



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 4

NEW YORK, N. Y., WEDNESDAY, JULY 7, 1937

FIVE CENTS

## Labor Case to Washington

### SHIFT OF WGAR CONTROL IS AUTHORIZED BY FCC

Washington Bureau, RADIO DAILY  
Washington—Reversing the recommendation of FCC Examiner R. L. Walker, the FCC has granted authority to transfer control of WGAR Broadcasting Corp., Cleveland, from G. A. Richards, Leo Fitzpatrick, John F. Patt and P. M. Thomas to WJR, The Goodwill Station, a Michigan corporation. The order is effective Sept. 14. Richards and Fitzpatrick also are the heads of WJR.

### 3 BIRMINGHAM STATIONS INVOLVED IN SHUFFLE

Birmingham—A change in network affiliations involving all three Birmingham stations, and the possible beginning of a new station, are latest developments in the wholesale shift of hook-ups recently announced.

Effective Aug. 1, if approved by FCC, CBS will have 45 per cent control of WAPI, Alabama's most powerful station and an NBC outlet since its debut. Ed Norton and  
(Continued on Page 3)

### Stanley Boynton Heads Detroit Radio Agency

Detroit—Stanley Boynton, former advertising and sales promotion manager for WJR, Detroit, has formed a radio time advertising agency known as Aircasters Inc. Officials include Boynton as president; Arthur W. Lenfestey, vice-president; Edwin G. Lenfestey, secretary-treasurer; Har-  
(Continued on Page 3)

### KDAL Flying Squad

Duluth—For special event stunt purposes, and for handling its own coverage of spot news breaks in the area it serves, KDAL now has a fleet of three planes at the disposal of its special events department. Planes will enable KDAL mike-men to reach scene of news breaks—such as the forest fires which blanketed the area last summer for first-hand.

### First Erie Net Feed

Erie, Pa.—For the first time in the history of Erie, an NBC-Blue network program was pumped from WLEU on the "Call of Youth" program. Speaker was Rabbi Curreck, and program hits the air at 12 noon on Saturday.

### CBS EVENS UP WITH NBC BY SNEAKING AAU MEET

CBS coverage of the supposedly exclusive NBC A.A.U. track and field meet in Milwaukee last Saturday made front page news for Milwaukee papers. From atop the Apostle's Lutheran Church located outside the Marquette University Stadium, where the meet was held, Ted Husing and Jimmy Dolan, in a crow's nest, covered the event. In the 100 degree heat Husing, with the aid of binoculars and Dolan, broadcast the leading races to CBS audience. WISN, the local CBS affiliate, did not carry the broadcast because its local competitor, WTMJ, an NBC station, was taking the NBC service.

CBS steal of the A.A.U. meet was  
(Continued on Page 3)

### Fire Destroys KMED; Station To Be Rebuilt

Medford, Ore.—Fire which swept a downtown business block Sunday destroyed KMED. Owner of the station said yesterday that rebuilding will start in two weeks.

### Two Newspapers Get Permits For Stations—Three Denied

Washington Bureau, RADIO DAILY  
Washington—FCC last week heard five cases wherein applications for new stations by newspapers were concerned. Two applications, those of the Telegraph Herald, Dubuque, Ia., and Times Publishing Co., St. Cloud, Minn., were granted and the

### Data in WHN-AFL-ARTA Controversy Is Sent to Washington for Decision Following Board Hearing

### WGTM, WILSON, N. C., MAKES DEBUT JULY 18

Wilson, N. C.—WGTM, new station owned and operated by H. W. Wilson and Ben Farmer, signs on for its regular schedule at 9 a.m., July 18. The Grand Opening Program will be at 2 p.m. This will be a two-hour show with many celebrities from all parts of the state participating. A 14-piece orchestra under Hal Thurston, along with organ music and vocalists, will furnish the musical end.

WGTM, which is in the world's greatest tobacco market, will have a staff of trained radio men. United Press teletype news service and MacGregor-Sollie transcription service are included in the studio equipment. Two modernly designed studios, reception room, control room and office space, RCA transmitter  
(Continued on Page 3)

### R. H. Bolling to Manage Blair Office in Detroit

Chicago—R. H. (Skin) Bolling of the local sales staff of John Blair & Co., station reps, will take over management of the Detroit office, succeeding his brother, George Bolling, who takes over the New York post being vacated by Murray Grabhorn. Charles Dilcher, formerly with Scripps-Howard in Dallas, supplants R. H. Bolling here. Mary Duffy also has been added to the local staff.

Three-cornered controversy between WHN, American Federation of Labor and the American Radio Telegraphists Association, a CIO union, was aired yesterday before the National Labor Relation Board. Data will be sent to Washington for final verdict.

Gist of the hearing revolved around refusal of American Federation of Labor to allow ARTA to solicit members in the entertainment field. ARTA had attempted to sign up the engineers in WHN, owned by Loew's Inc. Threat was made then, and reiterated yesterday, by James T. Brennan, I.A.T.S.E., the theatrical  
(Continued on Page 3)

### WAGA INAUGURAL SHOW SCHEDULED FOR AUG. 1

Atlanta—Construction and installation are being rushed by The Atlanta Journal on its new 1,000-watt station, WAGA, with plans for its inaugural program Aug. 1. Studios and offices will be in the Western Union Bldg. downtown, with transmitter house and 375-ft. vertical antenna  
(Continued on Page 3)

### Coca Cola Disks Are Set On Limit of 60 Stations

Coca Cola transcriptions have been set now on 60 outlets, which may be the limit decided upon. Disks, placed through D'Arcy agency and World Broadcasting System, feature Singin'  
(Continued on Page 3)

### Joe Louis, Sponsor

Detroit—Joe Louis, heavyweight champ, is now the sponsor of a 15-minute daily program over WJBK. Titled "Brown Bomber Shambles," and featuring hot transcribed tunes, it advertises his Brown Bomber Chicken Shack. The Louis program is heard at 2:15 a.m. during the Night Owl stretch at WJBK, which is a 24-hour-a-day station.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Tuesday, July 6)

Table with columns: Bid, Asked, Net Chg. Includes sections for NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, and OVER THE COUNTER.

3 Join WTMV Staff

East St. Louis, Ill.—New additions to the WTMV staff include Morrison Parker, announcer, formerly at KCMO; Florence Daniels, continuity writer, and Earl E. Bain, salesman.

New East & Dumke Series

Ed East and Ralph Dumke will be featured in another series for Kellogg cornflakes, according to the terms of contract signed yesterday afternoon. Agency is Kenyon & Eckhardt.

New Quartet on WBAL

Baltimore — "The Melody Men," new WBAL quartet, makes its debut today at 8 p.m. They sing without accompaniment in a new manner originated among themselves. Members of the quartet are El Gary, A. J. Woods, John Evans and Art Meekins.

REEVES STUDIO RADIO TRANSCRIPTIONS Noiseless Film and Wax Recording ALL WORK GUARANTEED 1600 Broadway ME. 3-1270 New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 3, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. Wed. this week because of Holiday.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'It Looks Like Rain', 'Where Or When', 'Sailboat In The Moonlight', etc.

CBS Bureau Signs Dan Seymour

Dan Seymour has been signed by Columbia Artists Inc. under an exclusive management contract. Seymour has been heard as announcer on the Gillette Community Sing program and with Major Bowes, among other shows, relinquishing the Bowes program to accompany the Gillette show to the Coast. With CBS Seymour will have the status of special announcer and will be available for a limited number of commercial spots.

"Five Hours Back" Resuming

NBC on Friday will begin its third summer series of "Five Hours Back", music program featuring Dr. Frank Black and the NBC symphony dance orchestra with specialty artists, for relay to BBC in England. Program will be heard here at 2:30-3 p.m. over NBC-Blue. Carol Weymann, Floyd Sherman and Cavaliers Quartet will appear in the opening show.

