



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 3

NEW YORK, N. Y., TUESDAY, JULY 6, 1937

FIVE CENTS

Network Gains Continue

GRABHORN IS RESIGNING FROM JOHN BLAIR & CO.

John Blair & Co., station reps, is undergoing a reorganization of its executive set-up. Murray Grabhorn, general sales manager in charge of the New York office, is resigning from the company, and George Bolling, vice-president in charge of the Detroit office, is being switched to New York. Exact date when change will be made is not set as yet.

Adv'g Guild Meeting In CIO Member Drive

American Advertising Guild holds a meeting tonight in connection with its membership drive to bring workers in advertising agencies and publicity fields into the CIO fold. The Organizational Committee is working under the United Office and Professional Workers of America (the "White Collar" International, CIO).

Budget Bureau Holds Up Government Station Plan

Washington Bureau, RADIO DAILY
Washington — Although making every effort to obtain action before this session of Congress comes to a close, Congressman Emanuel Celler is checkmated on his bill to establish a \$700,000 Pan American radio station in Washington by a report of the Budget bureau, which is holding up hearings on the measure by the House Naval Committee.

All other Federal departments concerned in the erection and operation of the station, intended to promote cultural relations with Latin America and to combat Fascist radio propaganda.
(Continued on Page 2)

Cast of 73

New "Show Boat" series, which begins airing from the coast Thursday night over NBC-Red net with Charles Winninger back as the skipper, will have a regular cast of 73, according to Benton & Bowles, agency. There are 14 principal singing and comedy stars, a chorus of 20, Meredith Willson's orchestra of 27, and 12 others.

Neglected Event

Chicago — Outdoing the absent minded professor, Procter & Gamble passed up celebration of "Vic and Sade" fifth anniversary on June 29. Everybody connected with program would have forgotten about it had not Announcer Bob Brown given Art Van Harvey (Vic) a dime to buy himself a cigar.
"What for," asked Art.
"Your show is five years old today," said Brown. Records were consulted and Bob was found to be right.

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

Members of Ascap are receiving a communication under the signature of E. C. Mills, chairman of the administrative committee, which asks them to see that the Ascap insignia is placed on all sheet music and orchestrations directly under the name of the author and composer. Same
(Continued on Page 3)

Theodore Roosevelt Disk Will Be Heard on Mutual

The voice of the late Theodore Roosevelt, former President of the United States, will be heard on the radio for the first time, via WOR and the Mutual network on Thursday, 6:45-7 p.m. Robert Vincent, who at the age of 13, in 1913, invited Roosevelt to make the record will be interviewed by Jerry Danzig
(Continued on Page 2)

★ THE WEEK IN RADIO ★

... NBC Spreads the Blue

By M. H. SHAPIRO

EXPANSION of the NBC-Blue network, more or less continuous in the making, took the long expected turn to the deep south and 10 outlets came into the fold. The many station relations men at the recent NAB meet, and the huddles there, worked toward this end...

Labor situation is beginning to make itself felt both in the ranks of the broadcasting stations and indirectly through strikes in plants in or affecting sponsors... at least three national accounts cancelled radio activities as a result of strikes in the

NBC June Billings Up 29.3 Per Cent — CBS Sets All-Time Record With Gain of 64.8 Per Cent

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

Injunction proceedings and damages of \$50,000 are asked in a suit filed Friday in the N. Y. Supreme Court, Brooklyn, as a result of plagiarism charges against Household Finance Corp.'s NBC-Blue network program entitled "It Can Be Done". Defendants, in addition to the sponsor, are the National Broadcasting Co. and Batten, Barton, Durstine & Osborn Inc. Counsel for all concerned have agreed tentatively to holding a hearing at the earliest possible time, Friday July 12.

Plaintiff in the action is Sol Rothschild, who, through his attorney
(Continued on Page 3)

Major Networks to Cover National Youth Congress

Realizing the importance of the coming American Youth Congress in relation to radio, the three major networks will cover the convention and will bring lines to the headquarters in Milwaukee to air the proceedings.

Less than a month ago the Youth Congress, represented by William Hinckley, chairman of the National Council of the American Youth Con-
(Continued on Page 3)

Business on the NBC and CBS networks last month continued to show substantial gains, both over the previous month and the corresponding period last year.

CBS gross billings for June reached the history making total of \$2,476,576, an increase of 64.8 per cent over the corresponding month last year. This is the highest gross figure ever billed by CBS during the month of June and is the highest percentage increase since September, 1936.

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LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

The WHN-ARTA case scheduled for hearings before the National Labor Relations Board last Friday was postponed to today at the request of Maurice Deiches, attorney for the motion picture operators' union. Lawyer claimed he had not had time to acquaint himself with all the facts in the case.

Scheduling of the hearing for July 2 was the result of a general mis-
(Continued on Page 8)

Willett Brown Appointed Vice-Pres. of Don Lee

West Coast Bureau, RADIO DAILY
Los Angeles—Willett Brown, assistant to general manager Lewis Allen Weiss of the KHJ-Don Lee chain, has been appointed a vice-president of the network.

CIO Ultimatum

West Coast Bur., RADIO DAILY
Los Angeles — KMTR has been given notice by CIO organizer C. H. Jordan that American Radio Telegraphists Ass'n, Local 15, must be recognized as agency for KMTR employees in collective bargaining. R. E. Callister, representing station was given one week to file answer, which will be to the effect that KMTR is not engaged in interstate traffic.

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Kraft Program Renewing On the NBC-Red Network

Kraft Music Hall time has been renewed on the NBC Red Network, Thursdays 10-11 p.m., effective July 29, for 52 weeks. Agency is J. Walter Thompson Co.

Love Bug Bites Two at WLW

Cincinnati — W. K. Hunter, traffic manager of WLW and the "WLW Line," took as his bride Vella Pauley of Iaeger, W. Va. on Saturday at Charleston, W. Va. Eldon Park, program coordinator of the "WLW Line," assisted in the ceremony in the capacity of the groom's best man.

Tom Slater, announcer and news commentator for WLW and WSAI, will march to the altar July 17 in Niles, O., with Helen Knight. Slater met Miss Knight while attending Miami University. She is supervisor of music in the Fostoria, O., public schools.

Quinn in New Philco Post

Frank Quinn, formerly advertising manager of Philco Radio & Television Corp. of New York, has been appointed Eastern division advertising head of the same company. He will be located in the Philadelphia offices. Succeeding Quinn at the New York headquarters will be Robert N. McKinney.

Bob and Margie on WLW Line

Bob Murray and Margie Ann Knapp, who sing on individual WHN programs, were heard together last night in a half-hour program which was sent over the WLW Line at 8-8:30 p.m.

★ THE WEEK IN RADIO ★

... NBC Spreads the Blue

(Continued from Page 1)

25 per cent over the peak established last year when 8,248,755 units were sold...Hearst Radio went into larger offices and the move is credited to double the volume of business done the past year as compared to the year before...and expectancy of further increase...Music publishers and writers are still wrangling over the right to collect the electrical transcription fees and each side has submitted an agreement in memo form...each side will probably give and take a little, but two major items are really the bone of contention...

AFM executive board will not meet before July 20 to take up the question of adjusting electrical transcription production and playing of disks on the air...In Tacoma, Federal court reserved decision in the suit brought by Ascaph to test the constitutionality of the anti-Ascaph law recently passed in the state of Washington...additional briefs are being filed...Copyright action in the Capital is unlikely this session, no hearings having been scheduled before

Budget Bureau Holds Up Government Station Plan

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ganda there, have completed their reports, Celler told RADIO DAILY.

The State Department, he said, has heartily endorsed objectives of the bill, but has not undertaken to pass upon his proposal for operation of the station by the Navy Department and preparation of programs by the Commissioner of Education.

