



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 5

NEW YORK, N. Y., THURSDAY, JULY 8, 1937

FIVE CENTS

New Probe Bill is Filed

WJBK VS. W. U. CASE NOW BEFORE THE FCC

Detroit — Complaint of WJBK against Western Union, charging unfair discrimination on the part of the telegraph company in refusing to supply baseball scores on out-of-town games to the station, has been formally presented to the FCC in Washington.

In the complaint, Jame F. Hopkins, president of James F. Hopkins Inc., operators of the station, contends that W.U. is a "common carrier" and should be required to furnish the same service to WJBK as it is furnishing other stations.

Appeal to the FCC follows a recent action in the District Court, which

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National Union Radio Shows Higher Earnings

National Union Radio and subsidiaries, equipment manufacturers, had a net profit of \$47,548 in the fiscal year ended April 30, according to a preliminary report. This compares with loss of \$90,434 in the preceding fiscal year.

Spot Accounts Increased By Axton-Fisher Tobacco

Continuing to increase its list of spot accounts, Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes) is sponsoring a blow-by-blow description of the Hollywood Bowl fights over KFVB, each Friday beginning tomorrow at 9:30-10:15 p.m., PST. On July 12, WCFL, Chicago, begins a quarter-hour commentator series six nights a week, with Dan Norman before the mike. McCann-Erickson Inc. is the agency.

They Listen and Buy

Chicago — Northwestern R.R., which has a suburban hour on WMAQ under Norman Ross' direction, reports daily requests of from 40 to 100 for travel information. And 80 per cent of all who request information buy some kind of a tour. On anniversary of broadcast and on his recent birthday Norm Ross asked for mail and got respectively 4,000 and 6,000 letters.

Communion Via Air

New Albany, Ind.—Broadcasting of a regular communion service in its entirety by WGRC, which has studios here and in Louisville, has brought inquiries from many cities where pastors desire to institute the same service. Held from a Methodist church, the service is intended particularly for shut-ins. Arthur Harris, president of WGRC, is responsible for the idea.

LARUS BROS. MAY ADD MORE STATIONS IN FALL

Larus Bros. & Co., Richmond (Edgeworth tobacco and Domino cigarettes), this week started its new series of WBS disks entitled "Alias, Jimmy Valentine" on 10 stations — WHN, WGR, WNAC, WCAU, WLW, KSFO, KFI, KOMO, KGW and KLZ. Quarter-hour disks are aired three times weekly in night-time spots. Possibility station list will be increased in the fall. Blackett-Sample-Hummert Inc. has the account.

Radio Set Production Jumps 41% in Canada

Ottawa—Production of radio receiving sets in Canada during the first quarter of 1937 amounted to 40,434 units valued at \$1,418,438 factory selling prices. This was an increase of 41 per cent in number of sets and 8 per cent in value over the corresponding period last year.

Amos-Andy Campbell Deal Set Running Three Years on NBC

Government Station Bill Stands a Good Chance

Washington Bureau, RADIO DAILY
Washington—Bill proposed by Congressman Emanuel Celler to establish a Pan-American radio station for purpose of combating European propaganda in Latin-American countries has "every chance in world of passing this session," according to an FCC spokesman yesterday. "Every-

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Resolution by Senator White Calls for a Sweeping Investigation of the Entire Industry and the FCC

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent
Washington—Impasse on the radio investigation confronting Capitol Hill since passing of Congressman Connerly, author of the House measure to investigate the industry, was broken Tuesday night when Senator Wallace H. White, Maine Republican, introduced in the Senate a sweeping resolution for full-fledged investigation and study of activities of the entire industry and the FCC.

White, one of best informed men in Congress on radio, told RADIO DAILY after introducing the measure that his resolution was conceived to

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ACTORS' EQUITY STARTS RADIO FIELD ROUNDUP

Actors' Equity Ass'n has formally started the work of organizing its membership for collective bargaining and definitely expects to present demands in behalf of the radio actors within the next six weeks at the latest. Authorization blanks are being distributed this week to the rank and file of actors and actresses, the blanks, in substance, being an individual authorization which gives Equity the right to represent the signator.

AEA officials are optimistic over the potential results and believe they will have enough names to go to the front and state that the majority of actors have designated Equity to represent them. Preliminary talks

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M-G-M Radio Series Is Still in Formation

The radio series being built by Metro-Goldwyn-Mayer to be sold commercially for a reported \$25,000 per airing is not yet ready for any dickering, it was revealed yesterday. The program is still in a formative stage, and final arrangements will not

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GOV. HOFFMAN LOSES BOAKE CARTER ACTION

Trenton, N. J.—Governor Hoffman's slander suit against Boake Carter, Philco Radio commentator, collapsed yesterday when the Court of Errors and Appeals, by 10 to 3, sustained the New Jersey Supreme Court setting aside service for four summonses on corporate defendants. The Su-

(Continued on Page 2)

Cabinet Members To Talk In New Columbia Series

CBS on July 16 will inaugurate a new series in which members of the Cabinet will be featured. First three members to be heard, in the order

(Continued on Page 2)

Dog Days

Kansas City—In connection with its daily spot announcements on behalf of Strongheart Dog Foods, WHB is airing a lost dog service. Descriptions of three lost dogs are broadcast each day on the morning spot, and listeners are asked to report the finding of any of these dogs to the station. Series is on a 13-week contract.

Philadelphia—Amos 'n' Andy over the week-end signed a three year contract with the Campbell Soup Co. for an NBC series to begin Jan. 3, 1938. Blackface team will use the same network spot and schedule now being used by their present sponsor, Pepsodent Co., Mondays through Fridays, 7-7:15 p.m., with repeat at 11-11:15 p.m.

