings in this area, notably the Greensboro post office and the Reidsville post office.

Wilson A. Baniford, assistant engineer with WBNX Broadcasting Corp. of Springfield, Vt., was married recently.

"Uncle Len" of the Happy Hours Show heard each Saturday morning over WRJN, Racine, Wis., is vacationing in California.

WLBL, Madison, Wis., has increased its power from 2,500 to 5,000 watts.

WRJN, Racine Wis., through its short-wave transmitter station W9XLC, will broadcast an eye-witness account of the city's Fourth of July celebration from a Ryan cabin monoplane flying over the city. Blatz Brewing Co. and its Racine distributor, Louis Matagrano, is sponsoring the broadcast.

DON WILSON will do his first real screen acting in a new Universal picture for which he has been signed. Pix is "Behind the Mike", but Wilson's part will be more than a mere portrayal of an announcer, with opportunities for building up a characterization. Wilson also doing Sports Shorts for RKO.

Cecil Underwood, former producer of the Jolson show for Ruthrauff & Ryan, and more recently with the Fibber McGee and Molly airings from the Coast, is returning East with Fibber & Co.

Jacques Renard will celebrate his twelfth anniversary on the air on the Cantor program airing of July 11.

KANSAS CITY

Fran Heyser, KMBC production head, and Barbara Winthrop, continuity writer handling the scripts for "Phenomenon," the new electric utilities show developed by Arthur Church, are back from the coast with 65 platters of the series completed. They will return to California sometime in the fall to supervise the recording of another 13-week series.

Parke Carroll, sports editor of the Journal-Post, goes on the air this week via WHB with a series of 10-minute sports chats. The programs, five times weekly, will be written by Carroll and sponsored by the Hamm-Singer Corp., distributors of Hamm beer.

The Texas Rangers, KMBC's cowboy instrumental and vocal unit, has returned from a two-week vacation in California and resumed daily broadcasts this week.

For the first time in Kansas City, a polo match was aired when KMBC last week broadcast 15 minutes of the final match of meeting of the Kansas City Country Club team and a team from New Mexico Military Institute on the Country Club field, here. Jack Starr, KMBC sports announcer, did the mike work.

KXBY has sold the North Alaska Fur Co. a series of 5-minute transcription shows to be aired before each of the daily baseball broadcasts. KXBY is also airing two 100-word spots daily for the operators of a new night spot, the Nightingale Ballroom.

WTAR Technical Staff Addition

Norfolk—Dan Smith, formerly instructor at Norfolk College, is the latest technician to be added to the WTAR staff. New schedule for the WTAR ops includes two men on duty for the full operating day at the new transmitter in Glen Rock. Reason is to insure perfect operation and observation of the new directional antenna juiced last week.

★ Program Reviews and Comments ★

LUCILLE AND LANNY

Sustaining

WJZ-NBC-Blue Network, Tuesdays and Thursdays, 5-5:15 p.m.

BRIGHT LITTLE PROGRAM OF SONGS AND CHATTER WITH SPECIAL KID APPEAL.

With apparently nothing but a piano to help them along musically, Lucille and Lanny knocked out a lively quarter-hour of singing and light comedy nonsense in their debut on this NBC spot yesterday. They sound like a couple of performers with plenty of pep, rhythm and youthful sparkle, and, as a program aimed at the juvenile element just before time for dinner, they ought to have no trouble catching on.

"I Love You From Coast to Coast," "Carelessly" and other pop numbers were given a snappy workout by the team, and then in the light comedy and dialogue sequences there was some talk about a mythical rich uncle who is coming to New York for a visit and whom they must show around and protect from being clipped.

First stanza indicates a pleasing series.

Expect Tax Bill Signature

Washington Bureau, RADIO DAILY

Washington—It was indicated at the White House last night that President Roosevelt would sign the so-called nuisance tax extension bill, prolonging radio taxes for two years, before the expiration of the present law at midnight tonight.