Television Option Denied

Application filed by General Foods Corp. with NBC requesting option on the first commercial television broadcast has been turned down by the network. Web has had similar requests of this nature in the past. Whole episode was more in the nature of a publicity stunt to draw attention to General Foods' new Maxwell House "Show Boat" program. Ralph Starr Butler, vice-president in charge of advertising for General Foods, made the request to NBC through Roy C. Witmer, network's vice-president in charge of sales.

Chi Park Concerts on Mutual

In addition to NBC and CBS, the Mutual network will carry broadcasts from the summer series being given at Grant Park, Chicago. The series started Friday and will run to Sept. 4, with noted orchestras and conductors appearing.

Sponsor for Rose Kaye

Columbus, O.—Rose Kaye, who edits "Society Page of the Air" over WHKC, has gone under sponsorship of Allemania Building & Loan Co. Program is heard each weekday, 11:15-11:30 a.m.

the middle of July on either the Duffy, Sheppard, of Guffey measures...

CBS president William S. Paley sailed for Europe, also several ad agency execs...more names for its Shakespeare cycle announced by CBS, which also has a first rate bally in connection with the series from the Coast...Education in radio due to hit new high, says Washington correspondent, and at the same time NBC signed Dr. James Rowland Angell, retiring president of Yale... NBC has been devoting about 25 per cent of its broadcast time to educational features...which about holds true of CBS as well...Classical music use showed 100 per cent gain on the NBC webs the past year...

WWJ, Detroit, announced a plan to balance radio fare next fall, and whenever one type of show plays a certain half hour, the outlet will flank it with an opposite type of entertainment...Arizona (which has no NAB members) passed a 1 per cent tax on radio advertising...

Theodore Roosevelt Disk Will Be Heard on Mutual

(Continued from Page 1)

on this broadcast. Subsequently the voice of "T.R." Roosevelt will be heard in a plea for fair play and sportsmanship in civic affairs, in what appears to have been the first Presidential "fireside chat". The record was made on an old type wax disk at the Roosevelt home in Oyster Bay, 25 years ago.

Joy Hodges for Stage Musical

West Coast Bureau, RADIO DAILY

Los Angeles—Joy Hodges, who has been appearing with Jimmy Grier on the Joe Penner program, will have the feminine lead in the George Kaufman—Rodgers and Hart musical, "Hold Your Hats Boys," which opens at the Music Box Theater, New York, in October. Joy has also been signed for the feminine in the Buddy DeSylva film musical which he will produce for Universal.

Tobin in "Grand Stand"

Joe Tobin is the new announcer and master of ceremonies on WMCA's three-hour variety show, "Grand Stand and Band Stand," replacing King Lear. Tobin hails from Weymouth, Mass., having started in radio at Station WNAC, Boston, and was connected with a major network in New York before joining the staff of WMCA in April.

COMING and GOING

HENRY SPITZER, executive of Chappel, Crawford and Marlo music companies, leaves tomorrow for Chicago and then on to the west coast, returning to his desk within three weeks.

FIBBER McGEE and MOLLY left California yesterday with HARLOW WILCOX, announcer; BILL THOMPSON, dialectician and DON QUINN, script writer, enroute back to Chicago, from which city their future broadcasts will be aired.

RALPH EDWARDS, CBS announcer, will visit San Francisco on his vacation.

GEORGE J. BUSCH, traffic manager of KSD, St. Louis, is spending his vacation in New York visiting old friends in the entertainment world.

A. J. MOSBY, manager of KGVO, Missoula, Mont., has returned to the station after spending a week in New York setting up plans with his station representative and advertising counsel, Adrian James Flanter. Enroute he stopped off in Chicago to confer with agencies about "It's Barn Dance Tonight."

JIM W. WOODRUFF, station manager of WRBL, Columbus, Ga., arrived in New York on Friday to spend a few days before sailing on his honeymoon to Bermuda.

MAURICE COLEMAN, manager of WATL, Atlanta, has left New York for home after spending a few days contacting agencies and advertisers.

DONALD THOMPSON, WHO, Des Moines, production manager, left that city following the airing of "Leathernecks" on Sunday for a two-week vacation in New York.

VINCENT CONNOLLY, WOR announcer, sailed Saturday on the Champlain to attend the Oxford World Conference on Religion.

PARKYARKARKUS and the wife, THELMA LEEDS, left Hollywood on Saturday for New York.

DONALD THORNBURGH, CBS vice-president in charge of west coast activities, is enroute to Los Angeles.

FLORENCE MARKS, NBC press, is off on her vacation. TED CHURCH of the same department is due back at work today.

BILL HAUSSLER, NBC photo desk, to Washington this week to take pictures of new WRM-WMAL studios.

A. H. "DOC" MORTON, manager of NBC managed and operated stations, visited WBZ in Boston last Friday and spent the Fourth at his summer house on Nantucket Island.

BERNICE CLAIRE planed east Friday from San Francisco to join the St. Louis Municipal Opera Co.

MARTIN SPERZEL, MARSHALL HALL and JACK SMITH, singers featured on the Kate Smith show for the past three years, are in Hollywood and are lined up for some picture work.

THOMAS F. JOYCE, RCA Victor advertising manager, and E. J. ANZOLA of the export advertising department, sailed for Havana on Saturday to attend the convention of RCA Victor dealers.

OVID RISO, export advertising manager of RCA Victor, and HENRY KASNER of the display division left Saturday for Mexico City.

WILLIAM J. AVERY, RCA Victor export merchandise manager, is enroute to Hawaii, Philippines, China and India, while JOHN MIGUEL of the export sales department is visiting Central and South America.

JAMES E. FRANCIS, who heads RCA Telephone's West Coast activities and BARTON KREUZER, in charge of the recording operations there, are returning to Hollywood after spending a week in Camden and New York.

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.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N.Y.

From script to production—
that extra something that's good radio

KMMJ

Clay Center, Neb.

The favorite family station

CLOSED SHOP INDICATION IS SEEN IN ASCAP MOVE

(Continued from Page 1)

communication outlines the legislative situation as it confronts the organization, both in Washington and individual states.

Members construe the move as a propaganda idea intended to impress music users with the point that the major portion of the music they play or use is written and published by Ascaph members, and as a result make the general public as well as the trade Ascaph conscious. On the other hand, those not licensed to use Ascaph music for performances for profit, and not wanting to infringe, will be aided by such an imprint.

Non-members of Ascaph among the writers construe the move as a definite sign toward a closed shop.

"Tangled Tunes" Pulls Record Mail for WMT

Cedar Rapids, Ia.—"Tangled Tunes," a 15-minute program now being aired three times weekly over WMT, has in the last two weeks pulled more than 5,000 letters and has climbed from cellar position in mail pull to the top of the first division. From all indications, the show should pull the largest mail count of any program on the air over WMT.

"Tangled Tunes" was the brain-child of Doug Grant, program director for WMT, and features the musical quartet of Peggy Fuller at the piano, Tony Dvorak playing the vibraphone and guitar, George Julis and his accordion, and Verl Stirsky with bass fiddle. Bert Puckett and Benne Alter officiate and carry the keys to the mail bag which is opened every Monday, Wednesday and Friday morning at 11:30 just as the program goes on the air over WMT and KRNT in Des Moines.

Letters are picked at random from the mail bag and without rehearsing and in fifteen seconds by the clock, the quartet must play the number requested or send the lucky person a one dollar bill. Program averages a \$5 give-away on each fifteen minutes of air time. To date, Peggy has received letters from eight mid-western states as well as Canada.