Furstenau Joins WHBL

Sheboygan, Wis.—H. P. Furstenau, formerly with WISN, Milwaukee, and also operator of the H. P. Furstenau Agency in Milwaukee, has joined The Sheboygan Press as promotion manager and will direct WHBL there.

All-Star Game on WNEW

WNEW has received permission from NBC to air the All-Star baseball game to be heard tomorrow. This is the first time the station has utilized the networks facilities.

WMCA's Earhart Watch

WMCA, which ordinarily signs off at 1:15 a.m., was on the air until 4:12 a.m. yesterday with intermittent flashes on the search for Amelia Earhart.

Joins WCKY Sales Staff

Cincinnati—Thomas Mitchell, with theaters in this area for the past several years, has been added to the WCKY sales staff headed by Lloyd George Venard.

KGBN Aids Earhart Hunt

KGBN, Honolulu, went into action to aid the hunt for the missing Amelia Earhart, taking and broadcasting messages early yesterday morning. Station's facilities were offered to the government and were accepted. Since then it has been acting as a clearing house for contacting planes and ship sources. Two special programs were broadcast and picked up by the CBS network.

"Music Moods" Off WOR

"Music in Many Moods," Sunday afternoon musicale originating at WOV, will no longer be fed to WOR after July 11. It will continue, however, at the usual time, 1:30-2 p.m., over WOV, and will be fed to WAAB, Boston; WRAX, Philadelphia; and WSPR, Springfield. "Music in Many Moods" is directed by Julio Occhiboi.

Tearle as Shakespeare Narrator

Conway Tearle, has been signed by CBS to act as narrator for its forthcoming Shakespeare cycle. Preceding the series by one day will be a broadcast from Stratford-on-Avon, Sunday at 1:30-2 p.m.

Rev. Jardine on Mutual

Rev. R. Anderson Jardine, who officiated at the Duke of Windsor's marriage, will speak over WOR and the Mutual network Friday at 10-10:30 p.m. Rev. Jardine is here for a visit and lecture tour.

Awarded Radio Plaques

For his coverage at the Spanish front last September, when he took his microphone on the field of battle, H. V. Kaltenborn, CBS commentator, will be awarded a plaque at the National Headliners Frolic in Atlantic City on Saturday. Awards for best domestic radio reporting go to Joseph Eaton and W. L. Coulson of WHAS, Louisville, for January flood coverage.

COMING and GOING

DON C. BRANDES, WCOL (Columbus) salesman, is taking a two-week vacation at his home in New York.

DICK BARRY is in Atlantic City from Cincinnati, where he recently finished a series of electrical transcriptions for a tire company with the DeVore Sisters and the Eight Stout Men.

LILY PONS goes to Darien, Conn., on Friday to sing as star of a church benefit concert arranged by Frank La Forge, composer.

FANNIE BRICE is en route to the Coast.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, N. C., is spending a few days at his summer home in Long Island. He motored from Charlotte to New York with BRANDON SMITH.

SHOLEM SECUNDA, musical director of WLTH, Brooklyn, has left for the Coast.

ED ETTINGER of Ruthrauff & Ryan planed to New York from the Coast and will remain here for six weeks prior to returning to the Al Jolson show.

DON CHESWORTH of KMBC, Kansas City, has left for a two-week vacation near Cape Cod, Mass.

CARL VANDAGRIFT of the WGL, Fort Wayne, Ind., continuity department, has returned to his desk after a vacation.

BILLY KNIGHT, salesman at WTMV, East St. Louis, and LES CROW, news editor, are on vacation. The former to Florida and Crow to Wisconsin.

BILL BARR, who last year with NBC put on the one-man show, "Grandpa Burton", expects to return here next fall from London, where he is airing for BBC.

JIM FLEMING, announcer at WGN, Chicago, is vacationing in New England.

HAROLD FELLOWS, WEEI manager, will be in town today and LINCOLN DELLAR, of CBS station relations department, is back in New York after an extended trip.

C. U. FRICE, manager of KFH, Wichita, is in town.

ROY E. BLOSSOM, manager of WFBM, Indianapolis, is in New York.

CHARLES GAINES of World Broadcasting has left town for one month, on vacation, but will arrive on Coast for a spell.

JAP GUDE of CBS station relations department got back yesterday from swing around southern territory.

DR. JOHN K. CURTIS, attending physician at NBC, left for California vacation with Mrs. Curtis. Dr. D. B. Fishwick, will pinch hit.

CLEM MCCARTHY has returned to New York after airing the Del Mar Race Track opening in California.

FELIX SALMOND, professor of the cello at the Juilliard School of Music, and MRS. SALMOND arrived yesterday aboard the Ile de France from Havre.

TOM MANNING, NBC sports announcer, will fly to Cleveland from Washington to broadcast the Grand Circuit trotting races at North Randall Track on Friday.

Pepper Uppers to Offer Summer Series July 11

Dallas—A new summer series will be inaugurated July 11 by the Pepper Uppers over the Dr. Pepper-Dixie Network. With Jimmie Jefferies as emcee, and Alexander Keese piloting the orchestra, new show will be in a lighter vein and will use guest talent from the Pan-American Exposition here and the Frontier Fiesta in Fort Worth. Jack Arthur will be Sunday's guest.

First in local accounts in Chicago WGES (In the heart of Chicago)

## WHN-AFL-ARTA DISPUTE GOING TO WASHINGTON

(Continued from Page 1)  
and stage hands union, that if WHN allowed the CIO group in the station, the AFL would call a strike in all Loew's theaters in New York.

Brennan admitted on the stand that if the International Brotherhood of Electrical Workers, an AFL union, had attempted to sign up the WHN members, no protest would have been made to the station. Brennan said that "95 per cent of the artists in the entertainment field are affiliated with the AFL." It was for this reason that the I.A.T.S.E. would not condone the CIO union in the field.

Testimony was also taken from Louis K. Sidney, WHN managing director, Jacob Rosenberg of the musicians union; Harold Katan, head of ARTA broadcast division; Harry J. Lane, representing the Actors and Artists of America, which includes Screen Actors Guild, Equity, etc. Case was presented before Samuel Gusack, NLRB examiner.

## 3 Birmingham Stations Involved in Shuffle

(Continued from Page 1)  
Thad Holt, local business men, will have 42 and 13 per cent, respectively.

WBRC, CBS outlet, takes over NBC-Red network programs. WSGN, which has had no chain affiliation, becomes the NBC-Blue outlet. And Birmingham News Co., present operators of WSGN, has applied to FCC for permission to build a new station.

CBS plans to increase power of WAPI from 5,000 watts to 50,000 watts, and to obtain a full-time wave length, although no application has been filed. WAPI has always operated on a "split time" basis, caused by a wave-length conflict with KVOO of Tulsa, Okla. WBRC has already filed application with FCC to increase its power from 1,000 to 5,000 watts, day and night.

## WGTM, Wilson, N. C., Makes Debut July 18

(Continued from Page 1)  
equipment, Gates control panel with special keyboard wiring and other up-to-the-minute improvements are among the facilities.

### Modarelli for WWVA Series

Wheeling, W. Va.—Antonio Modarelli will conduct the series of bi-weekly Oglebay Park symphony concerts scheduled over WWVA this summer.

## BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

## NEW PROGRAMS—IDEAS

### Three WJBK Specials

Every Monday and Thursday, 24 big, healthy Detroit Police officers go to the WJBK studios to broadcast the very popular Detroit Police program. The 24-piece orchestra is directed by Sergeant Ernest E. Lindemeyer, the remaining four forming the police quartet. Last week a petty larceny suspect was looking for a spot to dodge the cops on the beat and chose the WJBK reception room which is located on the street floor. The nervous lad peered nonchalantly into the studio at the 24 cops (they were all in plain clothes). But when from out of the loud speaker came the words, "The Detroit Police orchestra will now play—" The suspect was "Gone With the Wind."