L. Ward Wheelock, vice-president of J. Wallis Armstrong Co., Campbell's advertising agents, negotiated

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

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Commerce Dep't May Add Radio Division

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Strong indication that a new bureau may be established in the Department of Commerce solely for the radio industry was revealed by Secretary of Commerce Daniel C. Roper at a press conference yesterday. The department would aim at first to help the industry in marketing sets and parts abroad. New division would not conflict with the FCC, as it would deal only in the manufacturing phase of the industry.

Actors' Equity Starts Radio Field Roundup

(Continued from Page 1)

have already been held with representatives of NBC, CBS and large independent stations. While the networks are not going out of their way to aid Equity in its move, there is a very definite change in their attitude, one considered favorable. Unofficial conferences also have been held with advertising agency executives. Other activity held to be important will not be divulged for the present.

Last Equity survey of the field taken about three and one-half years ago, revealed 58 per cent of radio's actors and actresses in the AEA fold. This figure may now be exceeded, in Equity's opinion, and when the time comes, this percentage of authorizations will be brought to the front should Equity's position be challenged.

The Equity radio committee and other members working in the field report that a great many signatures have been obtained the past few days, but that here and there actors who have no kick coming have balked at placing their names on the bottom of the authorizations. However, the great majority who have no steady programs, or feel that they are being underpaid, have hastened to sign. Actors with long term contracts feel that they do not wish to jeopardize their affiliations by placing their signatures on the authorizations, but will back up Equity in spirit and lend support later if it is needed. They are AEA members of long standing in many cases.

At least three large advertising agencies are held to be responsible for most of the so-called evils of low salaries per show and plenty of rehearsing. In some cases the artists believe that the agency heads do not know of the numerous doings of their hirelings. However, it is conceded that both the agency and network would rather do business with Equity than either the CIO or other agency. Asked if Equity would be ready by fall, an official reiterated that something would happen long before that time.

Cabinet Members To Talk In New Columbia Series

(Continued from Page 1)

named, are Attorney General Cummings, Secretary of Commerce Daniel Roper and Secretary of Labor Frances Perkins. Series will be heard Fridays at 10:30-11 p.m. The United States Marine Band will supply the music before and after the speakers are heard.

WNEW Signs With INS; Amplifies News Periods

WNEW yesterday announced the purchase of the INS news service on a 20-hour daily basis. At the same time it was revealed that Richard Brooks, ace commentator, has been signed to an exclusive contract for one year by the station. Beginning July 26, Brooks will become the WNEW news commentator, and will be given full powers in that department. In addition to regular periods, he will have authority to break in on any program during the broadcasting day with special news bulletins.

Starting with the July 26 airings, the regular news broadcasts, with Brooks at the mike, will be aired at 9:45 a.m., 12:30 p.m. and 5:15 p.m. A fourth broadcast, to be heard at 10 p.m., will be inaugurated in the fall following the baseball season. In addition, Brooks will do two broadcasts a week for Warren & Arthur Smadbeck Inc. These will be heard Saturday, 9-9:15 a.m., and Sunday, 10-10:15 a.m. Series begins July 10.

WNEW will attempt to sell all news spots and is offering schedules beginning July 26. INS will cost WNEW about \$10,000 a year.

Harry Albus Joins WINS

Harry Albus, formerly assistant to Dinty Doyle on the New York American, has been appointed publicity director of WINS. Albus, a recent graduate of law school, who has already passed bar examinations, assisted Doyle with the radio column of the American, but left newspapers when the American folded two weeks ago. He succeeds Sylvia Press in his new position.

Illinois Central's Plans

Chicago—Illinois Central R.R. plans a more elaborate program this winter. Prior to last year the road had used WMAQ, NBC outlet locally, for winter vacation show. Last year it switched to CBS midwest network using talent from NBC artists service. Now NBC is trying to woo them back with an attractive spot following "Magic Key of RCA." Caples & Co., Chicago is the agency.

DON KERR

Master of Ceremonies
WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

COMING and GOING

A. L. ASHBY, vice-president and general counsel of National Broadcasting Co., sailed for Europe last night aboard the Hansa, to investigate and discuss copyright matters with the principal foreign copyright concerns. Ashby will visit France, Italy, Belgium, Switzerland, Austria, Czechoslovakia, England and possibly other countries. He is accompanied by Mrs. Ashby, his daughter Margery and his son John. They return the first week in September.

E. M. (Tiny) RUFFNER of Ruthrauff & Ryan radio department, who returned from the Coast the other day, will remain in New York for at least three weeks. He is conferring with R. & R. officials on fall activity of the agency's shows, and plans to have the Eastern angles worked out completely before returning to the Coast.

LANNY ROSS and his wife, OLIVE WHITE, left yesterday for a two-week vacation in the country. No announcement as to the singer's plans will be made until his return. Ross is scheduled to leave for the West Coast shortly after his return to New York.

GEORGE HARDER, WBZ, Boston, press department head, planed back to Boston last night.

FRED WEBER, MBS general manager, leaves town next month on a business trip.

JOHN H. HARTLEY, assistant director of special events, and BILL STERN, sports announcer of NBC, will be in Newport, R. I., on Monday to lay plans for the America Cup broadcasts. From there they trek to Boston to do the Yale-Harvard-Oxford-Cambridge track meet on July 17.

RALPH KIRBERY is back after a three-week vacation.

SHIRLEY JOY ELLIS, who has appeared over KOMO and KJR, Seattle, and was selected as "Miss Western America" visited Radio City yesterday on her return from abroad. She is planning to San Francisco.