Bert Parks Assigned

Bert Parks has been signed by Gulf Oil to take over the announcing duties on the Sunday night Gulf program for the rest of the series. Harry Von Zell, regular announcer for the series, is acting as emcee during the absence of Phil Baker. Program is aired from 7:30-8 p.m. over a CBS network of 59 stations. Young & Rubicam has the account.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

NEW PROGRAMS—IDEAS

Bar Association on KSD

A series of programs under the auspices of the Missouri Bar Association, and with the co-operation of KSD, St. Louis, were planned to increase public interest in the legal profession. Among the prominent attorneys who participated on this program were: Harry C. Blanton, United States District Attorney; Kenneth M. Teasdale, president of the Missouri Bar Association; George L. Stemmler, president of the St. Louis Bar Association, and Charles M. Hay, Special Assistant to the United States Attorney General.

"Proud Papas Parade"

P. A. Janik, whose wife surprised him when she gave birth to triplets last Tuesday, went on the air to tell Clevelanders all about it on Wednesday. Janik was one of the first Cleveland fathers to be afforded the opportunity of telling the world about his new offspring on WJAY's "Proud Papas Parade," a feature of the half-hour comedy presentation "Don't Look Now," which is heard Monday through Friday at 4 p.m. EST.

"Don't Look Now" brings to WJAY listeners original jokes and fun-making by Gene LaValle and Jim Sands, who are rated Cleveland's top radio comedians. Louis Rich, UBC maestro, leads his orchestra in appropriate musical selections.

Major Networks to Cover National Youth Congress

(Continued from Page 1)

gress, expressed a willingness to cooperate with leading civic and educational bodies in a national drive for time on the air. Shortly thereafter, NBC announced that Dr. James Rowland Angell, retiring president of Yale, had been signed for the post of educational counselor of NBC.

CBS has as yet made no answer to the proposed plans of the new organization, but will probably await the outcome of the American Youth Congress convention the latter part of this month.

The drive for time on the networks will probably not begin until fall. Leaders have expressed an opinion to the effect that they will probably first contact the FCC with their proposed plans, then take action accordingly.

New CBS Song Series

"Song Time," with Gordon Graham as melody host, starts Monday as a new CBS six-a-week series at 7:15-7:30 p.m. Hollace Shaw and Ray Heatherton will be featured in the first program, followed by Ruth Carhart and Bill Perry on Tuesdays; Patti Chapin and Howard Phillips, Wednesdays; Doris Kerr and Russell Dorr on Thursdays, and Gogo de Lys and Jack Shannon on Fridays. The Saturday show will come from the coast.

John T. Vorpe, WHK-WJAY production manager, authorized the presentation to Janik of an entire box of cigars at the expense of the station. "I don't see why fathers should hand out cigars," he said. "They're the ones who do the suffering. They should be rewarded!"

Meet the Staff

Priding itself on the firm friendship which it holds with the people in its listening area, WPTF, North Carolina's Capitol City station in Raleigh, plans to get better acquainted with its public by presenting various members of the staff in a new series of informal programs, which will begin tomorrow and be heard each Wednesday morning at 10:30 thereafter. J. B. Clark, staff announcer and publicity director, will act as master of ceremonies and interview his co-workers before the microphone, revealing their talents, eccentricities, ambitions, and so on.

Samples Attract Lis'eners

Hal Nichols and Foster Rucker conduct the KFOX "Friendly Store" program, direct broadcast from a Long Beach, Calif. department store. Interviews with store customers are easy to obtain. Women customers forget their "mike fright" when given a sample of beauty aids.

Australian Radio Setup Is Outlined in Survey

A complete and authoritative study of the entire radio set-up in Australia, by W. A. McNair, a director of J. Walter Thompson Australia (Pty) Ltd., has just been published in Sydney. It explains the dual radio system in Australia, where government controlled stations that bar all commercial programs, and privately owned stations that are licensed to broadcast commercially, exist side by side.

The report gives detailed information as to the facilities of all stations in Australia, the power and territory covered by each, and data on the radio audience at various hours of the day, the type of programs now on the air, programs that have proved popular, and the like. Report represents two years of intensive research. Publishers are Angus & Robertson Ltd. of Sydney.

Frank Lewis Joins Mutual

Frank Lewis has joined the WOR-Mutual Artists Service.

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

RKO Bldg.

New York

"IT CAN BE DONE" SHOW IS SUED FOR PLAGIARISM

(Continued from Page 1)

Samuel J. Schwartzman, alleges that "It Can Be Done" was pirated from a program he submitted to NBC for an audition and also from one he did on WRNY in 1925. Basically the idea is claimed as originating from a book of this same title written by Rothschild in 1925, following his partial recovery from a severe illness. In April, 1933, Rothschild further avers, he auditioned a program entitled "It Can Be Done" at NBC for John Royal, Phillips Carlin, William S. Rainey, et al., and they agreed it had merit and commercial possibilities, also that they would try to sell it.

In 1935, through an associate, the same idea was submitted to BBD&O agency. On April 20, 1937, it is set forth, Household Finance Corp. started a program on the NBC-Blue network which embodied the Rothschild idea completely. Exhibits showing the parallel of the scripts are attached to the complaint, claiming same theme, treatment, etc., and that an infringement exists.

According to Attorney Schwartzman, the show which originates in Chicago NBC studios is claimed by the sponsor to have been built around an idea that took gradual form and was worked out with Edgar Guest.

Kellogg Co. Will Sponsor Fordham Games on WINS

WINS has obtained exclusive broadcasting rights to all Fordham football games for 1937 season and they will be sponsored by the Kellogg Co. This marks the first commercial sponsorship of the Fordham games.

Among games to be heard over WINS are the Franklin & Marshall, Pittsburgh, TCU, Purdue and St. Mary's games, all at the Polo Grounds, and the North Carolina game direct from Chapel Hill.

There is no Substitute for Coverage

WSYR

The Voice of Central New York

SYRACUSE, NEW YORK

AGENCIES

LEONARD BUSH, vice-president of the Compton Advertising Agency in New York, is in Hollywood for a week or two looking over the local field and doing a little one man "survey" of his own.

BATTEN, BARTON, DURSTINE & OSBORN, following a six months' study and test in Peoria, Ill., on behalf of the National Leather & Shoe Finders Ass'n, will handle a \$467,000 cooperative campaign planned by the group. R. F. Branch is account executive.

NORMAN B. FURMAN INC. is now handling the account of Hanfords Sweet Butter Co., formerly handled by Young & Rubicam.

FULLER & SMITH & ROSS will conduct the advertising promotion campaign for The Digest, new title of the merged Literary Digest and Review of Reviews. J. D. Adams is account executive, with Harry Price, advertising manager of The Digest, in charge.

W. H. SADLER, formerly connected with the Detroit and Philadelphia offices of N. W. Ayer & Son, has been appointed director of public relations for the Edward G. Budd Manufacturing Co., Philadelphia.

GEORGE TRIMBLE, director of media for Marschalk & Pratt agency, spent a day in Des Moines last week with Craig Lawrence, KSO-KRNT commercial manager, looking over the Iowa Network setup, the Des Moines Register and Tribune and Meredith publications offices.

Circus Aired by WCBS

Springfield, Ill.—Visit of the Hagenbeck-Wallace Circus here last week provided an unusually interesting broadcast for WCBS, with John Corrigan, program director and announcer, and David Meyer, circus publicity manager and commentator, cooperating in giving listeners the word picture.

Besides telling about the various circus features as they appeared in the arena, "Poodles" Hanneford and other celebrities of the sawdust ring were interviewed.

An interesting sidelight was the shooting of a motion picture sequence by M-G-M for its forthcoming film, "Here Today, Gone Tomorrow," and these activities also were described.

Femme Newscaster for WCAU

Philadelphia—Lucy A. Goldsmith, considered an authority in international business affairs, joins the WCAU staff today to become the station's first woman news commentator. She was the first woman export manager in this country.