Preceding the Detroit Tiger road games, which are broadcast by Al Nagler over WJBK, jointly sponsored by the Good Housekeeping Shops and the local Coca Cola bottling works, the station presents 'Tiger Tales' intimate stories of Tiger players and personal interviews with them. A different personality is interviewed or talked about each day. Bob Longwell handles this feature for Liberty Service Stores.

Always striving for new ideas in listener interest, WJBK broadcasts an automatic tone beat every hour on the hour, which gives the correct time. This is always followed by 5 minutes of late news bulletins with the caption, "News of the Hour, Every Hour, on the Hour." Twenty-five sign boards placed at advantageous points over Detroit tell the folks to tune in for the hourly news.

### New "Man on Street" Wrinkle

Steve Willis, manager, of WPRO, Providence, is introducing a new

## WAGA Inaugural Show Scheduled for Aug. 1

(Continued from Page 1)  
tenna on Clifton St. three miles out. Two main studios, two auxiliary studios, a news studio and a clients' audition room are being built, besides office space. WAGA, formerly WTFI of Athens, Ga., will be an NBC-Blue network outlet.

### Lanny Ross in Coast Concerts

Lanny Ross is to be presented in concert in Los Angeles this winter by L. E. Behymer, local impresario, followed by appearances in San Francisco and the Pacific Northwest.

### Combs Blanford Joins WLBC

Muncie, Ind.—Combs Blanford of Indianapolis has joined the announcing staff of WLBC here.

### 4 Weekly for Lucille & Lanny

Lucille & Lanny have been given an increased schedule over NBC. The team will now be heard Monday, Tuesday, Thursday and Friday at 5-5:15 p.m.

wrinkle in his "Man-on-the-Street" daily broadcast. The program opens with a 5-minute newscast featuring the latest United Press news. Then the quarter-hour period is completed by open-forum discussion and comment on the news stories by the public gathered around the announcer.

Art Wallberg, WPRO announcer, who has conducted the Providence Man-on-the-Street program daily for seven months, welcomes the new idea as a change and during recent weeks has experimented with it on his crowd of fans immediately following the program, while the public was still gathered around him. Crime stories invoke the greatest discussion, and differences of opinion quickly appear. Willis, who originated the plan, has so far tabooed the use of news items on subjects which might induce prejudiced and bitter attack. If the program settles down to keen, level-headed discussion, no subjects will be barred.

### New WBAL Service Program

WBAL, Baltimore, today adds another program to its long string designed to bring special services to listeners. New weekly series, at 4:15 to 4:30 each Wednesday, is titled "Recreation with the P. A. L." and is under the leadership of Mrs. Ruth Garber Ehlers, field leader of Adult Recreation for the Playground Athletic League. Each program will be divided into three parts, the first being the P. A. L. Bulletin Board, which will announce the important recreational features for the coming week. The P. A. L. Radio Club will entertain and there will be guest speakers.

## Coca Cola Singin' Sam Disks on 60 Outlets

(Continued from Page 1)  
Sam (Harry Frankel), five times weekly.

Strategy employed by Coca Cola was to test two sets of recorded programs, although at least one outfit did not know it was being pitted against another. World Broadcasting System program won out.

### Puff for Petrillo

Chicago—Local broadcasters have received a request for a little personal publicity for James C. Petrillo, Chicago musician's union head, in connection with the free summer concerts from Grant park. Request being granted.

## CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

## 2 NEWSPAPERS GRANTED RADIO STATIONS PERMIT

(Continued from Page 1)  
versed on the final decision. The Times Publishing Co., St. Cloud, order becomes effective Aug. 3. Station will operate on 1420 kc., 100 watts, unlimited time. Examiner R. L. Walker was sustained on the decision.

Applications received from Times-Herald, Vallejo, Cal., Courier-Post, Hannibal, Mo., and Marysville-Yuba Publishers, Inc., were denied. In all cases the examiners' reports and recommendations were reversed.

## CBS Evens Up with NBC By Sneaking AAU Meet

(Continued from Page 1)  
a direct answer to NBC's lift of the Poughkeepsie regatta which CBS had bought as an exclusive. Program from the church perch was fed directly to New York. Larry Fisk, WBBM field operations engineer, handled technical details of the broadcast.

## Stanley Boynton Forms Detroit Radio Agency

(Continued from Page 1)  
old Pursell, in charge of media and programs. Agency is handling WJR and CKLW among other accounts. Office will offer complete merchandising service in addition to selling, originating, writing and directing radio shows.

### New WOR Musical Series

Corinna Muira will begin a new series of sustaining musical programs over WOR tomorrow night at 8-8:30 p.m. The series, known as "International Salon", will also feature Raoul Nadau and an orchestra and chorus under the direction of Bob Stanley.

### Pope Pius on NBC Sunday

The message of Pope Pius on the occasion of the feast day of Saint Theresa will be heard in a special international broadcast from Vatican City on Sunday, 7-7:10 a.m., EDST, over the combined Blue and Red networks of NBC.

## HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST



**N**ELSON EDDY has completed recording 12 typically American songs by popular composers for RCA-Victor. Will be released as a six-record library in the manner of operatic recordings, and if successful, as anticipated, will be followed by similar cuttings by other artists.

H. M. Warner is in Hollywood, and the boulevardiers have it that the long-rumored NBC purchase of the old Warner Bros. lot on Sunset Boulevard will be on or off definitely before he returns to New York. Site in question is but two blocks from new CBS quarters, now under construction.

KHJ inaugurated a new type of juvenile program yesterday with "Screen Children's Magazine." Cora Sue Collins was set for the initial stanza, with Hollywood's juvenile prodigies to follow as available each week.

KFI will broadcast the start of the Evening News-Chevrolet "Soap Box Derby" on July 28. Local youngsters have entered "cars" designated "W. C." and "Charlie McCarthy," sponsored, of course, by Bill Fields and Charlie, respectively.

George Fischer has closed a deal with a major studio to produce 32 short subjects, presumably dealing with same personalities and subjects covered in his movie comment on the air. Shorts, to be released nationally in key cities to tie-in with broadcasts, are expected to prove a great build-up for Fischer.

Wilbur Hatch, bandmaster on "Vocals by Verrill," heard over KNX-CBS on Saturdays, is making a series of transcriptions of these popular programs for use in the forthcoming Community Chest Fund campaign. Special request of Chest officials with which Wilbur was happy to comply.

Les Parker's Ambassador Lido Orchestra will be heard over KFVB, 2:45-3 p.m. Tuesday through Friday.

Hedda Hopper's rapid-fire "announcing" of the "clothes horses" at the Del Mar track was almost on a par with Clem McCarthy's.

Bob Barringer has joined the sales force at KFAC. Also will direct a new feature, "The Arkansaw Minstrels," 1 p.m., Monday through Friday.

• • • Belle Baker is set to head a Fall show featuring variety artists on NBC...Norma Fain of the Fleischer "Betty Boop" studios will wed CBSlinger Kenneth Roberts July 15 at a private ceremony in Norma's house. ...Lucille and Lanny, after two sustaining shots as an NBC feature, were just given two additional shows on Mondays and Fridays...The reason Mrs. Harry Link doesn't speak with Harry is that she wrote a tune called "A Star Is Born" which hubby threw in the ashcan in preference to another version...Mills Music have tied up the publication rights to Gaumont-British songs with Jimmy Campbell set as London distributor of Master and Variety records...Ernie Watson is running up to Canada for six weeks to complete his "Sleepless Hollow Suite"...Marilyn Duke, a piano-pounder in a Boston club, is Jolly Coburn's new vocalist at the Claremont...A professional manager for one of the Big 5 firms has been given the ultimatum of delivering within 60 days or else!