JOHN McCORMICK, general manager of WKRC, Cincinnati, is in New York on business.

MILDRED BIRNBAUM, secretary to WLW's Bill Bailey, is vacationing in New York and then goes to Chicago to visit NBC's studios there before returning to Cincinnati.

DON WITTEMORE of the NBC engineering staff is now aboard the MacGregor expedition ship Greeley, en route to the North Pole. He's tuning up air equipment for the NBC broadcasts, and leaves the ship at Halifax.

HUGH CORRIGAN, managing director of the Arcadia Ballroom, has returned from a month's vacation to Mexico, where he signed several bands.

BILL BURTON of the Rockwell-O'Keefe office is in Boston.

KITTI CONTI of WCAE, Pittsburgh, is vacationing at Virginia Beach.

Bierstadt Renewed for Lawes

Edward Hale Bierstadt, author, playwright and radio writer, now associated with McKnight & Jordan Inc., has been signed to write the Warden Lawes radio program which begins early in the fall. This marks Bierstadt's sixth consecutive year as writer for this series.

NO BIZ DAYS LOST

Don't waste valuable biz days in travel. Fly United to LOS ANGELES or SAN FRANCISCO in 17-1/6 hours. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA. 2 other fast flights to west daily.

★ UNITED AIR LINES ★

FINANCIAL

(Wednesday, July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169	169 3/4	+ 1/2
Crosley Radio	21 3/4	21 1/4	21 1/2	+ 1/4
Gen. Electric	55 1/2	54 3/4	55 1/4	+ 3/8
North American	26 3/4	25 3/4	26 1/8	+ 3/8
RCA Common	9 3/4	9 1/2	9 1/2	0
RCA First Pfd.	69 3/4	69 1/4	69 1/4	+ 1/4
RCA 55 Pfd. B	(95 Bid)		110 Asked	0
Stewart Warner	18 3/8	17 7/8	18 1/4	+ 3/8
Zenith Radio	35 3/8	34 7/8	35 3/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/2
Majestic	2 7/8	2 7/8	2 7/8	+ 1/4
Nat. Union Radio	2	2	2	0

OVER THE COUNTER

	Bid	Asked
CBS A	29	30 1/2
CBS B	28	30
Stromberg Carlson	13	15

Gov. Hoffman Loses Boake Carter Action

(Continued from Page 1)

preme Court decision was based on grounds that the defendant companies were not amenable to N. J. jurisdiction. Carter has not been in the state since the broadcast which is the basis of the suit, and was not served.

Suit had to do with comments on the Hauptman case. Defendants also included CBS and Philadelphia Storage Battery Co., the Philco parent organization.

Insurance Expose on WMCA

Morris H. Seigel, insurance analyst, begins a new series on WMCA on Monday at 10:45-11 a.m., exposing conditions in the weekly premium life insurance field which, it is claimed, cost American policyholders some \$750,000,000 a year.

FURGASON & ASTON



Representation with Concentration

NEW PROBE BILL FILED BY CONGRESSMAN WHITE

(Continued from Page 1)
 be "more detailed" in scope than the Connery resolution. Investigation of chains, he added, would represent only one phase of prospective probe. White added that his idea in introducing resolution at this time was to allow for its passage after Senate completes present discussion of the moot Supreme Court issue. This, he pointed out, would allow for subcommittee or full committee of Senate Interstate Commerce Committee, to which the measure is referred, to carry on its investigatory activities during the Congressional recess.

The Maine senator would have probers assemble all facts during latter part of summer and fall, to allow for definite action in the new session opening the first of next year. "There is a lot of sentiment, both in Democratic and Republican ranks, for this radio study," White said. "We want all the facts."

M-G-M Radio Series Is Still in Formation

(Continued from Page 1)
 be completed until Louis K. Sidney reaches the coast. It is believed that Chevrolet and Palmolive both are interested in the series and have made a bid for it.

Just when Sidney will be free to go to Hollywood is uncertain. ARTA trouble at the station has delayed him to date. Despite the fact that a similar series planned last year failed to materialize, it seems fairly certain that the new undertaking will become a reality early in the fall, with Sidney handling all production for the show from Hollywood.

WJBK vs. W. U. Case Now Before the FCC

(Continued from Page 1)
 held that the matter was one for the Commission to decide.

Hopkins asks an investigation of the contractual relationship existing between W.U. and other radio stations here in connection with the service involved, and payment of damages alleged to have been sustained.

Cutting "Time" List

When Time Inc. takes over the sponsorship of the "March of Time" from Servel Inc on July 15, the CBS network will be clipped to 34 stations, the same list Time used last spring. Servel at present is using 56 stations.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

"Musical Headlines"

A sprightly quarter-hour program labelled "Musical Headlines," on WCAE (Pittsburgh) Sunday at 1:15 and Tuesdays at 5:15, is attracting considerable attention. During this feature, Writer Phil Davis of the WCAE continuity staff, matches musical selections with stories in the news.

Anti-Tuberculosis Talks

One of the most educational talks featured over WGL, Fort Wayne is broadcast every Tuesday and Thursday afternoon when Maxine Biebesheimer of the Anti-Tuberculosis League gives a short educational talk on Tuberculosis as it pertains to children and adults, how to detect the ailment, and procedure of conquering it.

Rotating Ministers

WGL, Fort Wayne, has devised a plan whereby every minister in Fort Wayne is heard over the air at least twice a year. The ministers are scheduled regardless of sect, and their talks are non-sectarian as well. The hymns of the respective churches are played at the opening and close of the period, and the clergy may utilize the fifteen minutes as they see fit. This feature alone has created more listening interest to WGL from the church-going public than practically any other feature. The "Devotional Period" is heard daily at 10:15 a.m. CDST.