Party for Semi-Blind

A party will be given to five children partially sighted, ranging in ages from 12 to 16, members of the Sight Conservation Class at Public School 116 in Manhattan by Anice Ives on her WMCA program, "Every Woman's Hour," today at 11:15 a.m. One of the children will offer a musical number and another will tell how she recovered her sight. After the program the children will be treated with candy, cake and ice cream.

ATLANTIC CITY

Ray Morgan, WPG announcer, is readying two Mutual network shows from that station for weekly presentation.

"Midnight Control," series of police dramas, produced by Harry Von Zoog, is being groomed for winter presentation over WPG.

Ralph Shoemaker, WPG announcer, is now continuity editor for the station.

"The Three Keys," erstwhile NBC instrumental harmonizers now featured at Belmont cafe, reorganized for the comeback trail. Bobby Pease at the piano, Slim at the guitar, and replacing Bon Bon on vocals is Bill Furness. Bon Bon is currently featured with the NBC Top Hatters ork.

Lux Radio Theater

Walter Winchell, James Gleason and Constance Bennett highlighted the production of "Front Page" over CBS at 9-10 p.m. Monday, and of course everyone knows the ability of both Gleason and Bennett, but Winchell as an actor no doubt gave the audience something to wonder about. In the reporter role of Hildy Johnson, Winchell may or may not have been given free rein on his interpretation. Apparently, however, the columnist's direction was not the best and he over emphasized the draggy "dese, dem and dose" style of delivery. It probably characterized the part, but was not exactly convincing. Thus the show gave the impression of being over-acted. Cut down to less than one hour added speed to this already fast script and on the whole was good entertainment.

Lee Tracy in the original stage production did not quite go the Winchell limit, but after all Tracy got the part because Jed Harris, producer, happened to have Tracy under contract. Impression is that Winchell is no sufferer from stage fright and is capable of doing much better on radio or in pix, provided the direction is not too screwy.

"Richard III"

The second offering in the NBC Shakespearean cycle was definitely up to the Barrymore standard, with the Richard III characterization etched in a memorable and incisive manner by the dean of American actors. The Anne of Elaine Barrie, although lacking in subtlety and restraint, was done in forceful and poised style. A certain amount of obscurity in plot, seemingly attendant on the pruning necessary to the presentation of Shakespeare in this manner was evident, but within those limitations the adaptation was a skillful one. Not as breathtaking an offering as the initial "Hamlet," but certainly a meritorious one.

H. V. Kaltenborn

Filling the Philco spot on CBS at 7:45 p.m. while Boake Carter is tak-

ing his vacation, the veteran commentator H. V. Kaltenborn brings his amiable though none the less forceful style to a quarter-hour where he provides quite a contrast with the regular incumbent. Melodized by longer experience and more analytical weighing of affairs, Kaltenborn approaches his material more philosophically and more hopefully than Carter usually does. Kaltenborn is less the alarmist. He does not see dire consequences in all untoward happenings of the day, and the tenor of his remarks is less apt to fan the fires of controversy and unrest. In other words, he is more conducive to peace of mind.

'Darktown Strutters Jamboree'

In an attempt to lure listeners away from the networks and Shakespearean dramas, WHN has gone to the other extreme and presents a program of all sepien talent in a half hour of hot music and comedy, on the air Mondays at 9:15-9:45 p.m. It is very doubtful that the show will actually do any luring, however, as it can only appeal to a younger crowd, and even they may pass it up. The entire program is just one blast after another, with an occasional attempt at humor that falls far short of being good. Eddie Mathews, star of "Porgy and Bess," proved to be the one bright spot in the entire airing with his rendition of "Let Me Live Again." Jam music is handled by the Harlem Heatwaves, comedy by Swan and Lee, and the rest of the cast included Bob Howard, Edna Brevard, a singer who could have done a much better job, and the three Jazzsters. Show needs plenty of polishing before it can accomplish its purpose.