• • • Listeners to the "Traveling Man at the Hotel" aired via WLBC, Muncie, Ind., got quite a kick out of the program last week. ...Ottis Roush, chief announcer, was interviewing A. H. Johnson, representative of General Foods, in the lobby of a hotel...Roush went to another chair to continue the interview and asked the sit-downer his moniker... "A. H. Johnson, and I'm with General Foods," was the reply...Ottis, sensing a unique situation, introduced both men to each other and Al and Art then told how it felt to not know each other and yet have the same tags working for the same firm. ...Minna Bardon, Cincy correspondent for RADIO DAILY, had her first novel published last week and therefore was selected by WKRC as the Personality of the Week, rating an air interview!

• • • Teddy "Blubber" Bergman has been set as a permanent feature on the Walter O'Keefe show...William Farmer's kid is down with the mumps...Clyde Lucas starts on a Paramount short this week...Ted Lewis did an international airing last nite from the Astor...Jerry Blaine had an "American Airliner" christened for him the other day...Mark Warnow returns to "Your Hit Parade" within a few weeks...Ernest Cutting, the NBC talent scout, listened to Mary Huntington on WBNX yesterday as a possible sustainer...George Negrete, Mexican baritone on NBC, plans a trip to get up on some folk songs from there...Arrangements are being made to display both sending and receiving television sets at the World's Fair...Teddy Powell walked into the Paramount Book Shop the other day and as a gag asked for the "Loves and Life of Teddy Powell." The salesman said that it was a funny thing but he's had more requests for that book than "Gone With the Wind" and had placed the item on his "wanted list"!

• • • When John "Jap" Gude, CBS station relations rep., found that he had overstayed his visit with Wm. C. Gillespie, vice president and general manager of KTUL, Tulsa, Scriptor Charles Bush forsook his typewriter for the cockpit and flew Gude to Little Rock, Ark., 275 miles away for a confab with F. C. Vinsonhaler, manager of KLRA...Bush stayed overnight and the next day returned to his job on key-pounding at KTUL as though nothing had happened...Another scriptor to make news is Frank Perkins of WJBK, Detroit, who usually has a snappy comeback for everything. Now he's tight-lipped due to a hit-and-run accident which resulted in a broken jaw and he has his teeth wired together for the next four weeks. Though people are now finding an opportunity to even matters verbally with Frank, he mumbles "Just you wait," and by the look on his face the pent-up feelings he's harboring are bound to explode shortly.

**R**OY SHIELD, NBC central division musical director, to take over baton of "Carnation Contented" hour in August while Frank Black goes on vacation.

Dorothy Masters of NBC press department on a European vacation.

Gene Fromherz, head of J. Walter Thompson spot dept., vacationing in Banff, Canada. Expects to visit KVI, Tacoma, before returning.

Thor Ericsson (Yohnny Yohnson) of Kaltenmeyer's Kindergarten is doubling as juror at Cook County Circuit court.

Edwin G. Foreman Jr., head of local RCA office, sailed the other day for a vacation in Europe.

Sylvia Clark, NBC comedienne, making appearance at Beaver Dam, Wis., Fair over weekend.

Betty Reller of Betty and Bob attending family reunion at Richmond, Ind.

Olan Soule of "Bachelor's Children" vacationing in Des Moines.

Janet Logan of "Romance of Helen Trent" motored to Topeka over the Fourth.

Mercedes McCambridge, fresh out of Mundelein College, gets leading part in new NBC serial, "Feather for Luck." Also plays lead in NBC's The Guiding Light. Others in "Feather" are Laurette Fillbrandt, Raymond Johnson, Helen Behmiller, and Donald Kratz.

Quin Ryan, WGN manager, has prescribed "Let's Call the Whole Thing Off." Claims it's overworked.

Lola Lee Barker, assistant to Bess Johnson (Lady Esther), in Billings Memorial hospital with skull fracture incurred while horseback riding.

Steve Cisler, oldtime m.c. of National Barn Dance, visiting at WLS. He's now manager of WSIX, Nashville.

Dorothea Lawrence, radio and concert singer, in town.

Logan L. Thompson, assistant engineering supervisor at WBBM-CBS, and Vera Della Chiesa, sister of Vivian, the NBC soprano, have taken out a marriage license.

Bess Flynn, author of "We Are Four" and "Bachelor's Children," and who also plays in "Painted Dreams," is taking her radio acting family on a fortnight's vacation to a Wyoming dude ranch.

Comings and Goings: Hal Burnett, WBBM publicity chief, off for New Orleans and gulf coast vacation... Jim Fleming, WGN announcer, touring New England... Frank Rand of CBS back from Cincinnati... Fayette Krum, writes "Girl Alone," back from month at Pontiac, Ill., where she worked on daily paper... Clinton M. Stanley, NBC production man, taking in both Glacier National Park, and Lake Louise and Banff.

Pierre Andre, WGN-Mutual announcer, is emceeing the floor show at the Drake hotel.

**BIRTHDAYS**

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

July 7  
Greetings from Radio Daily  
to  
Mark S. Wilder  
Hal Schenker  
Pauline Swanson

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**D**OROTHEA LAWRENCE, whose vocal activities embrace radio and the concert field, spent the just-assimilated weekend in Chi. giving prespective sponsor pointers on a new program idea involving the use of vocal musical backgrounds for speech and orchestra....Dorothea did her relaxing at the Congress.... "Tuffy" Johnson, latest sports broadcaster for KOIL of Central States Broadcasting Co., debuted with a big league game....Learned about baseball from sports announcer Harry Johnson (her husband)....There IS a LASS who believes women belong in the home runs....M. H. H. Joachim, everybody's "Unseen Friend", to break into print with a tale of the Cinderella variety in "Charm"....Gene Salzer, "Babes in Arms" orchestral conductor with the radio resistance, goes the way of all flesh (of the Broadway variety) in the fall, when his own ork and a style of music he's evolving will be featured on a sizable commercial....



Margaret Brill, NBC's harpist, and Helen Traubel, recently of the Met, to blend their talents in a program of modern but not swing music July 11 and 18, 5:30-6...."What Girls of 1937 Think" will be the subject of Mrs. Livingston Farrand's (she's Margaret K. Carleton Standing, wife of Cornell's retiring prexy) cogitations on "It's a Woman's World", July 8....Jean Brown, formerly of WFBM, Indianapolis, has added a 15 minute period daily to her already substantial schedule....she's on the music staff of WOWO, Fort Wayne....Addenda to consist of a pipe organ remote originating from a theater in downtown Fort Wayne, to be called "Consolaires"....



Doris Webb, WLTH's 'Kitchen Limited's' exponent, celebrated a birthday and her second anniversary on the ether 'other day... She paid a forfeit for refusing to divulge her exact age, with ice cream sundaes for all the lads and lasses.... WSPA's "Housekeeper's Helper" celebrating the arrival of a bundle from the kennel, in the shape of one terrier, named Pudgy, who's mike-shy and shoe-conscious.... Marion Cole, hobby editor, breaks down and confesses she once had to slap an air-guest back to consciousness before going on with the show....

**F. C. C. ACTIVITIES**

**ACTION ON EXAMINERS' REPORTS**  
Continental Radio Co., Columbus. Denied CP for new station. 1310 kc., 100 watts, unlimited.  
Continental Radio Co., Toledo. Denied CP for new station.  
Community Broadcasting Co., Toledo. Granted CP for new station. 1200 kc., 100 watts, daytime.  
Marysville-Yuba City Publishers, Inc., Marysville, Cal. Denied CP for new station.  
Telegraph Herald, Dubuque, Ia. Granted CP for new station. 1340 kc., 500 watts, daytime.  
Times Publishing Co., St. Cloud, Minn. Granted CP for new station. 1420 kc., 100 watts, unlimited.  
Michael F. Murray, St. Cloud. Denied CP for new station.  
Clarence C. Dill, Washington. Denied CP for new station.  
Times-Herald Publishing Co., Vallejo, Cal. Denied CP for new station.  
Advertiser Publishing Co., Ltd., Honolulu. Denied CP for new station.  
Fred J. Hart, Honolulu. Denied CP for new station.  
WGAR, Cleveland. Denied permission to transfer control of corporation.  
Courier-Post Publishing Co., Hannibal, Mo. Denied CP for new station.  
Hannibal Broadcasting Co., Hannibal, Mo. Denied CP for new station.  
Golden Empire Broadcasting Co., Marysville, Cal. Denied CP for new station.  
George Harm, Fresno, Cal. Granted CP for new station. 1310 kc., 100 watts, unlimited.  
Hildreth & Rogers Co., Lawrence, Mass. Granted CP for new station. 680 kc., 1 KW., daytime.  
Old Colony Broadcasting Corp., Brockton, Mass. Denied CP for new station.  
Loyal K. King, Pasadena, Cal. Denied CP for new station.  
Harold Thomas, Pittsfield, Mass. Granted CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
Central Broadcasting Corp., Centralia, Wash. Granted CP for new station. 1440 kc., 500 watts, unlimited.  
Frank M. Stearns, Salisbury, Md. Granted CP for new station. 1200 kc., 250 watts, daytime.  
**EXAMINERS' RECOMMENDATIONS**  
WSMB, New Orleans. App. for increase in power to 1 KW., 5 KW. LS., be granted.