Traffic Lessons

Traffic lessons three times a week will be inaugurated by KFOR, Lincoln, which will air a Police Traffic Lieutenant interviewing patrolmen and traffic officers, as well as accident victims. Program will interpret a traffic law each night, tell what it means, why passed, and give correct procedure in driving.

"All-Star" Juvenile Show

Uncle Tom's Playhouse, aired over WOW, Omaha, every Saturday morning with a juvenile cast locally trained, recently had an all-star program featuring boys and girls under 14 from Omaha and surrounding territory.

Uncle Tom (Announcer Tom Chase) conducted a contest in which he received more than 4,000 letters from Nebraska, Iowa and neighboring states casting votes for young artists. Then the youngsters were used on the program.

"Sunny Smile Club"

Seven-year-old children's program on WSPD, Toledo, has been renamed the "Sunny Smile Club," sponsored by a firm of dentists, and is inaugurating five-minute juvenile dramas in the program. Skits are actual incidents from life wherein a child has done something heroic. The show is conducted almost entirely by kids, with a girl and boy as emcees.

Sponsor also conducts a weekly

contest, with prizes for children displaying the sunniest smile.

Organ Stories

Salt Lake City's Z. C. M. I. department store, through KSL producer Alvin G. Pack, has introduced "Organ Stories," a copyrighted feature which presents a story teller lady who pauses at suggestive spots in her presentation while Gene Halliday interpolates the balance of the thought to music. Prizes are awarded for ten best submitted letters containing the song title and word thought as interposed. Alvin G. Pack originated the feature now heard once weekly as a companion show to "These Crazy Humans" also heard on KSL in Salt Lake City twice weekly.

"Sunday Morning Revue"

WISN has inaugurated a new series of programs entitled "Sunday Morning Revue." During the program, which runs from 9:30 to 10:15 a.m., birthdays and anniversaries being celebrated on date of program are generally honored. The show, like the Early Risers club, in addition to providing entertainment, will be of real service to the public, giving weather, temperature and correct time at five minute intervals, an aid to those planning a day's outing at some local resort or lake. Latest dance hits, electrically transcribed, will be featured.

Feminine Charm

"It's Fun to be Charming" is the title of a new weekly series for femme listeners being directed by Mrs. Laura Morgan Button over WIP, Philadelphia. Program discusses helpful hints in charm-acquiring, together with answers to questions sent by listeners.

Ralph Bates on Air in Spain

Ralph Bates, author, is now broadcasting every Tuesday and Friday via short-wave over EAR in Spain. He is heard at 7:30-7:45 p.m. A special series of news broadcasts will also be aired by Bates every day at the same hour.

Flying Boat Arrival on NBC

The arrival in Montreal today of the Imperial Airways flying boat Caledonia will be covered exclusively by NBC in cooperation with the Canadian Broadcasting Corp. and will be heard at 3:30 p.m. over the NBC-Blue network, or as close to that time as the arrival of the plane will permit.

LUCILLE & LANNY

"Two Voices and a Pianny"

WJZ-NBC Blue Network

M., T., Th., Fri. 5-5:15 P.M., E.D.S.T.

Personal Representative

LESTER LEE

RKO Bldg.

New York

AMOS 'N' ANDY SIGN 3-YEAR CAMPBELL DEAL

(Continued from Page 1)
 the entire deal. Sponsor now has two shows on CBS, "Hollywood Hotel" and the Ken Murray program. Whether either of these shows will be cancelled when the Amos 'n' Andy series begins, H. F. Jones, advertising manager of Campbell Soup, was not sure. Jones said "that was something for the future to decide."

This is the first time Campbell has contracted for time on NBC. It always has been an exclusive CBS account. Five-a-week series by the soup manufacturer makes it certain that its 1938 radio expenditures for time and talent will reach an all-time high figure for the company.

WNEW Adds 2 to Staff

Alfred L. Seelye has been added to the WNEW sales staff as a salesman and Albert A. Eisenscat has been appointed sales promotion manager of the station. Eisenscat is the first man to be retained as a permanent sales promotion manager. In the past the station's policy was to call in special men to fill the position whenever it was necessary.

WFAS Summer 'Pop' Concerts

In keeping with an expressed desire by Westchester listeners for music of a better nature, WFAS, White Plains, has installed a series of Summer Pop Concerts, broadcast each Sunday night at 8-8:30 p.m.

The programs are prepared by using disks of concert works familiar to layman music lovers, introduced with appropriate remarks pertaining biographically to the composer, and program notes explaining the selections. At present, alternate Sundays are given over to symphonic orchestra, and brass concert band renditions, respectively, with an invitation for listeners to send in their observations as to which unit is endowed with greater qualities for effective interpretation of the more complex forms of composition.

The programs are designed, and the continuity prepared and delivered by Frank A. Seitz.

Henry Dagand Moves

Henry Dagand, artists' representative, has moved his headquarters to the RKO Building, Radio City.

JERRY COOPER

HOLLYWOOD HOTEL
 CBS

FRIDAYS 9 P. M. EDST.

AGENCIES

BAXTER PICKERING, who recently resigned the presidency of Kelsey-Pickering Inc., advertising agency, has established an agency under his own name and will specialize in radio advertising. Offices for the new organization have been leased on the 17th floor of the RCA Building in Radio City.

BROOKE, SMITH & FRENCH INC., Detroit, will handle the promotion for the new line of home appliances being put on the market by the newly-formed Bendix Home Appliance Inc., an affiliate of the Bendix Aviation Corp. First announcement will be on a fully automatic washing machine.

