



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 1

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

FIVE CENTS

# NBC Expanding in South

## LUCKY STRIKE RENEWING "HIT PARADE" OVER CBS

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

## Connery Kin May Take Up Radio Probe Resolution

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

## Night Club Buys Time For Airing of Its Band

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

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

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

## G. WASHINGTON COFFEE CONTINUING NBC QUIZ

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

## Two-Hour Nightly Show For Sponsor on WCFL

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

# Balanced Program Plan To Be Enforced by WWJ

## Union Demands Cancel Chi. Concert Airings

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

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

## DAYTIME NETWORK SPOT SOUGHT BY FELS-NAPHTA

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

## Arizona Puts 1% Tax On Radio Advertising

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

## Dr. Angell's Appointment Lauded by Payne of FCC

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

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

Stations are: WDSU, New Orleans; WSGN, Birmingham; WNBR, Memphis; WROL, Knoxville; WJBO, Baton Rouge; KFDM, Beaumont; KRIS, Corpus Christi; KRGV, Weslaco; WAGA, Atlanta; KXYZ, Houston. Four of the new affiliates are owned or affiliated with the local newspaper—WSGN, WAGA, WNBR, WJBO. With the addition of WDSU in New  
(Continued on Page 4)

## WARD, WLTH FACILITIES ARE GRANTED TO WBBC

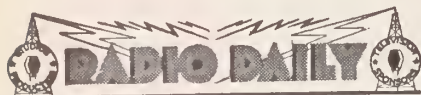
Washington Bureau, RADIO DAILY  
Washington—FCC announced yesterday that application of Brooklyn Broadcasting Corp. for modification of license requesting facilities of WARD, WVFW and WLTH has been granted in part, in so far as it re-  
(Continued on Page 4)

## Bernie From the Coast Starting on Aug. 24

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

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

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### KSTP Airs Evidence of Farm Prosperity

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

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

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

### COMING and GOING

FANNIE BRICE arrives on the West Coast tomorrow.

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

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

AL JOLSON is expected in New York shortly from Hollywood.

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

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

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

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

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

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

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

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

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

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

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

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

### Talent from 6 Stations At Kentucky Homecoming

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

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

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

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

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

### Jolson Re-Signs Ettinger

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

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

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

### Waring and Heidt to Drake

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

### Home Builders Sponsor Several Series on WWRL

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

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

### WMCA News Desk Takes to Air

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

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

### NBC Shows Again Get Awards

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

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

### WNOX Adds Announcers

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

### "Gang Busters" Film

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

## FINANCIAL

(Wednesday, June 30)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166 3/4	161	166 3/4	+ 5 1/8
Crosley Radio				
Gen. Electric	53	51 3/8	52 7/8	+ 1 3/8
North American	22 3/4	22	22 3/4	+ 3/8
RCA Common	8 1/8	7 3/4	8 1/8	+ 3/8
RCA First Pfd.	66 1/2	64 1/2	66 1/2	+ 1 3/4
RCA \$5 Pfd. B	(79 Bid)			
Stewart Warner	17 1/4	17	17 1/8	+ 1/8
Zenith Radio	32 1/2	32 1/4	32 1/2	+ 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.				
Majestic	2 1/2	2 5/8	2 1/2	+ 1/8
Nat. Union Radio	1 1/2	1 1/2	1 1/2	
OVER THE COUNTER				
CBS A		Bid	Asked	
CBS B		27	28 1/2	
Stromberg Carlson		26 1/2	27 7/8	
		13	15	

### Lowell Thomas Expands Use of Guest Stars

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

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

### Earl Nielsen to Hawaii

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

### DON KERR

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

### WLTH Jewish Amateurs Biggest Mail Getters

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

### Ted Schneider Joins WHN

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

### CELEBS CHOOSE UNITED

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



## BALANCED PROGRAM PLAN TO BE ENFORCED BY WWJ

(Continued from Page 1)