Norman Corwin—Poetry

This presentation, heard Mondays at 9:30-9:35 p.m. on WQXR, varies in few respects from the regular programs which feature readers of poetry. However, there is no musical background to accompany the reader, and the entire program is

run by Norman Corwin. For listeners who enjoy the classics, and can appreciate the reader's material, the program offers a well balanced diet, composed of the works of many of the more famous poets. Corwin has a pleasing voice, and gives a helpful explanation before the reading of each poem. However, from a listener quantity standpoint, the program must buck the Barrymore Shakespearean series which is on the NBC network at the same time, and soon it will also have the CBS series to contend with.

"Movie Pilot"

This Day Line program on WEAJ brought a new singer to light last Monday night, and thereby should feel very proud of itself. Clyde Burke, a tenor, will undoubtedly go places. With Nat Brusiloff's band as a background, Burke went through his numbers like a veteran, and showed no traces of mike fright. House Jamison and Howard Barnes completed the cast. Very pleasing quarter-hour.

3 Gardner Agency Shows Set for Return in Fall

Three Gardner Advertising Agency network shows that left the ether this week are set for return in the fall. They are: Tom Mix, for Ralston cereal, back Sept. 27, five weekly on NBC; Ry-Krisp show with Marion Talley, Jos. Koestner and Hall Taylor choir, returning Sept. 26, and Pet Milk program with Gus Haenschen orchestra, Mary Eastman, Bill Perry and The Serenaders due back Oct. 2, on CBS. Latter show is coast to coast excepting WABC. Cast of the last-mentioned program will journey to St. Louis first week in August for a guest appearance on the Pet milk daytime show ("Home Economics"), on CBS. Additional exploitation is also planned in this connection.

Fast sales growth of the comparatively new Shredded Ralston cereal, suitable for summer (or winter) consumption may result in this sponsor buying time on a 52 weeks basis next season.

Signs for "Script Folio"

WBTM, Danville, Va., has signed a contract with Star Radio Programs Inc. for the "Script Folio," a Star Radio Service which contains seven half-hour programs, 20 commercial tie-ins and 30 musical introduction announcement leads, making this the third Star feature contracted for by WBTM.

NEW BUSINESS

Philadelphia

WFIL: Freihofer Baking Co. (Bond bread), through Richard A. Foley agency.

WIP: City of Wildwood, N. J. (resort); Hunt's Amusement Enterprises, Wildwood, N. J.; Endy Bros. (carnival).

KSL, Salt Lake City

Petite Shops of Salt Lake City, Ogden, Provo, Pocatello and Preston, placed by W. E. Featherstone; H. D. Lee Mercantile Co. (Lee Rider's overalls), through J. Stirling Getchell;

Dodge Motors, through Ruthrauff & Ryan; Chicago Engineering Works, increasing spots through July, through Lunke Advertising.

KMOX, St. Louis

Terre Haute Brewing Co. (Champaign Velvet Beer), half-hour weekly variety show, through Arbee Agency, Indianapolis.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (patent medicine), disks, starting Oct. 11.

CLYDE BARRIE

CBS

Thursday 6:15 P. M.

Viewpoints

Says Radio Will Do Right By Shakespearean Drama

"Can radio do the right thing by Shakespearean drama? Is radio the proper medium for the Bard's works? The answer is most emphatically yes.

"Shakespeare's plays were written for the ear alone. Elizabethan playwrights did not have the facilities, nor did they deem it necessary, to cater to sight. Shakespeare, Dryden and John Denis would have been the highest paid radio writers if they lived in our times. Their works are not only appropriate for the invisible audience, but they were written in the language of the day. They were modern and up to the minute. In addition, Shakespeare was a coiner of words—a fashion which as far as language is concerned, is rapidly becoming more important in current writings.