HOWARD LAW has become a member of the J. M. Korn advertising agency in Philadelphia.

GUEST-ING

ANN PENNINGTON and REINALD WERRENATH, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.).

SHEILAH GRAHAM, Hollywood correspondent for North American Newspaper Alliance, on Campana's "First Nighter" from Chicago, tomorrow (NBC-Red, 10 p.m.).

CONNIE BOSWELL, return guest on Ken Murray program, July 14 (CBS, 8:30 p.m.).

BERNARD SIMON, press agent and former dramatic editor, on Charlotte Buchwald program, tomorrow (WMCA, 2 p.m.).

HENDRIK WILLEM VAN LOON, on "Your Hit Parade," July 17 (CBS, 10 p.m.).

SUSANNE FISHER, SHEP FIELDS and orchestra, THE KIDOODLERS and JEAN SABLON, on "Magic Key of RCA", July 11 (NBC-Blue, 2 p.m.).

WYNN MURRAY, on Ben Bernie's American Can program, July 27 (NBC-Blue 9 p.m.). Set by Herman Bernie.

MILTON BERLE, on Ben Bernie's American Can program, July 20 (NBC-Blue 9 p.m.). MISCHA LEVITSKY, on same program, July 27.

CORINNA MURA, soprano on "The Other America", July 13 (NBC-Blue, 10 p.m.).

Radio Sets in Belgium Show 16 Per Cent Rise

Brussels—Official Belgian statistics show the existence of 923,814 radio sets in the homes, as of May 1, compared with 794,852 in 1936, a gain of over 16 per cent.

Time Buyers Vacationing

Ned Midgely, radio time buyer for Batten, Barton, Durstine & Osborn Inc., expects to leave on his vacation this Friday. Jack Latham, spot time buyer for Young & Rubicam Inc., is taking part of his vacation time this week and will be back at the office on Monday.



• • • When Horace Heidt leaves the Biltmore July 29 for the Drake in Chi for four weeks with his Alemite and MBS shows, Ted Weems may go into the Biltmore until Heidt returns in Oct.... Gus Arnheim with June Robbins will leave the New Yorker the 28th and open at Loew's State the day after. Glen Millar, Clyde Lucas or Jimmy Dorsey succeed Gus.... Charlie "Mousie" Warren's brother, Frank, is ailing seriously.... Mike Nidorf won't return to his desk until Sept.... Effective today, James G. Ralston of the NBC Guide staff, starts in the press dept.... Though Phil Baker is off for the summer and is on the coast, he will do two guestar shots from there shortly.... A preview of "High, Wide and Handsome" which was slated for Hollywood Hotel on the 30th was cancelled because Johnny Green played the score on his Packard show the other nite.... With Tommy Dorsey opening at the Penn Roof, Bunny Berigan at the Pavillon Royal, Enric Madriguera at the Surfside and Bob Crosby up in Boston, all slated for tonite, the music boys are hoping for two more—as to make the sheet!

• • • Charlie Hicks of WSOC was working a golf course pick-up with a pack transmitter the other day, and while waiting for the arrival of some golfers he decided to sit down on a little mound under a shady tree which he soon discovered with an ANT-HILL! ... From Chicago comes word that the Four Bachelors of the College Inn and CBS—Bob Rice, Bobby Borger, Henry Russell and Jack Gifford—each have put up \$100 in cash as a guarantee of their staying single.... If any should marry, his dough is to go into a pot for the other three singletons.... Jerry Fairbanks, WJBK announcer, coaches Elaine Beason (otherwise Mrs. Fairbanks) by remote control.... When Elaine appears with the WJR dramatic shows, Jerry listens in on the station's private phone loop, and after the airing offers constructive criticism!

• • • Cole Porter has just signed an exclusive contract with Henry Spitzer of Chappell which binds the tunesmith until 1940 with the publisher!... Jean Paul King's Household Finance air reports folded Saturday for the summer.... Stuart Canin, the 10-year-old violinist who appeared on the Fred Allen show playing "The Bee," thus starting the Benny-Allen feud, is slated to start another air war when he appears on the Harry Von Zell show.... Donald Flamm, prexy of the Inter-City net, now touring Europe, is taking candid camera shots of unusual scenes there and sending the pictures back to the U. S. as postcards to friends.... Pick and Pat are preparing an old-fashioned minstrel show for the fall.... Wini Shaw goes into Riley's at Saratoga, July 26.... Imagine someone's face when Dave Apollon arrived in Hollywood the other day with his band. He was hired because they were making a Russian picture and required Russian musicians. Dave got off the train—followed by his Filipino orchestra!

• • • WTMV's "Trading Post," the show wherein the station offers free time to its listeners who wish to buy, sell, or trade goods, has turned up some nicely completed deals. Automobiles, canoes, tennis racquets, shot-guns, dogs—all these and more have been sold to other listeners. Woody Klose and Fred Moegle, announcers, have been offered everything from cash to baby chickens as commission.... However, the prize offer was received the other day from a fellow who described his wife's qualifications and pointers and offered to peddle her "for anything you can get."

PROMOTION

Articles on Shakespeare

As promotion for its Shakespearian series which starts Monday, CBS is releasing to the press a series of articles by William A. Brady, dean of Broadway producers and also an actor, dealing with Shakespeare. First article is titled "The Melancholy Dane Goes on the Air."

Popeye Club Popular

WDNC's Juvenile Popeye Club from the stage of the Carolina Theater, Durham, N. C., on Saturday mornings at 10:15 is becoming increasingly popular with the youngsters of Durham and vicinity. The broadcasts are sponsored by the Durham Dairy (Ice Cream), who at each performance present the kids who have had birthdays during the past week with a pint of Gold-Seal Ice Cream. During the performance, the Carolina Theater screens two cartoons, a feature picture and one chapter of a serial.