WBLK, Clarksburg, W. Va. App. for mod. of lic. to change hours of operation to unlimited be granted.

**HEARINGS SCHEDULED**

Sept. 7: KXA, Seattle. CP for increase in power to 1 KW. 760 kc., limited.  
Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
Sept. 8: WCM1, Ashland, Ky. CP for increase in power and change of frequency to 1120 kc., 250 watts, 1 KW. LS., unlimited.  
Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.  
Sept. 9: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.  
Sept. 13: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.  
Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.  
Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.  
United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 KW., unlimited.  
A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.  
Ellwood Warwick Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.  
Sept. 15: Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.  
Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.  
Ohio Broadcasting Co., Steubenville, Ohio. CP for new station. 1310 kc., 100 watts, daytime.  
**CALL LETTERS ASSIGNED**  
Harold M. Finlay & Eloise Finlay, La Grande, Ore. KLBW.  
Owensboro Broadcasting Company, Owensboro, Ky. WOMI.  
Okmulgee Broadcasting Corp., Okmulgee, Okla. KHBG.

**NEW BUSINESS**

Signed by Stations

**WBIL's "Your City and You"**

Various phases of New York City's government are being presented in an interesting and informative manner in "Your City and You," daily 6:45 p.m. feature over WBIL. Heads of various city departments, from the commissioner of sanitation to Magistrates, corporation counsels, officials of the bureau of weights and measures, etc., appear as speakers.

**WBT, Charlotte**

Longines-Wittnauer Co. (watches), through Arthur Rosenberg Co., N. Y.; Piel Bros., Brooklyn (beer); Procter & Gamble (Ivory soap), disks, renewal, through Blackman Adv'g Co., N. Y.

**WCKY, Cincinnati**

Simmons Co. (beds), through J. Walter Thompson Co., N. Y.; Bunte Bros. (candy), through Fred A. Robbins Co., Chicago; Baldwin Laboratories (Dwin insect killer), through Young Adv'g Co., Erie, Pa.

**KSL, Salt Lake City**

Philco Radio & Television, Boake Carter; Bayer Aspirin Co.

**WIP, Philadelphia**

Longines-Wittnauer Co.; Steel Pier, Atlantic City; Carter Medicine Co., through Spot Broadcasting Inc.

**WSPD, Toledo**

Ralston-Purina, St. Louis, Tom Mix "Straight Shooters," starting Sept. 27; American Can, Ben Bernie; Oxydol, "Ma Perkins."

**WCOL, Columbus**

Chevrolet, Gus Haenschen disk series.

**KSO, Des Moines**

Montgomery - Ward, "Waker - Up-pers," daily morning recorded show.

**SAN FRANCISCO**

Five concerts of chamber music played by internationally known string quartets at the University of California will be aired over the NBC Blue net with the initial program tomorrow. First half-hour of the Roth Quartet will go coast-to-coast, balance to coast stations here.

Dean (Budda) Maddox, who skips an amateur show via KFRC, has left for Hollywood where, 'tis said, he is dickering with M-G-M to become the "voice" for a new series of news shorts.

**PHILADELPHIA**

June Collins returns to the WIP program department this week to replace Marion Black, who leaves the station's staff to be married shortly. Miss Collins was formerly studio piano accompanist at WIP, leaving the station last year to return to her home-town, Connellsville, Pa.

Allen Franklin, new addition to the WFIL sales force, has two programs of his own creation that will soon make their debut over the local airwaves. They're titled "Ship O'-Dreams" and Cozy Corner," and both had long successful runs on mid-western stations.

Birthday greetings were in order last week for Frank V. Becker, chief engineer at WFIL.

WFIL announcer Gene Morgan leaves this week for a two week vacation in Palm Beach, visiting his brother.

Milton Laughlin, WHAT station manager, begins his second year of "Keyhole Gossip" programs of movie chatter.

Sam Serota and Warwick Ogelsby conducting a series of spot interviews over WHAT with Tommy Lovett, sports writer of the Evening Ledger.

Although Ed Robson, WDAS announcer, shoots a poor game of golf, he has picked the winner of the last four big golf tourneys.

**CINCINNATI**

Howard Hayes has joined the engineering staff of WKRC. He formerly was at WBNS Columbus, Ohio.

An unusual experiment was conducted by WCPO and WSAI to direct a local aviation show. A conversation was held between plane and ground crew by employing an "Adams Apple" mike. This device transmits the throat vibrations rather than sound vibrations. The conversation was picked up by WSAI and clearly relayed to NBC.

Durward Kirby, former WLW announcer, has joined the NBC staff in Chicago and is auditioning for several fall commercials.

Dick Stabile's orchestra is heard nightly over WLW and WSAI playing from Coney Island in Cincinnati.

Mary Alcott, former WLW songstress, left for Chicago to join Benny Goodman and his orchestra.

Larry Lee and his orchestra open in Dallas this week. Lee is featured with Paul Whiteman in Billy Rose's Casa Manana show.

Larry Lynn of the WLW singing duo, Larry and Sue, marries Audrey Anson in his home town, Dayton, July 10.

WCKY goes on the air with its boosted power 10,000 watts, about July 17, according to L. B. Wilson.

"Wheaties Champions of Harmony"  
**KAY & BUDDY ARNOLD**  
Sponsored by General Mills  
WMCA 2:30-5:30 Daily

# ★ Program Reviews and Comments ★

## WERNER JANSSEN

Standard Brands  
(Fleischmann's Yeast)  
WJZ—NBC-Blue Network, Sun-  
days, 7:30-8 p.m.  
J. Walter Thompson Co.

### GOOD MUSIC PROGRAM MARRED BY CONDUCTOR'S EFFORTS AT COMMENTATING.

Whether Werner Janssen is "America's foremost conductor," as his radio announcers keep shouting that he is, will not be argued here. But he is a first-class conductor-musician and being such ought to be quite enough for his listening audiences. They don't expect him to be a good commentator, too, and it was his rather long and unnecessary introductory and explanatory remarks accompanying his various musical arrangements that broke illusion and marred an otherwise good half-hour.

Program, which succeeds the Ozzie Nelson-Bob Ripley show, opened with a George M. Cohan medley in which a little of Sousa also was injected. A combination of "Moonlight on the Ganges" and "Tiger Rag" was sung by Loretta Lee, who made a hot job of it. Another excellent arrangement embraced four Cole Porter songs, with Miss Lee vocalizing one of them and Janssen taking to the piano for another. A choral group enhanced the tout ensemble.

New show has a tieup with Arthur Murray, dancing teacher, whereby dance lessons in booklet form are given in return for so many Fleischmann yeast labels.