"But the chief important thing is the fact that a limited knowledge in the science of theatrical sceneries and properties made Shakespeare turn his entire attention to pleasing the ear—and the mind. And, if the current plans aren't changed, the networks plan to modernize the Shakespearean plays they will present to the extent where obsolete words and phrases will be deleted without losing the general effect and continuity of the story. It should prove to be the biggest thing in radio."

—ROSALINE GREENE.

Sees Television Ending Wordy Commercial Plugs

"The listener's pet peeve — too wordy commercial plugs—will abate when television comes in. I visualize the program of the future wherein the audience will be commercially approached through the eye more than the ear.

"This won't take much time and will contribute to an almost 100 per cent uninterrupted broadcast. When the audience looks at a commercial program, it will be able to see many pictorial evidences of the sponsor's product. The presentation will be much subtler, less obvious, and no doubt more effective."—TED LEWIS.

ONE MINUTE INTERVIEW

MILDRED CHETKIN

"I think dramatic presentations on the air would benefit if the material were written directly for radio, instead of adapted from plays intended for some other type of presentation. Contests, backed by sponsors, the object of which would be to select the best one or two act play submitted, might be one way of encouraging this kind of literary endeavor."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 47 of a Series

WCSH—Portland, Me.

940 K.C.—1,000 Watts Night, 2,500 Watts L.S.

HENRY P. RINES, President

L. T. PITMAN, Comm. Mgr.

GEO. F. KELLEY Jr., Supervisor

WCSH, regularly servicing the rich northeast markets of the country, is owned and operated by the Congress Square Hotel Co. Established in June, 1925, as a 500 watt station by its present owners, WCSH today has grown to be one of the most powerful outlets on the eastern seaboard. A member of the WEAf chain when that network was still operated by the American Telephone & Telegraph Co., WCSH became a member of the basic NBC-Red network when the National Broadcasting Company was formed in 1926. During the life of the New England network WCSH was a basic member, and is now a regular outlet of the Yankee network. Because of its network affiliations, and its value to national advertisers, WCSH devotes the majority of its 16 hours of daily broadcasting to programs of network origin.

The staff of WCSH is headed by George F. Kelley Jr., who is supervisor of radio for the Rines interests. L. T. Pitman is commercial manager; Albert W. Smith, program director, and G. Fred Crandon, chief engineer. Studios and business offices are located in the Congress Square Hotel and the WCSH transmitter is situated in Scarborough, Me.

Among the national advertisers to use WCSH regularly are Cities Service, Kraft Cheese, Maxwell House Coffee, Standard Brands, American Tobacco, Bristol-Myers Co., Procter & Gamble, Packard Motor Co., Lady Esther cosmetics, Grape Nuts, General Electric, Firestone Tire & Rubber Co., Sealtest Laboratories, Chase & Sanborn and Jell-O. Artists who appear on the station include Burns and Allen, Fred Astaire, Fred Allen, Jack Benny, James Melton, Jane Pickens, Rudy Vallee, Bing Crosby, Bob Burns, Lanny Ross, Wayne King and his orchestra, Phil Spitalny and his all-girl orchestra, Marion Talley and Don Ameche, W. C. Fields and Werner Janssen. Local talent is utilized for programs of local origin, but no artist bureau is maintained.

☆ ☆ Philadelphia ☆ ☆

Helen Kiley, of the WIP press department, rushed to the Misericordia Hospital for an appendix bobbing.

Dr. and Mrs. Paul Meyer (she's WIP's Mary Haines of the program department) leave Friday for a two-week belated honeymoon-vacation in Maine.

Clifford C. Harris, WIP technical supervisor, has appointed Martin Oebbecke as assistant technical supervisor and James Peterson as equipment supervisor.

J. Jessie Kane, secretary to Benedict Gimbel Jr., WIP prexy, married and resigned. Anne Emilie Schmidt shifted to succeed her.