WSOC Beauty Contest

WSOC recently staged a bang-up beauty contest at the Wilamette Swimming Pool near Charlotte. Thousands of people jammed the regular bleachers and specially constructed grandstands, and at the last minute, more thousands were forced to watch through the wire fence. Beside the main feature, the Beauty Contest, WSOC put on aquatic attractions such as sprints, high-diving and comic-dives. Even "Hot Shot Elmer," the station's hill-billy comedian was present in a specially designed bathing costume labeled "Miss Hot Shot Elmer."

The contest was planned and produced by Announcer-Salesman Dewey Drum and Salesman-Singer Byron Smith of the WSOC staff. Twenty-one Charlotte beauties paraded their pulchritude before the spectators and judges, and the purpose of the contest was to determine who would represent the friendly city in the state-wide contest to be held at the Wilamette Pool at a later date. Each girl in the WSOC show represented a local business concern.

John Ward, WSOC's remote control supervisor, and engineer L. L. Caudle handled the technical equipment for the broadcast from 8 to 9 o'clock in the evening, relayed to the station by the Mobile Unit short wave relay-broadcast transmitter WAAK. Program Director Paul Norris introduced the performance to the radio audience and then Announcers Dewey Drum and Dick Faulkner kept up a rapid fire description of the progress of the contest. Boe Norris, WSOC's musical director, had his orchestra in the bandstand to furnish music.

WHN Cuts Half Hour

WHN, effective immediately, will sign off at 1 a.m. instead of 1:30 a.m. New time schedule allows WHN to broadcast 18 hours daily. WHN recently attempted to insert a 24-hour schedule, but was not successful.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

SATURDAY A.M.'s the 22nd floor of CBS studios is the scene of much impromptu entertaining on the part of juvenile talent...Vocalists unleash the suppressed desire to tap-dance....Actors warble or coax sound out of unaccustomed instruments....Entire personnel sits back at intervals to hear Ted Wick rhythmatize, which he does by stroking the keys of a grand piano with one hand and twanging the celeste with the other...Ted celebrates his first year as CBS producer Aug. 1....Gogo De Lys is all set to take over the femme ping-pong championship of the studios...Mary Edith Stahl, Bill Bacher's Remington and Gregg gal, received belated birthday gifts from the "Hollywood Hotel" cast because she only told them after the program...Guest of honor at "Sunday Mornings at Aunt Susan's" rehearsals is a canine monikered Jinks, property of Ruth Garland of "Pennywise" fame...his weaknesses are airmindedness and an undoggy passion for candy...Alvino Rey, consort to Louise King of King Sisters fame, is royal in his own right, Rey being Spanish for King.

Kathryn Craven's July 12 offering will be a play-by-play of Shakespeare; a behind the scene description of Burgess Meredith and the other thespians of the CBS Bard cycle...Meredith and wife Margaret Perry will make their first studio appearance together in the new series...Meredith in Hamlet starts the CBS cycle...Grace Moore's parting tributes to Announcer Don Forbes and Technician Bill Lawrence were monogrammed silver cigarette boxes...Dwight Cook and Whitin Badger, ranking producers, rated initialed gold cuff links...Jacques Renard's 14-year-old offspring, Sylvia, has been deposited at a mountain camp for the duration of the hot weather.

Martha Dulin of WBT, Charlotte, introduces songs played by organist Marie Davenport and pianist Jane Bartlett on her Philco and Leonard Morning Melodies quarter hours by original verse, the poetry output averaging four outpourings of the muse per diem...Beatrice Wain (Four Stars) munches carrots around the studios...Doris Kerr to swell the ranks of the self-appointed pilots...All that debris at Jones Beach over the weekend was occasioned by the "Myrt and Marge" picnic.

RADIO PERSONALITIES

No. 48 in the Series of Who's Who in the Industry

JOHN E. PEARSON, who last month became manager of national accounts for stations KWTO and KGBX, Springfield, Mo., has quite a bit of radio and newspaper experience under his belt despite his mere 31 years.

From 1930 to 1936 he headed the KWTO-KGBX news and market departments, which he organized. In November, 1936, when KWTO became a 5,000-watt station, Pearson was placed at the head of a promotion department of five members. The post assigned him last month was newly created by Sales Manager Ralph D. Foster, to devote greater attention to national sales and promotion.

Before "going radio", Pearson was a newspaper reporter and editor. He also has had more hours on the air than any other announcer connected with KWTO-KGBX.

Since his appointment to his present post with Carl Ward as assistant in charge of promotion and Terry Morse in charge of NBC traffic, the KWTO-KGBX business chart is understood to have grown more interesting.



Among those who came up from newspaper ranks...

ORCHESTRAS - MUSIC

KAY KYSER wound up a two-week run at the Boston Ritz-Carlton last night and embarks on a series of one nighters, beginning with Dorney Park, Allentown, tonight. Tomorrow he makes music at Scranton's Masonic Temple.

Shep Fields and his "Rippling Rhythm"-ers begin a series of one-nighters today throughout the East, appearing in cities close to New York in order to return for their Sunday night WJZ broadcasts. After five weeks they return to New York and add an engagement at the Paramount Theater to their radio activity.

Hughie Barrett has augmented his work on the NBC Monday night "Melody Revue", bringing the number up to 16. Verilye Mills is his harpist. With the departure of Casper Reardon for Hollywood, the Barrett aggregation is scheduled to remain at the Central Park Tavern on the Green for the entire summer.