New Thesaurus Subscribers

New subscribers to NBC Thesaurus are KVOR, Colorado Springs; KFXD, Nampa; KFAL, Salina. KVOR and KFAL begin the service on the 15th of the month. KFXD starts on the 20th. Renewal has been signed by CKQC, Saskatoon.



PETTY CASH VOUCHER Week Ending July 2nd

● ● ● Saturday....In the afternoon we drive out to the Riviera in our new car just to see the view from there while the sun sets and we encounter Taps....From there to the New Yorker and Gus Arnheim's music....Later at Lindy's we see the William Farmers with Shirley Brown and Ruby Bloom....As the downpour begins we start for Conn. and drive listening to Stan Shaw's "Milkman's Matinee" until 5 a.m., when we throw stones on Lester Lee's window to awaken him.

● ● ● Sunday....Word reaches us that Vilma Ebsen, who in private life is Mrs. Robert Emmet Dolan, wife of the Sealtest conductor, has been signed for the new Howard Dietz-Arthur Schwartz musical, "Between the Devil", which will star Jack Buchanan and Evelyn Laye....With the Lees we drive to the Arnold Johnson estate in Redding Ridge which was built at a cost of \$365,000!

● ● ● Monday....We hear from Raleigh, N. C., that the mike-men of WPTF there voted Harry Von Zell the best all-round announcer in radio, while Les Biobl chose Howard Claney for his diction and Wes Wallace likes Milton Cross because of his musical inclinations, while Graham Poyner chose Nelson Case and Paul Douglas....J. B. Clark, Jimmy Little and Clay Daniel picked Von Zell and second place to Ken Carpenter....Later we meet Harry walking east on 49th Street and he answers our request for news with a shrug of shoulders, "Nothing ever happens to me, Scoops".

● ● ● Tuesday....Nick Kenny in Dave's tells us that his song-writing partner (and brother), Charlie, is organizing a band....For dinner at Bob Goldstein's where he is entertaining Joe Pincus of 20th Century-Fox and Irving Hoffman....S. E. Ackerman writes to admit that she wasn't the originator of "Time Marches On" but a friend did....Bert Gordon threatens to sue RKO for "misrepresenting him" in "New Faces".

● ● ● Wednesday....Sid Gary screams about a review and some one points out that every other critic had the same opinion....If he could only transplant his humor from Lindy's to the air, Gary would be sensational....For a real thrill you must read "Mussolini of Music" in the July Esquire. It's about Jimmy Petrillo of Chi.

● ● ● Thursday....Milton Berle, after seeing his picture debut, admits that the picture isn't a sensation, but very entertaining. Jimmy Fidler gave it four bells....At the Pavilion Royal opening for Tommy Dorsey and Al Shayne, the singer ties the show up in a knot with seven songs which the audience clamored for and thus bears out our previous raves....Among the guests present were Sam Lyons, Lennie Hayton and his wife, Harry Link, Mack Goldman, Shep Fields, Lee Wiley, Mac and Buddy Green, Belle Baker, Teddy Powell, Jack Bregman, Charlie Warren, Audree Collins and hundreds of others....Wini Shaw got up to sing "They Can't Take That Away From Me" and thrilled the assemblage with her sober rendition in a Helen Morgan style....Del Casino comes out on the floor playing a "hi-li" and we noticed that no one thought of calling upon Howard Phillips who was present....In town we hear from Moses Gumble and Elmer White that Rudy Vallee was great at the Jack Osterman affair and that the crooner publicly stated that Jack could come on his show any time he wanted!

● ● ● Friday....Harry Salter at lunch thrilled over his click on "Hit Parade", while Bill Weisman pays for Bert Lehbar's lunch because it was a girl....Kid brother graduates from law school and we buy him a thousand ENGRAVED calling cards with "L.L.B." on them....Henry Spitzer plans his westward trek.
TOTAL EXPENSE.....Five dollars for the calling cards.
AUDITOR'S REMARKS.....Request denied!.....Only a hitch-hiker will know the cards are engraved—because they "thumb" their way across!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

National Broadcasting Co., Bellmore, N. Y. CP for new low frequency relay station. 1606, 2022, 2102, 2758 kc., 500 watts. License to cover same.

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

Western Audiphone Co., Ottawa, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

Today: Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited. WDNC, Durham, N. C. CP for change in frequency and power to 600 kc., 1 KW., unlimited.

WBNS, Columbus, O. CP for change in power to 1 KW., 5 KW. LS., 1430 kc., unlimited.

July 7: Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 50 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power to 1360 kc., 1 KW., unlimited.

WKOK, Sunbury, Pa. Mod. of license to change hours of operation to unlimited. 1210 kc., 100 watts.

July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 15: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

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

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

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

Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Hearst Radio Inc., Albany. CP for new station. 1240 kc., 1 KW., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. LS., unlimited.

EXAMINER'S RECOMMENDATION

KRKD, Los Angeles. Auth. to transfer control of corp. to J. F. Burke and Loyal King be denied.

KYW Artists in Stage Show

Philadelphia — An all-star radio revue, produced by the KYW Artists Bureau, will be presented at the downtown Earle Theater during the week of July 9. Henry Armetta, screen star, shares the billing with the KYW contingent, including the Tell Sisters, Burt Balus, Three Naturals, Three Swanks, Ralph Elsmore, Bonnie Stuart, LeRoy Miller, and a staff announcer.

Two New WHN Series

A new series of variety programs, coming over the WLW Line from Cincinnati, started yesterday on WHN. Frim Sisters were heard yesterday, Three Spades will be on today, Allen Werner tomorrow and the Frim Sisters again Friday, all at 1-1:15 p.m.

"Racing Results," daily sports program with Jimmy Winchester at the mike, also began on WHN yesterday at 7:15-7:30 p.m.

**WITH THE
☆ WOMEN ☆**

By ADELE ALLERHAND

FLAMMER Music Publishing outfit to take the ether in the Fall... Delia Akeley, femme explorer, to offer her version of "what it takes" on Frankie Basch's "Success Stories" tomorrow at 8:45 over WMCA... "Myrt & Marge"-iana... "Marge" giving a preview of silver foxes which become hers officially July 8, her birthday... Eve Evenson, the "Helmie" of the program, had an eye operation last week of which only a few friends were cognizant... she's feeling better, thank you... WNEW's music librarian, Kay Reed, who also provides musical atmosphere, via the organ, for that station's "Shakespeare a la Carte", was once a thespienne with a Shakespearian troupe up Boston-way... That anonymous voice on WNYC belongs to Armand Vecsey, Jr., who's been getting mike-experience that way... He's the ork leader's son and has a few orchestra plans of his own, from all indications...



Anna Roselle, ex-Met vocalizer, who's recently warbled at the Music Hall and on the Music Hall radio program, will do a repeat on the latter July 11... "Trouble House's" Carlton Young is pappy to an 8 pound boy, yclept Carlton Leonard Young... Mary Halpin, sec to J. W. McIver, Maxon account executive of General Electric "Hour of Charm", was married Saturday to Alexander T. McLean of Bayside, L. I... Robert Allison of that agency was the house-guest of Mr. and Mrs. H. J. Heinz for the week-end, Mr. Heinz having been a classmate of his at Yale... When Sid (WNEW) Schwartz celebrated his birthday t'other day his spouse surprised him with some Kent brushes she'd ordered from Havana months ago...



What the well-dressed musician will wear seems to be a matter for feminine concern, with Vincent Travers selecting groups of showgirls each week to give the ork lads pointers on grooming... The Travers contingent parades before the lasses and any defects are pointed out with a view to immediate betterment... Evelyn Nesbit, beauty and storm-center of a quarter-century ago, was Adam Miller's guest on his "Theater Guide" program Saturday... One of the few femmes who can prove her contention that she was in the original "Floradora" sextette...