## Del Mar Track Opening

There was quite a treat for radio listeners in NBC-Red's broadcast of the opening of the Del Mar race track in San Diego last Saturday. The 45-minute airing was packed with stars, from Bing Crosby, head man of the track, and Bob Burns, to George Jessel, Robert Taylor, Barbara Stanwyck, Bert Wheeler, Jack L. Warner, Una Merkel, Mary Carlisle and many others. Hedda Hopper was mistress of ceremonies on styles, while Clem McCarthy described the races and Don Wilson and Buddy Twiss helped in rounding up the celebs and some fans who engaged in some amusing informality with Crosby, Burns, et al.

## Chase & Sanborn Hour

Taking over the duties vacated by Werner Janssen in Sunday night's Chase & Sanborn Hour over the NBC-Red network, Robert Armbruster and his orchestra made an excellent impression. From all indications, Armbruster will do all right on this program. Last Sunday night's show as a whole was entertaining, though not quite up to the pace set by W. C. Fields, Edgar Bergen and Charlie McCarthy in the opening weeks of the series. ZaSu Pitts was guest star, appearing in a skit with emcee Don Ameche and others.

## JELL-O SUMMER SHOW

with Jane Froman, Don Ross, Freddie Lightner, Tune Twisters, D'Artega Orchestra  
General Foods  
WEAF—NBC-Red Network, Sun-  
days, 7-7:30 p.m.

Benton & Bowles Inc.

### WEAK ON COMEDY BUT OTHERWISE A FAIRLY SMART VARIETY SHOW.

Taking over Jack Benny's spot for the summer, this program suffered of weak comedy in comparison to what listeners were accustomed to getting in this period on Sundays. The comedy end was entrusted to Freddie Lightner, whose shortcoming probably was more a matter of not yet being thoroughly acclimated to the mike. His feminine stooge wasn't much of a help, either.

Musically, the singing of Jane Froman was tops and the D'Artega orchestra provided a distinctive background. The Tune Twisters also contributed. Miss Froman did "Tomorrow is Another Day," "Wake Up and Live" and "Gone with the Wind." An arrangement of "Night and Day" was the orchestra's highlight number.

Don Ross, as emcee, piloted the proceedings snappily.

## Bob Murray—Margie Knapp

In a half-hour program Monday night over the WLW Line from the WHN studios, these talented newcomers showed considerable development and improvement since the previous time they were caught. Each sang two numbers, and it seemed that in each case the orchestra paced them a little too loudly. Murray sang "Stardust on the Moon" for his opener, while Margie did "I'm Hatin' This Waitin' Around." With their second numbers, however, the vocalists really went to town, Murray doing "The Monkey, the Organ and Me," in which he displayed plenty of vocal volume, tone and flexibility, and Margie sold "All God's Chillun Got Rhythm" for its top price, displaying a remarkable voice for a 12-year-old youngster. Irving Aaronson's orchestra provided the musical background.

## "Rippling Rhythm Revue"

Departure of Frank Parker and entrance of Del Casino into the featured vocalist position of this CBS Sunday night program did not cause any material change. Both Parker and Casino are topnotchers, and both can do their bit of utility work in the comedy sequences when required. Casino sang "One Night of Love" and "Cuban Pete," the latter built up with a dramatized Cuban cafe scene, and choral backing, all quite effective. Comedian Bob Hope and the Shep Fields orchestra also were in their usual good form.

## HARRY VON ZELL

with Stoopnagle & Budd, Vivian della Chiesa, Oscar Bradley's Orchestra  
Gulf Refining Co.  
WABC—CBS Network, Sundays,  
7:30-8 p.m.  
Young & Rubicam Inc.

### FAIR VARIETY SHOW WITH VON ZELL STRUGGLING TO BE A COMEDIAN.

For those who can see Harry Von Zell as a comedian, this Gulf summer show which he heads in the capacity of emcee is fairly good entertainment. Otherwise it falls on Stoopnagle and Budd to provide the main comedy, which they can do well enough on occasion. And from a musical standpoint, the work of Oscar Bradley and his orchestra, the Christie Swing Choir, and the splendid singing of guest-vocalist Vivian della Chiesa, made the opening program of the new series very enjoyable.

The comedy was the usual type of foolery indulged in by Von Zell with Stoop and Budd in their former earlier afternoon spot on Sundays. It's amusing, in a goofy sort of way, and may register better when Von Zell becomes a little less heavy-handed on his end.

## "Swinging the Blues"

Bowing in Monday at 12-12:15 noon over WABC-CBS, this batch of blues led by Raymond Scott is just what its title implies. New Orleans blues, Dixieland numbers and other old and modern bits were presented in the moods befitting them, and without vocals. A pleasurable quarter-hour of its kind.

## Ted Malone

A very welcome visitor returned Monday noon to resume his "Between the Book Ends" over WABC-CBS. Aided by Fred Feibel at the subdued organ, this chap Ted Malone dispenses his get-acquainted poetry and philosophy in a most friendly, informally natural and altogether heart-warming manner. Program is being heard at 11:45-12 noon until Thursday, when it moves into the 1:45-2 p.m. spot.

## Eda Frim

A quartet of songs was presented by Eda Frim at 1-1:15 p.m. Monday on WHN, coming from Cincinnati over the WLW Line, in a new series of daily variety programs that will feature various combinations of WLW talent. Opener was supposed to have had the Frim Sisters trio, but only Eda sang, with a string instrument and piano accompaniment. Numbers included "They Can't Take That Away From Me," "Exactly Like You," "If I Put My Heart In My Song" and "Way Down Yonder In New Orleans." Miss Frim sings pleasantly in an easy-going sort of way that contrasts with the breakneck tempo of so many warblers.

## HORACE HEIDT'S VARIETIES

Sustaining  
WOR-Mutual Network, Satur-  
days, 8-9 p.m.

### FAST MOVING HOUR OF MUSIC AND VOCALIZING FLAVORED WITH INFORMAL CHATTER.

This is the first hour musical show to make its debut as a summer program—that really is a summer show. Coming from the Moonlight Terrace of the Hotel Biltmore, where Heidt and his versatile ork are currently engaged, program tends to cater to the younger set who are sitting around in bungalows, driving in cars or dancing at the seashore. Adding the voices of the King Sisters to vocalize novel arrangements, interviewing members of his orchestra, etc., helped this hour pass sooner than many other shows.

Instead of using "way back when—" as a basis to revive an old tune, Horace called upon his men and asked them when they joined the band and what was the first song they played. He also intends interviewing guests in the Terrace on subsequent shows. Heidt did a bit of reciting on a satirical golf song which was pleasing.

## "Arnold Grimm's Daughter"

Replacing "Modern Cinderella" in the latter half of the "Gold Medal Hour" over CBS at 10-11 a.m. Monday to Friday, this new serial made an interesting debut on Monday. Story, written by Margaret E. Sangster and produced by Edwin H. Morse in Chicago, is about the level-headed and favorite daughter of a tyrannical father. Opening chapter has Connie Grimm in love with a young man who is disliked by Arnold Grimm both because he prefers art to business and because he is the son of Grimm's enemy of long standing. It's the old Romeo and Juliet situation, with plenty of domestic complications and love interest promised. Margaret Shannon made a fine impression in the role of the daughter. Surrounding cast also excellent.

## "Johnny Presents"

Dramatizing of the Gedeon murder case, and presenting the father of the dead girl on the air, was the highlight of the Russ Morgan-Phillip Morris broadcast over WABC-CBS on Saturday night. In this listener's opinion, the Gedeon piece was ill-advised—and it didn't make such very good drama, either, in view of the fact that everybody is familiar with much more of the case than could possibly be presented on a necessarily sketchy broadcast.

The skit opened with a city editor going rather hysterical on receiving a phone call offering the surrender of Irwin for \$5,000. The highly-theatricalized incident was as untrue to newspaper offices as movie versions of reporters and editors. Next

# ★ Program Reviews and Comments ★

came a flashback to the day of the murder, followed by the father being third-degreed by the cops. Later, when asked how he felt toward the arms of the law, the father showered praise on them. He also was asked how he felt toward the murderer—a question that seemed in very bad taste considering that the case is not yet closed.