Abe Lyman, "Waltz Time" maestro, whose band airs on several other commercials each week, celebrates the completion of his 20th year as band leader tomorrow. His band's been on the ether for six years without one weekly lapse.

When the Harold Jordy cocktail ensemble takes over the Fountain Room of the New Orleans Roosevelt, Marion Sutter will contribute the trumpet touch to an otherwise strictly reed, string and percussion outfit Leon Prima has added a dance to his trumpeting with his band at the New Orleans Penthouse.

Batoneer Dave Winstein takes over the duties of emcee in addition to his musical activities from time to time at the New Orleans Club Plantation. Last extra-musical job he performed was to act as secretary to the

committee which drafted the price list and by-laws of the horn tooter's union.

KTUL, Tulsa, is carrying seven night-time quarter hours weekly of Herman Waldman and band from the English Village, Tulsa's open air night club. Regular commercial rates apply on all such remotes, according to W. C. Gillespie, general manager.

Bunny Berigan and band take musical command of the Pavillon Royal, Valley Stream, L. I., today.

Earl Mellen and his Carolinians debut on the Pleasure Beach WICC broadcast July 11 at 11:30 p.m.

Don Voorhees, "Cavalcade of America" conductor, will serve as music director for two Broadway shows next season. He's busy working on "Virginia", a Laurence Stalling and Howard Dietz opus, and is scheduled to direct "Between the Devil", by Dietz and Arthur Schwartz.

Donaldson, Douglas & Gumble is the publisher of "You'll Never Go to Heaven if You Break My Heart", one of the past week's most played tunes on the air. Leo Feist was inadvertently credited as the publisher in yesterday's issue.

Larry Kent's musical aggregation, pinch-hitting for that of Sterling Young at the Los Angeles Wilshire Bow, is being aired regularly over the stations of the Orange Network. Features of the orchestra are Mary Lou Cook and Arvin Dale, Booth Bertram, comedy drummer and the music of an electric organ.

Benny Meroff will follow Art Shaw at the Plaza Ballroom, Wildwood, N. J., broadcasting nightly by remote via WIP, Philly.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED

Knickerbocker Broadcasting Co., Inc., New York. CP for new high frequency station. 26550 kc., 100 watts.
Reading Broadcasting Co., Reading Pa. CP for new exp. relay station. 31100, 34600, 37600 and 40600 kc., 10 watts.

SET FOR HEARING

William C. Smith, Bogalus, La. CP for new station. 1310 kc., 100 watts, unlimited.
M. M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

ACTION ON EXAMINER'S REPORTS

John S. Allen and G. W. Covington, Jr., Montgomery, Ala. Remanded to docket for further hearing.
Central States Broadcasting Co., Council Bluffs, Ia. Denied CP for new station.
C. W. Corkhill, Sioux City, Ia. Denied CP for new station.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station granted. 1420 kc., 100 watts, 250 watts L.S., unlimited.

State Capital Broadcasting Assn., Austin, Tex. Granted CP for new station. 1120 kc., 1 KW., daytime, specified.

Falls City Broadcasting Corp., Falls City, Neb. Denied CP for new station.

Radio Enterprises, Lufkin, Tex. Denied CP for new station.

Red Lands Broadcasting Assn., Lufkin. Granted CP for new station. 1310 kc., 100 watts, daytime.

Virgil V. Evans, Gastonia, N. C. Denied CP for new station.

I. B. Roberts, Gastonia, N. C. Denied permission to extend completion date of construction on WJBR.

APPLICATION RECEIVED

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.

HEARINGS SCHEDULED

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSAW, Inc. 1440 kc., 500 watts, share-WSAN.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 KW. L.S., unlimited.

United Theaters Inc., San Juan, P. R. CP for new station. 570 kc., 1 KW., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for new high frequency station. 15250, 21460 kc., 50 KW., unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.

Government Station Bill
Stands a Good Chance

(Continued from Page 1)

body is behind that measure," RADIO DAILY was told, "I don't think there is any opposition at all. In fact there is definite movement to put it through this session."

BIRTHDAYS

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

July 8
Greetings from Radio Daily
to
Bernie Foyer Gertrude Niesen
John Brewster Fritz Clark

★ Program Reviews and Comments ★

"ADVENTURES IN EXPLORATION"

Sustaining

WABC—CBS Network, Tuesdays, 5:45-6 p.m.

INTERESTING DRAMATIZATIONS OF EXPEDITIONS FOR MUSEUM EXHIBITS.

Prepared by the CBS educational department in association with the Museum of Natural History Magazine, this series promises to be adventurously thrilling as well as informative. First broadcast dramatized how the "Dragon of Komodo," one of the Museum exhibits, was hunted and trapped by a far east expedition. The kids especially should go for the series.

"NBC Night Club"

Emcee Morey Amsterdam was in his funniest form on last Tuesday night's edition of the "NBC Night Club" emanating from Chicago over the NBC-Blue network. It was the best show of the series to date. Jackie Heller was a guest star, doing a nice combination of "Charmaine" and "Diane." The Vagabonds also dispensed some swell vocal rhythm. And there were others, not forgetting the Kogen orchestra.

PHILADELPHIA

Al A. Cormier, WIP vice-president and general manager, back at his desk after a rambling auto tour vacation.

Karl Barron, former WIP announcer, now doing his mike splicing for KYA, San Francisco.

Ben Gimbel, WIP prexy and Leslie Joy, KYW station manager, clearing desks before setting out on their vacations.

A surprise shower was tendered Clarice Mayer, KYW woman news commentator, at the Arcadia International House. Among the KYW artists present were Jane King, Mrs. James P. Begley, Rosalind Stuart, Edith Roday, Paula Markmann. Miss Mayer will middle-aisle it with Dr. Joseph L. Garfield on Aug. 1.