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 48 of a Series

WKY—Oklahoma City

900 Kilocycles—5,000 Watts L.S.

**E. K. GAYLORD, Pres. EDGAR T. BELL, Sec.-Treas.
GAYLE V. GRUBB, Station Mgr.**

WKY lays claim to being the third oldest commercial broadcasting station in the U. S. It was established early in 1920 by Earl C. Hull, its present chief engineer, only a short time after KDKA went on the air. Its first studio was the living room of Hull's home; its first plant, the garage in his backyard.

Today it possesses the most modern studios in the southwest, complete in 1936 and occupying an entire floor in the Skirvin Tower Hotel. Its new high-fidelity transmitter is located in the midst of a landscaped private park west of Oklahoma City.

WKY is affiliated with the National Broadcasting Co. and carries programs from both the Red and Blue networks. Its local shows and its promotion programs are of such calibre that it was awarded a plaque for showmanship in 1936, in the newspaper-owned station classification.

A recent power increase to 5,000 watts, daytime, gives the station virtually statewide coverage, with additional coverage areas in sections of Kansas and Texas. High-fidelity transmission and efficient engineering give it a consistent night-time coverage of virtually all of central and western Oklahoma and sections of Kansas and Texas. WKY operates an ultra high frequency station, W5XAU. Associated with WKY in management also are KVOR, Colorado Springs, Colo., and KLZ, Denver.

ORCHESTRAS - MUSIC

TED LEWIS and ork, who inaugurated an engagement on the Hotel Astor Roof Monday night, begin their local broadcasting activities with a special half-hour short-wave broadcast to London tonight, 6:30-7, with the last 15 minutes of the program aired via WABC and the Columbia network. Subsequently Lewis will be heard regularly over CBS network Fridays at 11-11:30 p.m. and Saturdays at 7-7:30 p.m., also Thursday nights over WOR and Mutual.

Rene Williams and his concert ork return to KFOX and the airwaves after a short absence from broadcasting, to be ethered Sunday evening at 7:30.

"Old Man Moon," song from the new Hal Roach-M-G-M picture, "Topper," and touted as one of the potential hits of 1937, received its first commercial broadcast on Sunday evening when it was played by Dave Rubinoff on the Chevrolet CBS program. "Old Man Moon" was written for the new film by Hoagy Carmichael, composer of "Little Old Lady" and "Stardust."

Victor Bay, musical director of the CBS Shakespearean drama series, which begins its broadcasts July 12, has been with Columbia since its inception. He began as first violin in the Howard Barlow musical aggregation, then achieved promotion to a musical directorship.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

NEW BUSINESS

Signed by Stations

Boston

WBZ-WBZA: Procter & Gamble (Drene), 39 quarter-hour ETs, through H. W. Kastor & Sons, Chicago; Raymer & Bros., Pittsburgh (Lem-n-Blend), through Walker & Dunning, Pittsburgh; Western Growers Protective Ass'n, through J. Walter Thompson, San Francisco.

WCOP: Penrad Oil, 180 announcements, through Jay Lewis Associates, New York; International Ladies Garment Workers Union, New York, resigned for 13 weeks.

WCOP: Voice of Labor, through J. Viola, New York; New England Tel. & Tel., through Doremus & Co., Boston.

San Francisco

KPO: Richfield Oil Corp., through Hixson-O'Donnell Advertising Inc., Los Angeles; Duart Sales Co. Ltd., through Howard E. Williams, San Francisco; Pacquin Laboratories Inc., through William Esty & Co., New York.

KGO: Dorothy Perkins Co., Inc., through The Ridgway Co., Inc., St. Louis; The Mentholatum Co., through Dillard Jacobs Agency Inc., Atlanta; Procter & Gamble Co., through Blackett-Sample-Hummert, Chicago.

KJBS: Morris Plan, through Leon Livingston agency; Howard Clothing, through J. H. Diamond & Co.

WPTF, Raleigh

Procter & Gamble (Ivory soap), "Gospel Singer"; General Foods (Huskies), Bob Ripley, starting July 16; Quaker Oats, "Kaltenmeyer's Kindergarten."

WOR, New York

Baldwin Laboratories (Dwin-insecticide), Saegertown, Pa., through The Young Co., Erie, Pa., participations; Pioneer Division of Borden Co., through Pedlar & Ryan.

WPEN, Philadelphia

Italian Swiss Colony Wine Co., daily show for 52 weeks, originating from studios of WRAX, through Norman B. Thurman Adv'g Agency, New York.

WGN, Chicago

Benrus Watch Co., 52 weeks, time signals, through Brown & Tarcher, New York.



WILSON - ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

F. T. C. CASES

Cease and Desist Orders

Oneida, Ltd., Oneida, N. Y. (silver-plated ware), has entered into a stipulation with the Federal Trade Commission to discontinue certain false and misleading advertising representations. This company distributes its products under the names of two of its subsidiary corporations, William A. Rogers, Ltd., and Simeon L. & George H. Rogers Co. The term "Special Sale" will no longer be used by the respondent company as descriptive of the price at which its products are sold, when in fact the so-called special sale price is not "special," but is the regular price.

Crystallone Radio Corp., New York, has been ordered by the Federal Trade Commission to discontinue misleading uses of certain well known trade names in the sale of radio sets and appliances. Samuel Glick, of the same address, trading as Pontiac Radio Co., and acting as an officer and director of the Crystallone company, is also named as a respondent. The order directs the respondents to stop using the trade names Edison, Victor or Brunswick or other trade names or marks of which they are not the legal owners, without the permission of the lawful owners thereof.

BOSTON

Richard S. Humphrey, president of the H. B. Humphrey Co., advertising agency, announces the election as vice-presidents of Julian L. Watkins, copy chief, account executive and a member of the board of directors, and John Chase Strouse, account executive. The latter has also been named to the board of directors. Both men have been associated with the company for four years.

Mr. and Mrs. Joseph L. Badger (he's head of the advertising agency of Badger & Browning) Boston, have sailed for a month's motor tour through France.

Frankie Doyle, tenor, heard regularly in song recitals through WORL, and Arthur Kohler, pianist with Joe O'Leary's Irish Minstrels for the past 20 years, are at present filling an engagement at the Wagon Wheels, the home town of both performers.

On vacations at WBZ are Ruth Higgins, secretary to office manager Cy Young, and sales manager Gordon B. Ewing.

The Happy Sisters, Olive, Muriel and Estelle, popular WBZ artists, go to New York for a week's engagement at Loew's State Theater with Arnold Johnson's orchestra. Will open on July 8.

Arthur F. Edes, program director at WEEI, will conduct a special summer course in radio at Emerson College here. His regular course will again open in the Fall.

Jean Lee, Roy Marks' secretary at WEEI, back from vacation.

**HAL KEMP - ALICE FAYE**

Liggett & Myers (Chesterfield)
WABC-CBS network, Fridays,
8:30-9 p.m.
Newell-Emmett Co. Inc.

HANDICAPPED START MADE BY SHOW WITH OBVIOUSLY GOOD POSSIBILITIES.

Though it has the makings of a first-rate musical show, this new Chesterfield program from Hollywood got off to a rather weak start last Friday night. Miss Faye appeared nervous—it is understood that earlier in the day she had a fainting spell on the movie lot where she is making a picture. This possibly explains the program's rather loose continuity, some raggedness in presentation and even the fumbling of a song cue by Alice Faye.

Only three brief numbers were sung by Miss Faye in the course of the half-hour show. "There's A Lull In My Life" was preceded by a brief dramatic prologue, and the others were "They All Laughed" and "Goodnight, My Love," all with choral backing. A male vocalist also came in for a trio of songs.

Hal Kemp's orchestra dispensed real melodic music, smoothly played and nicely modulated, so there was no complaint on this score. The interpolated dialogue, however, was weak.