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

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

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

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

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

## Connery Kin May Take Up Radio Probe Resolution

(Continued from Page 1)

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

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

## Chi. Concerts on CBS, NBC

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

## LUCILLE & LANNY

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

## NEW PROGRAMS—IDEAS

### Scientific Adventures

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

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

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

### "Safety Reporter" Series Popular

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

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

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

### Traffic Safety News

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

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

### One for the Kids

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

### Bards of Baltimore

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

### "Landmarks"

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

## FURGASON & ASTON



Representation with Concentration

## ANGELL'S APPOINTMENT LAUDED BY PAYNE OF FCC

(Continued from Page 1)

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

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

## Bernie From the Coast Starting on Aug. 24

(Continued from Page 1)

Walter Winchell, entitled "Love and Hisses."

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

## Hearings Are Delayed In ARTA-CBS Labor Case

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

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

### John C. Lynch Dead

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

## JERRY COOPER

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## WARD, WLTH FACILITIES ARE GRANTED TO WBBC

(Continued from Page 1)

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

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

### WFAS Account Triples Time

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

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

### Courboin in Mutual Series

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

### Allan Joins Radio School

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

### Five New WELI Series

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

### Roosevelt Signs Tax Bill

Washington Bureau, RADIO DAILY

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



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

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

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

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

## NBC EXPANDS BLUE NET IN SOUTHERN TERRITORY

(Continued from Page 1)

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

Statistics on other stations follow:

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

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

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

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

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

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

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

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

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

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

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

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

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

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

★ **Coast-to-Coast** ★

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

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

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

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

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

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

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

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

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

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

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

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

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

**Programs That Have Made Station History**

No. 15—WMCA's "Three Little Funsters"

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

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

The Funsters have their own stu-

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

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

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

**GUEST-ING**

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

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

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

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

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

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

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

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

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

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

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

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

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

**Elaine Barrie in "Macbeth"**

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

**BOSTON**

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

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

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

# ★ Program Reviews and Comments ★

## "THE MASTER BUILDER"

Sustaining

WQXR, Tuesdays, 9-10 p.m.

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

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

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

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

## "SUCCESS STORIES"

Sustaining

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

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

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

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

## MARK WARNOW

Sustaining

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

TOPNOTCH MUSICAL SHOW PRESENTED WITH INDIVIDUAL WARNOW TOUCHES.

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

## Benny Goodman Orchestra

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

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

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

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

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

## Jack Lyons

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

## ★ ★ "QUOTES" ★ ★

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

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

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

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

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

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

## WFAS Air Theater Vacations

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

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

## Coming Events

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

## F. C. C. ACTIVITIES

### APPLICATIONS GRANTED

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

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

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

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

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

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

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

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

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

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

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

### SET FOR HEARING

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

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

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

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

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

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

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

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

### EXAMINER'S RECOMMENDATIONS

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

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

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

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

## ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

### LINCOLN

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

Reginald B. Martin, Bill Larimer

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

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

★

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

★

BIRTHDAYS

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

July 1

Greetings from Radio Daily  
to

Billy Lee	Bill Stern
Arthur B. Hayes	Irma Phillips

## PHILADELPHIA

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

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

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

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

## Radio Fails to Interest Windsor Wedding Pastor

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

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

## ONE MINUTE INTERVIEW

### ART GENTRY

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

## PROMOTION

### Floyd Gibbons Film Tieup

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

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

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

Floyd Gibbons, Major Albert Warner and Errol Flynn are the judges.

The Warner home office is preparing an elaborate press book covering the exploitation possibilities of the tieup.

### WBIG Spotlight

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

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

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

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

### WRTD Newspaper Supplement

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

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

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

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

### WSAN Promotional Survey

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

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

### Swift's Sunbrite Tour to Coast

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

### WCAO Newspaper Ad

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

## Viewpoints

### Magnetism of the Voice Is Emcee's Stock in Trade

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

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

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

### WWL Appoints Katz Agency

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

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

### Gen. Elec. Ad Campaign

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