As a farewell gesture to Jan Savitt and his Tophatters, KYW-NBC swing band starting on tour for the month of July, more than 50 radio stars of the KYW Artists Bureau will be featured in a mammoth one hour program tonight at 10:45. Show is being whipped into shape by James Begley, KYW program manager.

Murray Arnold, WIP director of public relations, button-holed with carnations all week to mark his second wedding anniversary.

Bill Harris, of the WDAS engineering staff, off to Georgia this week to get in a couple licks at duck hunting.

A. W. Dannenbaum, WDAS president, back at his desk after a spell in the hospital to get his appendix spliced.

Lanse McCurley, sports editor of the Philadelphia Daily News, airing

the blow-by-blows from the outdoor ringside at the Cambria Stadium via WDAS. Pat Stanton and Harold Davis on the assists.

Peggy Farnsworth, formerly secretary to James Begley, KYW program director, takes a similar post as secretary to A. W. Dannenbaum, WDAS president.

Laura Morgan Button, director of the Vogue School of Fashion, starts her new series of broadcasts over WIP on July 2.

Norris West, assistant program director at WCAU, will vacation at the seashore.

Charley White, dancing teacher, plans a series of radio programs for the fall consisting of dancing lessons.

Wayne Cody, WFIL "Jolly Man," celebrates his 1700th broadcast this week, doing six shows weekly since 1931.

Ben Alley, WCAU tenor, won a poll conducted among listeners for the most popular 6 o'clock program on the air. He handles the Household Finance Co. show.

Paul Metcalf, cousin of Ethelbert Nevin, is doing a guest vocal stint over WHAT, Bobbie Burke accompanying at the piano.

Sylvan Levin, conductor of the Curtis Institute Symphony Orchestra, a regular winter feature of CBS, eloped with Elizabeth de Young.

Albert A. Cormier, vice-president and general manager of WIP, leaves this week on vacation.

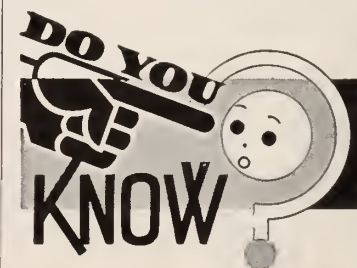
☆ "Quotes" ☆

RICHARD HIMBER: "The task of radio is three-fold. Not only do broadcasters have to patiently develop stars, originate numerous ideas, but they must protect these ideas for itself. The numerous inroads of stage, night-club and screen upon radio have not decreased the value of radio as a top-ranking entertainment medium, but have caused the men behind the mike to work just that much harder to keep the radio where it is. It seems unfair to all concerned that radio cannot erect some type of 'idea control' which will permit it to originate ideas which can't be jumped upon by the other entertainment fields and stolen from under the broadcasters' very noses."

MILTON BERLE: "The real comedian is the radio comedian who can hold his place in radio through the years. Because radio comedians must have completely new shows every week, because radio comedians must always be on the alert to turn the news-of-the-day into the humor-of-the-day, and because radio comedians have such a short time in which to prepare their programs, they must be credited as the real comedians. Motion picture funsters have months and even years to work up their picture situations. Vaudeville and night club funsters can use the same material for ages, but not so with the radio comedian."

LEE WILEY: "The vocalist on radio must be a specialist in the various types of songs she sings. Radio more than any other medium of song vocal expression demands that its stars be perfect in every qualification. The vocalist on the stage or screen who has the chance to roll her eyes, move her feet, or use the 'mugging' effect can get by on the minimum in song interpretation. But, the radio singer must be able to sing her songs to perfection and the perfection must be musical perfection."

CAROL WEYMAN: "There was a time when a girl was considered 'plebian' if she looked for a career, especially in radio or its allied fields. Today, if a girl is fortunate enough to have received offers from any radio studio, she can use that as an 'in' for her social contacts."



Peter Kent, the orchestra leader, originally studied to be a minister.