OLSEN AND JOHNSON

Richfield Oil Corp.
KFI—Pacific Coast NBC-Red net-
work, Wednesdays, 7:30-8 p.m.
PST.

VARIETY SHOW MAKES FAIR START AND SHOULD WHIP INTO SHAPE OKAY.

Richfield Oil, consistent user of radio time for several years, evidently upped previous budgets for this show, and signed Olsen and Johnson, Gertrude Neisen, George Hamilton and his band, Eddie Kane and others.

Olsen and Johnson have done some radio guest-ing, thereby learning a thing or two, and they appropriately moderated the tempo and timing of their well-known stage antics. Should become as "standard" in radio as they have been for years in theaters. Miss Neisen sang "Where Are You" and "St. Louis Blues" in her accustomed manner, and George Hamilton gave a good account of himself with some novel arrangements.

The producer, however, lacked something in originality, taking, as he did, production gags from most of the top-notchers.

Tommy Dorsey

For a nation that has gone sluggishly over swing, the summer substitute for Jack Pearl's comedy on the Kool-Raleigh Friday nights, WJZ-NBC Blue, 10-10:30, will fulfill more than is required. Tommy Dorsey, a

foremost exponent of swing, began this new series with "Song of India" and "Marie," tunes he recorded on wax which are selling throughout the country. Edythe Wright and Jack Leonard, with the Three Esquires, have numbers of their own which they do in grand style, backed up by this great band. Tommy is cut in for a few lines of introducing, which he handles well. Another hold-over from the previous series is Morton Bowe, as fine a tenor as you could want. However, Bowe's offerings of "Hum a Waltz" and Victor Herbert's "I'm Falling in Love" were out of place in this present set-up. It slowed the pace of an otherwise fast-moving show. Also, mention must be made of the commercials ably handled by Paul Stewart. After hearing these, one wonders if the program isn't sponsored by a premium concern rather than a ciggie outfit, since so much is stressed on the gifts one obtains from the coupons.

Victor Bay

Victor Bay and his orchestra last Thursday gave listeners a preview of the music to be played on the Shakespeare series which will begin July 12 over the CBS web. Music was taken from the 16th and 17th centuries and should go well with the dramas to be presented. Bay is a fine musician, and conducts his orchestra through the intricate passages smoothly and efficiently. Broadcast was a special feature of the CBS web, and immediately following the airing Bay prepared to leave for Hollywood to begin work on the new series which he will direct.

Mildred Fenton

Although the two brief numbers which she sang on Friday afternoon's 15-minute spot over WJZ, at 5-5:15 p.m., with The Manhatters orchestra, did not give a very conclusive impression of her talents, this vocalist sounds as though she has the necessary stuff. Her first song was in the blue line, something about Gabriel, and a little later she did a somewhat milder number, exhibiting quite good registry in both cases, though her voice and mike style are still in need of some development.

"Youth and Crime"

Henry W. Nichols, featured speaker on last week's broadcast, of this new WMCA sustainer, Thursdays at 9-9:15 p.m., brought a convincing message to Young America. His speech, entitled "Childhood Insurance Against Crime," brought home the dire need for social work among the poorer classes of adolescents. The series has a definite purpose on the

GUEST-ING

WALTER CASSEL, on Nellie Revell program, July 13 (NBC-Red, 5 p.m.).

LUCY MONROE and GUS VAN, on Ben Bernie program, July 13 (NBC-Blue, 9 p.m.).

LINA CAVALIERI, opera singer; COUNTESS WALDECK, lecturer and writer, and OLIVER WHITING, BBC commentator, on "Let's Talk It Over," July 12 (NBC-Blue, 3:30 p.m.).

TIM HEALY, on "Hobby Lobby," today (WOR, 10:30 p.m.).

JEANNINE, former WLW singer who was recently signed by Columbia Artists Inc., has been set for two appearances on the Ford Sunday Evening Hour, July 4 and 11. Deal was set by Mack Davis, newly appointed head of the bureau.

TOMMY DORSEY, GOGO DE LYS, JOHN CALLI and TONY GATUSO, on Swing Club, July 10 (CBS, 8 p.m.).

DOUGLAS FAIRBANKS JR., LOUIS ARMSTRONG, ROBERT IRWIN and ADELAIDE KLEIN on Vallee Varieties, July 8 (NBC-Red, 8 p.m.).

MAY ROBSON and JEAN MUIR, on Sealtest Party originating from Cleveland exposition, July 11 (NBC-Red, 10 p.m.).

BEATRICE KAY, TEX LEWIS and his Wranglers, HAL GORDON and CASPER REARDON, on Town Hall Tonight, July 14 (NBC-Red, 9 p.m.).

GLADYS GEORGE, in "Personal Appearance," on Chase & Sanborn Hour, July 11 (NBC-Red, 8 p.m.).

DUKE ELLINGTON, on "Broadway Melody," tomorrow (WHN-WOR, 8 p.m.).

Whiteman NBC Airing Delayed

Fort Worth—The first of the twice-weekly NBC broadcasts by Paul Whiteman and his orchestra was postponed from June 30 to July 7, with the second broadcast set for July 10. These half-hour programs will be heard each Wednesday and Saturday through July and August, and will originate in the new Gulf Radio studio being installed on the grounds of the Fort Worth Frontier Fiesta, where Paul Whiteman is playing for Casa Manana Revue.

air and is doing a fine job of character building.

Patricia Ryan

Not much different from quite a batch of other young singers in the more or less torch line, this vocalist, caught Saturday at 11-11:15 a.m. on WJZ-NBC Blue, did very nicely by a couple of numbers, "Too Marvelous for Words" and "I'm Bubbling Over." Miss Ryan has a pleasing voice, a little fuller than most contemporary newcomers, and the samples she gave on this program augur very favorably for her.



HENRY BUSSE, who returned to Chez Paree over the week end, will provide music for Fibber McGee and Molly when they return to Chicago from Hollywood on July 12. Thereafter Ted Weems will again be their music master.

Clark Dennis, NBC tenor, off on a motor vacation which takes him first to the Texas exposition and then to the North woods in Michigan. Due back July 17.

Don Bolt, formerly news announcer at KMBC, Kansas City, now handling "News to You" over WMAQ.

"Feather for Luck," a new serial by Margaret Thomsen Raymond, will be aired over NBC Blue starting Monday July 5. Show is replacing Linda Fairchild's "Mother," which is folding. It's a sustainer for the present.

Dick Marvin, radio chief of J. Walter Thompson, heading for Dallas tomorrow to do some recordings for accounts there.

Jim Dudley, Brooks Connolly and Al Hollender of WIND risked plenty to broadcast the reopening of the Inland Steel company plant at Indiana Harbor after the strike.

Roger Pryor's band and Will Osborne made one-day stands, respectively, at Aragon and Trianon on the Fourth. Dick Jurgens is opening for a stretch at Trianon on July 31.

Truman Bradley, WBBM commentator, will get only one day vacations this summer as his News Review for American Family has just been renewed for almost a full year ahead.

Youngest "idea man" in Chicago radio circles is Kaye Brinker's three-year-old Sonya. Her bright sayings and antics furnish inspiration for many an idea on Kaye's "Every Woman."

Walter Steindel, WLS orchestra pianist, directed his band in the Grant Park concert yesterday.

Ed Paul, WLS announcer, started July 4 for vacation at Estes Park, Colo.

Jimmy Evans, former Northwestern football ace, has a new Sunday evening sports review on WCFL.

Clara Nell, WBBM continuity editor, off on vacation to San Francisco and Los Angeles.

Bob Hafter, WBBM production chief, wants to trade his cabin in the Ozarks for a cabin cruiser.

Roy Glahn and Harry Creighton of WAAF started vacations on the Fourth.