Reenacting cases from old files is quite a different matter from presenting a current case in which public feeling and emotion are still alive. Just because some newspapers wallow in catchpenny sordidness is no reason for radio descending to the same level.

## Col. Major—Bide Dudley

Radio's latest feud, involving Colonel Jack Major of CBS and Bide Dudley of WOR, turned out to be an entirely too amiable affair. Dudley, whose program of stage and movie news and reviews plus guest stars has been one of the most interesting features of its kind for some years, had Major on his WOR program last Saturday afternoon, and Major retaliated by inviting Dudley to take the air over CBS on Monday. But instead of ripping each other up the back like Benny vs. Allen and Winchell vs. Bernie they were comparatively nice to each other. However, they are entertaining conversationalists and did get off a few good stories against their respective points of origin. Paducah and Leavenworth.

This "Colonel from Kentucky" program, by the way, is one with possibilities for a much better spot. The Colonel, who is at his best when

## SAN ANTONIO

KTSA Items: Salesman Charles Balthrope back from vacation . . . George Johnson, also of sales department, left recently for New York, then sails to Galveston . . . Jean Hatton is the new girl in the program department . . . Station Manager H. C. Burke has returned from Chicago, Milwaukee and New York.

KABC now has a Syrian program. Station also has Latin-American programs regularly.

Yvonne Wilson, songstress, has joined Johnny Fielder's ork which airs over KONO.

Billy Rubush, manager of the Dallas Consolidated Radio Artists, in town.

Charles Shea of Shea Advertising Co. now has a series of commercials over KMAC.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

telling tall stories or relating anecdotes with human interest as well as humor in them, has quite a fund of original wit, humor and poetry that is going to waste in a Monday afternoon period. But maybe not all of it goes to waste, as it is nothing rare to hear stuff on a night program right after Colonel Major has used it in his afternoon show. A recent instance was last week when his opening "Hello" takeoff a la Jack Benny was duplicated the following night on the Fred Allen hour.

Freddie Rich's orchestra provide tuneful trimmings for the Major program, and last Monday's show also included Margaret McCrea singing "A Sailboat in the Moonlight," Russell Dorr in "I'll Take You Home Again, Kathleen," a harmonica specialty and other odds and ends, all combining to make up a rollicking variety show.

## Bernhard Levitow

Long one of the top-rank musical conductors, Bernhard Levitow has been somewhat of a stranger to radio lately except through the medium of his transcriptions, one of which was caught Sunday at 10:15-10:45 a.m. over WHN. It was a half-hour of

really choice musical entertainment, harmoniously selected and arranged, conducted with fine smooth-flowing symphonic artistry and faultlessly played. Repertoire included "Chimes of Normandy," "Chanson Bohemienne," a "Lullaby," "Habanera," an excerpt from "Pagliacci," "Roses of Picardy," a special Levitow arrangement of Korngold's "Marietta Song" and "Rustling Spring."

Levitow has a deep feeling for music and a graceful facility that bridges the field from classics to modern pop stuff. In this day when there is so much manhandling of music—because a lot of band leaders lack genuine musical qualifications are trying to cover up the deficiency—real artists like Levitow should be on the air regularly, and in person, not via disk.

## "Freshman Follies"

Caught Monday at 12:45 p.m., coming over WHN via the WLW Line from Cincinnati, this little program revealed an unusually bright and snappy routine of songs, music and light comedy. Jane Gerard and Hal Dickinson were the leading spirits in the potpourri of zestful melody and nonsense.

## ORCHESTRAS - MUSIC

**HOAGY CARMICHAEL**, guesting on the Chase & Sanborn show last Sunday, sang two of his own compositions, as yet unpublished: "I Love You Like My Old Felt Hat" and "This Is How a Dream Should End".

*Fred Waring and his crew open at the Los Angeles Paramount Theater tomorrow for Fanchon & Marco. Just completed chore in Warner's "Varsity Show".*

Russ David, KSD, St. Louis, musical director, has been associated with a number of leading orchestras in varying capacities. He's written arrangements for Ben Pollack and Isham Jones; played with Paul Whiteman; and conducted Art Jarrett's band. At present Russ is working with Bert Block on a "bell" style of music.

*Batoneer Carl "Deacon" Moore and ork, open at Buckeye Lake, Ohio, July 20, to remain there for the summer season. CRA set the deal.*

Cally Holden and his Hollywood band began an engagement at the Col-Neva Club, Reno, Nev., July 2.

*Rudy Vallee and his lads begin a week's engagement at Chicago's civic celebration on the lake front starting Aug. 23. Deal was set by Leo Salkin of the Chicago office of CRA.*

Vincent Travers has turned inventor with a new type of cellophane

mute for the brass sections of orchestras, which he expects will revolutionize the instrumentation of radio bands. It produces what he calls "Filtered Music" and will officially be introduced to the radio public the early part of August, when Travers and the ork take to the airwaves again, via CBS.

*Johnny Hauser and ork, now featured at Grossinger's, Ferndale, N. Y., and aired via WOR and the Mutual, will be heard on Monday, Tuesday, Wednesday and Friday afternoons, at varying times.*

Milton Ebbins and ork, currently musicmaking at the Hotel Worthy, Springfield, Mass., air three nights a week via WMAS.

*Maestro Charlie Verna, formerly a feature at the Hotel Walton, Philly, via WIP, is the orchestral attraction at Atlantic City's Traymore.*

KYW's former musical director, Anthony Candelori, is responsible for the presentation of Sunday evening concerts at Cape May, N. J., Convention Hall.

*With the inauguration of a series of free symphonic concerts in Schenley Park, Pittsburgh, Victor Saudek and his Little Symphony Orchestra this week added an interesting new chapter to their 15 years of history, and another innovation to the long list of new ideas initiated by this well-known Pittsburgh conductor.*

## Briefly

Radio division of the WPA Federal Theater did a robust and tuneful presentation of "The Gondoliers" over WQXR at 9-10 p.m. last Friday night. Many professional operatic companies have presented the Gilbert and Sullivan operetta less efficiently.

Elinor Sherry, WOR vocalist, is very much worth listening to.

"Your Inventions," conducted by Sam Hammer over WMCA, gets more interesting each time. And the new inventors presented on the program are genuine, serious-minded idea boys and girls.

Lovers of summer park concert music have ample choice and generous portions this year, what with the Grant Park series in Chicago being carried by CBS, NBC and Mutual; the Edwin Franko Goldman concerts from New York and the Robin Hood Dell concerts from Philadelphia over NBC, and others. Last Saturday's initial airings from Chicago, Philly and Prospect Park were first-class.

Patsy Norris, vocalist heard Monday at 9:30 a.m. over WOR, made at least one listener want to hear more of her.

*The nine weekly "Pops" performances from the band shell in Schenley Park start at 7:15 p.m. and continue for one and one-half hours each Tuesday evening through Aug. 31. KDKA will broadcast 30 minutes of each program starting at 7:30.*

Bobbie Grayson and the band, featured over WOWO nightly on a remote from Lake James, are heard at 10 p.m. for a half hour every weekday night, in one of the first long-distance, daily remotes attempted over WOWO, Fort Wayne.

*Frank & Roebuck's Orchestra, ethered with the Polish-American program over WSPR, Springfield, Mass., is featured in recordings being made by Remy Recording Co. of that city.*

Charlie Wright, WELI's program director, is using Harry Ahlberg and Lazy Martin's ditty, "Danceland", as theme song for his disk series by the same title.

*Jimmy Zenker, erstwhile fiddler with Paul Specht, succeeds the maestro as music maker at Benny the Bum's, Philadelphia, with a WIP airing.*

## CLAUDE SWEETEN

## GUEST-ING

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, in "Make a Wish," on "Hollywood Hotel," July 30 (CBS, 9 p.m.)

KITTY CARLISLE, on Gulf Oil program, July 11 (CBS, 7:30 p.m.)