The Novelodeons of the WLS Barn Dance crew off for personal appearances at Tuscola, Ill.

Tasteyesters Booked

Tasteyesters, vocal combination, have been set for the Michigan Theater, Detroit, the week of July 16, booked by Henry Frankel of the WOR Artists Bureau.

☆ PROMOTION ☆

"Show Boat" Handbills

White and colored handbills, illustrated with oldtime style drawings typical of the old showboat days, and using text matter and type to fit the same mood, are being distributed via the Benton & Bowles agency in behalf of Maxwell House's new edition of "Show Boat" which begins airing from Hollywood on July 8 over the NBC-Red network.

Captain Henry (Charles Winninger) and other members of the cast are duly exploited on the colorful sheets, and the various component parts of the "terrific," "colossal" and "stupendous" production are briefly described in a manner that is calculated to induce listening.

Mutual Network Booklet

The Mutual Broadcasting System last week released a 45-page booklet called "Along Different Lines," pointing out the manner in which Mutual differs from other major networks and the results made possible by these differences. The booklet lists seven services offered advertisers by Mutual, illustrating each with the story of an advertiser who selected each service.

WBZ Sales Magazine

"The Air Way to Sales" is the title of a new picture magazine just launched by WBZ, Boston.

The magazine is designed to attract clients and prospects interest in the facilities and programs of WBZ-WBZA. "The Air Way" is to be a monthly house organ of the NBC Boston office. It is edited by George A. Harder.

WBZ-WBZA House Organ

WBZ-WBZA, Boston-Springfield, has released the first issue of its new house organ. Booklet is pocket edition in size and devoted to picture layout. First edition, printed on glossy paper, ran 12 pages. George Harder, WBZ-WBZA press head, is editor.

Typewriter Award

Contest conducted over WOR by Fischer Baking Co. for a best letter, in tieup with the "Junior G Man" program resulted a portable typewriter being presented to the winner last Saturday. Jerry Hughes of Remington Rand, Inc., made the presentation.

PHILADELPHIA

Birthday greetings are in order for George H. Johnson, member of the Board of Directors of WFIL and president of the Lit Brothers store, part owner of station.

Elliot Lester, master of the current events bee heard on WFIL, is an English teacher at Central High School. But in his spare moments, he has found time to write numerous magazine articles and stories, two successful Broadway plays and at least one of his Hollywood scenario efforts have found their way to the silver screen.

Edynfed Lewis, former general manager of WFI, which joined with WLIT to form WFIL, is handling the music portion of the Demi-Heure program on WFIL, sponsored by the Strawbridge & Clothier department store.

Announcer Vernon Crawford and chief engineer Frank V. Becker give a weekly graphic word picture of the progress being made in the construction of WFIL's new studio plant.

Margolis & Co., sponsoring a quarter hour foreign language dramatic show over WDAS, will increase the show to 30 minutes next month. Product is Y.P.M. whiskey. Program features the Jewish Guild Theater, directed by David Gerber.

Marie Schaefer, blues singer, and Nat Ragone, pianist, staff artists at the experimental studios of Farnsworth Television Corporation, are presenting a weekly radio series over WHAT as The Televisionairs.

Vincent Travers, New York's French Casino maestro, at WCAU auditioning for the Pennsylvania State publicity programs to be presented over CBS this fall.

SAN FRANCISCO

Ernest Gill, conductor of NBC's "California Concert," was called back from his holiday to conduct the S. F. portion of Sunday's Independence Day program.

Theresa Aezer, KFRC music librarian, vacationing in L. A.

Starting July 25, the John Nesbitt "Passing Parade" show is renewed for 52 weeks. Sunday show to use KPO, KFI, KGW, KOMO and KHQ. The Monday repeat show will use KOA, KDYL, WEA, KYW and WMAQ.

Jim Morgan, KSFO prod. mgr., vacationing in H'wood.

Ralph Edwards, former S. F. mike man, now ace announcer in New York and currently heard on Major Bowes' show, planing westward to spend his vacation here.

It's Mrs. Claude La Belle (not Mrs. Lloyd Yoder) who is Phoebe Clark on the air.

Al White, KSFO ork leader, recovering at home from a cut tendon in his hand. L. M. Madsen is baton waving for him.

Philip G. Lasky, mgr. KSFO, skedded to be back here from the east July 7.

KJBS has a new Sunday half-hour show called "Golden Treasures" on the David Ross style with Dick De Angelis doing incidental poetry.

James Krieger, young NBC thespian of many local dramatic serials, enters Boalt Law School at the University of California in August. Wants training for an "ace-in-hole."

Paul Pendarvis, dance maestro who left with two of his boys for a Chicago visit on Thursday, denies his band is breaking up.



LUX RADIO THEATER wound up its season Sunday with Robert Montgomery and Madge Evans in "Beau Brummel," plus Amelia Earhart in a talk about her 'round-the-world flight. Producer Cecil B. DeMille and his associates resume the series on Sept. 13.

Much of the Magic Key of RCA program on Sunday emanated from the NBC studios in Hollywood. The West Coast contributions included the inimitable Irvin Cobb; Bobby Breen, singing songs from his current Sol Lesser picture, "Make a Wish," in a salute to the Boy Scouts and their International Jamboree; Marion Claire, soprano, in a song cycle of numbers especially written for the picture by Strauss, and Gertrude Berg of "The Goldbergs" fame, who wrote dialogue for Bobby's latest opus.

The dramatized detective tales of Nick Harris, which have been a popular weekly feature over KFI, Los Angeles, for several years, are now being heard Sundays over NBC's Red Network on the Pacific Coast. This program, which has been authored since its inception by Elizabeth McFadden Wright, also is produced by a woman, Carolyn Caro.

The Hollywood Playhouse, Vine Street, will house the Eddie Cantor Texaco show starting with the performance of July 11. Closed a "long run" at the Wilshire-Ebell with appropriate whoop-de-doo on Sunday.

Victor Young's music for the Jolson show last Tuesday was outstanding as always. The popular Vic now is vacationing somewhere.

Susie McKee, 14-year-old winner of Eddie Cantor's "Saymore Saymore" contest is in town. Eddie is putting her up at the Ambassador and is seeing that she is "wined and dined" like visiting royalty. The young lady is goggle-eyed.

Robert Armbruster, just arrived from New York to take over musical directorship of the W. C. Field's Chase & Sanborn show, threw a cocktail party one day after arrival that was the talk of the town. Drop-ins included about everyone listed in Who's Who in Radio locally.

Joe McElliott, CBS photographic whiz in New York, is another recent arrival. His camera wizardry will be evident in the new KNX-CBS Shakespeare "revival" propaganda. Will be in town three weeks.

Clem McCarthy, ace race track announcer and commentator, officiating for NBC at Bing Crosby's Del Mar track throughout the meet, July 3 to 31, inclusive.

KMTR is again garnering an always interesting and often hilarious half hour show with a perambulating mike at the Egyptian Ballroom, Ocean Park, where a "Walkshow" is now in progress. Stunt being repeated after a successful tryout last year.

NETWORKS CONTINUING INCREASE IN BILLINGS

(Continued from Page 1)

Cumulative total for the first six months of the year is \$14,803,265, up 33.3 per cent over the same period last year.

NBC exceeded \$3,000,000 in June for an increase over June, 1936, of 29.3 per cent. Gross billing for June, 1937 was \$3,003,387. Of this figure, the Red network did \$2,211,560 and the Blue contributed \$791,827. NBC increase over 1936 for the first half of the year is 24.2 per cent.