RAY MILLAND, with Gladys George on Chase & Sanborn program, July 11 (NBC-Red, 8 p.m.)

## New WHK Sports Series

Cleveland—"Sports Parade," with sport celebs as guests, starts today as a new series over WHK.

H. K. Carpenter, general manager of WHK-WJAY, also has arranged for today a special broadcast from Radioland at the Great Lakes Exposition of the 89th anniversary ceremonies of the Cleveland Chamber of Commerce.

## State Advertising Campaign

Olympia, Wash.—Fully organizing and establishing permanent offices here, the State Progress Commission appointed by Gov. Martin has elected Eric A. Johnston, former president of the Spokane Chamber of Commerce, as chairman. This will be an advertising body equipped with an advertising fund for state progress.

## Emery Deutsch at Paramount

Emery Deutsch and Orchestra make their stage debut tomorrow when they open at N. Y. Paramount Theater. Frank Parrish will carry vocal honors.

## Legion Broadcast on Mutual

First broadcast on the American Legion's plans for its convention in New York, Sept. 20-23, was aired by WOR-Mutual last night at 6:45. Major Robert E. Condon and John Black were speakers.

## New Record for NBC Tours

Persons taking a tour of NBC studios in Radio City set a new 1937 record over the week-end when 11,967 from all parts of the U. S. inspected the studios in three days.

## ONE MINUTE INTERVIEW

## M. H. H. JOACHIM

"The radio producer, who undertakes the dramatization of human problems, as I do on the "Your Unseen Friend" series, has a tremendous responsibility to his unseen audience. My correspondents regard me in the light of a spiritual adviser. They confide their troubles and their inmost secrets unhesitatingly. I am constantly on the alert against giving any advice which might mislead or misguide them."

## ★ Coast-to-Coast ★

WSPA, Spartanburg, S. C., was almost swamped with offers to sponsor last week's baseball game between local American Legion and the Greenville contingent. City Motor Car Co. got the game, with Staton Dixon. WSPA sports announcer, at the mike, assisted by Jimmie Coggins in the field and J. D. Mugford handling commercials.

Richard Pattison of the WSPA announcing staff is vacationing back home in Indianapolis.

Fred K. Finlayson, formerly of WDJL, Salt Lake City, has left to join James B. Keysor Co. as business and production manager.

Glenn Thayer, engineer at WOWO, Fort Wayne, married Bettu Van Campen of Grand Rapids last week.

Pat Crowe bows off the air at WCOL, Columbus, until fall.

Mrs. Demarchus Brown has completed her "Gadabout" talks on WIRE, Indianapolis, and is en route to France for the summer. She will be back in September with the "Ezra-Bake" Acme Evans Milling Co. program.

Stan Reese of KDSL, Salt Lake City, will wed July 20.

Bill Featherstone and Annabel Lee of the KSL staff are back from vacation. Russel Stewart and Tommu Arolsen are recuperating from hospitalization.

WTMV, East St. Louis: Paul Wills, sports announcer, hobbling with care due to a leg infection. . . . Marie Love Cross is in St. Mary's hospital with appendix trouble. . . . Woody Klose, program director, making himself obnoxious showing pictures of his month-old son. . . . Bobby Roberts going out for the emcee marathon title having signed to officiate at continuous floor show in Elks Tavern at Illinois State Fair, Aug. 14-22.

WJBK, Detroit: James F. Hopkins, manager, so busy he won't take a vacation this year, satisfying himself with some week-ends. . . . Bettu Roberts, Woman's Hour hostess, preparing programs in advance for Mildred Van, who will sub while Bettu vacations at Virginia Beach, Va., next month. . . . Eva Woodbridge Victor returns from vacash Sunday to resume her Poetru and Prose stint. . . . Uncle Nick and Mrs. Nichols are on their way north to Eagle Harbor for a summer rest, with Charlie Sterritt carrying on for Nick.

WELI will salute a few of the older business firms in New Haven and environs in a new series captioned "The WELI Honor Roll," on daily at 6:30 p.m., EDST.

Lillian Marcus who has been featured on WELI's Sunday Variety show for the past few months, now sings a program of her own Saturdays at 7:30 p.m., accompanied by Mildred Marsh.

WTIC's (Hartford) Betsy Sterns, formerly on the Guy Hedlund Playhouse program, was successful in her Paramount screen test and is at present attending training school in New York.

Jack Henry, New Haven WBRY super, is doing relief duty in the Waterbury studios in addition to keeping an eye on the Elm City.

Mrs. Morgan Mercer, president of the New Haven Women's Club, and conductor of WBRY's "Women in the News" series, is vacationing for the summer.

WBRY has moved the New Haven Chamber of Commerce of the Air, with Robert Lan craft, to Wednesdays at 8:30 p.m., and added Jack Reilley, crooner, for the Monday 8:30 spot.

Marv Little, Des Moines Register and Tribune radio editor, is conducting a program popularity poll in her columns. Miss Little and Gwen McCleary, continuity writer for Iowa Broadcasting System, recently returned from California vacations.

Wilbur Chandler, tenor at KRNT Des Moines, is back at the station minus one appendix.

Nat Vincent of the Iowa Network's Happy Chappies returned home from a New York business trip with first copies of "Kitty Lou," the Chappies' new song, just published by Mills.

KFRU, Columbia, Mo.: Emmett Heath, latest addition to the Rural Ramblers, came from WMC, Memphis. . . . An open house Barn Dance formed around the Ramblers hill-billy unit, is being held every Wednesday night. . . . Night baseball games of the Columbia Merchants team are being aired under sponsorship, with George Guyan and Clair Callihan at the mike.

A series of fifty-two, possibly more in the future, scripts from successful weekly radio shows heard over KSL in Salt Lake City will form the basis of a nationwide script syndication, according to Irma F. Bitner, KSL producer in charge of "In Between Times," an offering of the Salt Lake Junior League. The scripts are being prepared for national use by the organization. Local group writes the show, which is jointly sponsored by KSL each Saturday Dialogue will run 15 minutes.

In a letter to Major Edneu Ridge, managing director of WBIG, Greensboro, N. C., W. Capers White of the

## PROMOTION

## New Uncle Don Contest

Uncle Don, pioneer children's radio entertainer heard over WOR Monday through Saturday at 6 p.m. and Sundays at 9:30 a.m., inaugurated a new contest Saturday among his radio club members comprising thousands of youthful listeners throughout the Eastern part of the country. The contest, which will run for four weeks, will have as its objective the selecting of the most healthy boy and girl in Uncle Don's radio club.

The two children chosen will be flown by American Airlines to Albany where they will be received by Governor Herbert H. Lehman at the State House.

This marks the third contest to be conducted by Uncle Don during the past six months. With this group Uncle Don also plans to fly the winner of the New York Post Soap Box Derby to the executive offices in Albany.

## WCAE Ad Series

"A Station of Stars" furnished WCAE, Pittsburgh, with a theme for a series of seven newspaper advertisements run as part of its June promotion campaign. The Pittsburgh Sun Telegraph got the business, four columns by 15 inches on Sundays and three columns on Wednesdays. The ads were placed on the radio page.

The series was concocted primarily for public appeal, each broadside stressing the fact that WCAE broadcasts each week an unusually large number of topflight programs. Ads were divided into three classifications—humor, drama and modern music, with a general ad—calling attention to all three divisions—starting the campaign. Reactions from outsiders indicated that the series put across "The Station of Stars" idea in good style.

## WRAC Statistics

WRAC, Williamsport, Pa., has issued a folder giving facts and figures about the station. "with all the ballyhoo left out." Intended for the busy radio time buyer, the booklet presents vital statistics about the station, including coverage maps and listening charts.

N. C. State Highway and Public Works Commission said that signs had been posted in all the camps notifying the approximately 1,000 prisoners of the CBS Shakespeare series. All of the camps have radios, and White stated that WBIG was a very popular station with the men.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.