New "Gold Medal" Setup

"Betty and Bob," "Hymns of All Churches," Betty Crocker and "Arnold Grimm's Daughter," component parts of the "Gold Medal Hour," heard over CBS will be presented at changed times effective July 19. "Gold Medal Hour" will be heard at 1-2 p.m., instead of in the morning, with an afternoon rebroadcast as formerly. "Betty and Bob," five-a-week dramatic script, heard at 1-2 p.m., opens the period, with "Hymns of All Churches" immediately following, on Mondays, Tuesdays and Thursdays and Betty Crocker, cooking expert, on Wednesdays and Fridays. "Arnold Grimm's Daughter," continues the hour at 1:30-1:45 p.m. All of these features will originate in Columbia's Chicago studios.

"Hollywood In Person," replacing "Who's Who In the News," will come from California and will be broadcast during the last 15 minutes. General Mills sponsors "Gold Medal Hour".

Mack Davis Promoted

Lawrence W. Lowman, vice-president in charge of operations of CBS, last week announced appointment of Mack Davis as head of the radio division of Columbia Artists Inc. Davis has been in the CBS bureau since last August and formerly had a talent agency of his own. He will contact advertising agencies and artists for commercial programs. Position as CBS artist bureau head has been vacant since the resignation of Ralph Wonders several months ago. Lowman himself has been in active supervision.

ONE MINUTE INTERVIEW

VINCENT LOPEZ

"Many outcries have been raised against swing. The usual plaint is that melody has been sacrificed. Such people should practice the grand virtue of patience. Just as certain wines sweeten with years, so does fine melodic new music. There were just as many ears unaccustomed to the clatter and clamor of the first stages of jazz."

★ Coast-to-Coast ★

POPULARITY of KDKA's "Strollers Matinee" continues to grow, with 48 NBC stations now carrying the Pittsburgh program. Bob Keller is getting a lot of national praise for his Elmer and Elsie rapid-fire monologs heard on the program. He will headline today's broadcast, along with Fred Lazier and Charles Grayson as guest vocalists.

KSD, St. Louis: Dick Sharp, continuity director, back from a two-week tour of the South, bringing a batch of new ideas . . . Frank Eschen, who has been gaining popularity with his 5:45 p.m. sportcast, now has an additional sports program at 9:15 p.m. daily . . . Kathryn Turney Garten's previews of the Municipal Opera are getting a good response.

WISN, Milwaukee: Alan Hale, sports commentator, is now president of the Frederic Vacant Lot Baseball Ass'n . . . Conrad Rice, newest announcer on the staff and who handles "Heat Wave," is pinch hitting for Neil Searles on "Even as You and I," while Searles is vacationing in Minneapolis . . . Ann Leslie, dramatic artist, continuity writer and commentator, will spend her vacation in New York picking up household and fashion hints to relay to her 10 a.m. "Scrapbook" listeners.

Jocko Maxwell, sports commentator of WLTH, saluted Gus Mancuso, New York Giants catcher, on the WLTH "Sports Parade" Saturday at 6 p.m.

Governor James V. Allred of Texas has announced his acceptance of the invitation of Clarence E. Linz to appear on the Southland Life Airvue on July 11. The Southland program will be devoted to the Greater Texas and Pan-American Exposition and will be broadcast from the stage of the Melba Theater through WFAA and the Texas Quality Network.

Thomas Anderson, well known Negro actor who recently made a four-thousand-mile tour for the Federal Theater Project in the Negro version of "Macbeth," has been added to the cast of "Louisiana Hayride," heard over the coast-to-coast network of the Mutual system on Saturdays 9-9:30 p.m.

Program Manager John Gihon, KDKA, Pittsburgh, is a grand-daddy.

Starting Aug. 2, "Myrt & Marge," broadcast Mondays through Fridays over the Columbia network, will be heard at 10:15-10:30 a.m., EDST, and will add a re-broadcast to the west at 4-4:15 p.m. The program, sponsored by Colgate-Palmolive-Peet for Super Suds, is currently heard at 2:45-3 p.m. Benton & Bowles is the agency.

Iola Josephson, KFOX actress,

spent her recent vacation at her mountain cabin at Lake Arrowhead.

Because Clay Daniel, vacationing WPTF (Raleigh) announcer, forgot to mail his entry in the Production Department's Summer "Pun Contest," he was hailed into Radio Court by his co-workers on returning and found guilty, much to the mutual delight of Prosecuting Attorney J. B. Clark and Judge Graham Poyner, who had arrived at a verdict before the trial. Sentenced to the ordeal of mailing a pun before resuming his duties, Daniel hied himself to the nearest postoffice forthwith for quick redemption.

Mr. and Mrs. Gene Furgason of Chicago and Mr. and Mrs. James Wade of New York stopped in Richmond on their Southern tour and were entertained at "The Havens" on the Rappahannock River, summer home of Wilbur M. Havens, president of WMBG. Furgason and Wade are connected in an executive capacity with Furgason & Aston, station representatives. Phil Merryman of NBC and Bob Mitchell of WMBG were also guests at the party.

Dorothy Godwin, book commentator and radio talker, will review best sellers each week over the p.a. system in the Fox Theater, St. Louis.

WMBG, Richmond, recently dedicated its new station equipment, along with increased power on 1350 kc. Station is now an NBC outlet. Another recent interesting item at WMBG was the airing of ceremonies dedicating the new Postoffice in Fredericksburg, Va., with Jack Hooper at the mike and Postmaster General Farley among the speakers.

Kenneth Roberts, noted author of historical novels, will make his first radio appearance for NBC on July 8 just prior to an autograph party being given him in Boston. Roberts, who will be interviewed over the NBC-Red network at 6:15 p.m., consented to break the rule of a lifetime as a gesture of appreciation to John F. Royal, NBC vice-president, who helped him get his literary start.

Third university fellowship of 1937 for advanced study in radio broadcasting with NBC has been awarded by the General Education Board, a Rockefeller Foundation, to H. M. Partridge, program director of the New York University Radio Committee. The appointment is for three months, ending Oct. 1.

Joe Rockhold will be chief commentator for WSPD, Toledo, under a new setup, while Stan Babington, in addition to his continuity writing, will turn out copy for a news program formerly broadcast by Ralph Sisson, who has been succeeded on this daily review of local events by

LABOR BOARD TO HEAR WHN-ARTA CASE TODAY

(Continued from Page 1)

understanding. Hearing was originally set for July 1, then it was postponed to July 8. Later date did not meet with plans of Louis K. Sidney, WHN managing director, who wanted to be on the west coast by that time. Sidney now plans to fly to the coast. All the parties concerned, Mervyn Rathbrone, president of the ARTA; Harold Katan, ARTA head of the broadcast division; Sidney and their witnesses were present ready to go ahead with the hearing.

In the ARTA-CBS case, William S. Paley, CBS president, appeared before the NLRB before he sailed for Europe and the ARTA appeared to give its views last Thursday. Understood that CBS is going to fight the case. Network contends that the ARTA should sign up the CBS engineers as a national unit, taking in all its owned and operated stations instead of one station at a time.

Within the next 15 days, according to ruling handed down by the NLRB, RCA Communications must hold an election to determine whether its employees wish the ARTA to represent them. Union claims that they have over 90 per cent of the personnel handling "live-traffic" work, which includes practically everyone except messengers, and it is a foregone conclusion that they will elect the ARTA as its sole bargaining agent.

Join Philly Technical Staffs

Philadelphia—New additions to the technical staff at local stations brings James V. Thunell, Leslie E. Schumann and W. Sheridan Gilbert to KYW and LeRoy Nuss to WIP. Thunell was formerly with WOWO-WGL, Fort Wayne. Schumann was formerly with WHAT. Gilbert was formerly with WBIG. Nuss comes from North Wales, Pa.

Jack Fitzgerald. Edward Ames continues in his regular 10:30 p.m. position, and Elaine Wolf at 11:15 a.m., both of which broadcast news.

Carl Dozer of the WCAE announcing staff, celebrated a birthday last Friday.

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