WCAU records reveal that three staff members were bitten by the marriage bug in June. Agnes Rush and Kathryn Fahy were the two young ladies, while Charles Smith was the only male radio groom.

Dave Walls, WIP warbler, is doubling in brass, emceeing the floor show at Venice Cafe.

Pat Stanton, WDAS general manager, will take a combination trip the latter part of July in the form of a vacation, business trip and honeymoon. Sets sail on the matrimony seas with Mary DeMey on July 24. His sojourn also marks the completion of the ninth year for Stanton's Four Province Irish Hour.

Bob Street, WCAU station manager, sporting a healthy share of blisters after some healthy spade work at his new farm household at New Hope, Pa.

Joe Connelly, WFIL publicist,

"SKYWAYS REPORTER"

W. Wilderotter Sons Store
WAAT, Newark, Tuesday-Thursday-Saturday, 6-6:15 p.m.
William N. Scheer Agency

AIRPORT INTERVIEWS AT NEWARK FIELD PRESENT GOOD POSSIBILITIES.

As a variation of the man-in-the-street interview this remote from the Newark airport ought to prove quite entertaining. Aside from the listener interest that it provides for its sponsor, the program is a nice break for the airlines and also contains quite a few good showmanship possibilities.

Bob Becker handles the microphone, and the initial program had an appropriate introductory interview with the airport manager, followed by talks with a number of airplane passengers and others, all very interesting because of the different and distant origins of the travelers, the reason for their trips, etc., all brought out in an easy informal style by Becker.

"Early Risers Club"

Seven o'clock in the morning is an early time to start listening to the radio, but there are plenty who do so and among them ought to be quite a few fans for this 7-8 a.m. period over WMCA-Intercity. Starting off with

martial music, which is all the better for waking 'em up, there follows a brief news summary, then more music of various kinds, both lively dance tunes and some of the symphonic kind, interspersed with philosophy, verse and other talk. At about 7:40 the schedule of steamers arriving and sailing that day is read off. Then some more music until 7:45, when the morning news report is presented.

Alun Williams handles the program and does it very well. Listeners are invited to send in their favorite verses for reading.

Richard Maxwell

Among the most likeable of the "songs of cheer" programs is the 9:30 a.m. program presented over WABC-CBS by Richard Maxwell. It is no easy job to drum up a quarter-hour of cheering musical numbers and talk, five days a week, without making it sound like mechanical routine, but Maxwell is one of the few such artists who can turn the trick very neatly. A pleasing voice for both singing and talking and a happy faculty for weaving nice thoughts in and out of his musical numbers are among his assets.

Briefly

After nearly dying the death of a dog in company with Helen Broderick on their own radio program, Victor Moore took another tumble as guest on Benny Goodman's show Tuesday night over CBS. On stage and screen, Moore is as funny as they come. But on the air he is as lost as Mickey Mouse would be.

Those "Console and Keyboard" stints performed by the industrious Louise Wilcher (console) and Pauline Alpert (piano) over WOR are very pleasing interludes.

Sandwiched in between the blare of Benny Goodman's swing orchestra on CBS and the more restrained but still jazzy Johnny Green band on the NBC-Red network, the songs and melodies dispensed by Frank Muniz, Lois Bennett and the Arden orchestra on the NBC-Blue on Tuesday nights are like a restful oasis.

That fellow Ed Fitzgerald has earned himself a good vacation by his always entertaining 9 a.m. stint over WOR in behalf of the Bamberger store—not forgetting his weekly evening variety show.

BOSTON

Jean Abbey, who airs regularly over WEEI for the Home Companion magazine, returned from a honeymoon-vacation trip. Away from the mike she is now Mrs. Claude Higgins.

Mal Hallett, New England's favorite maestro, played his only two dance dates in these parts over the holiday week-end. The band is booked to open a theater tour on July 21 at the Paramount in New York, then to Washington, Detroit, Atlantic City and finally Boston's Metropolitan on Sept. 9.

Lewis S. Whitcomb, assistant manager and publicity chief at WEEI, ill for the past six or seven weeks, reported greatly improved. Whit is now able to sit outdoors several hours a day.

SAN FRANCISCO

Tom Wallace, "horse sense philosopher" on KYA, has received more than 8,000 pieces of mail in response to his offer of a "dream book" made two weeks ago.

Ann Smith, a vocal "discovery" of Ken Stuart, KYA talent scout, is winning popularity in frequent appearances on "Listen Ladies," CRS afternoon variety show.

spending his week-ends at the family manse beside the sea at Wildwood.

Stan Lee Broza, WCAU program director, back at his desk after a trip to Pittsburgh.

Carlotta Dale, vocalist with Jan Savitt's KYW-NBC Top Hatters, will be back on the air in the fall, recovered from an auto mishap.

LOUISVILLE

Red Nichols and His Pennies, in town for a week stand at Iroquois Gardens, airing nightly over WAVE.

Three members of the University of Kentucky radio staff have obtained summer jobs with radio stations. George Jesse, University student announcer, is with WAVE, Phil Sutterfield, also an announcer, is with WGRC, New Albany, Indiana, and John Boyers, technician at the University studios is operating at WHAS.

The father of George Patterson, WAVE program director, recently passed away at Ravenna, Ky.

The Oertel Radio Theater (erstwhile National), which houses the Tuesday night broadcasts for a local brewery, was recently air-conditioned, and attendance has been at virtual capacity during the hot spell.

Salt and Peanuts, harmony team, which started at WLW and drifted from there to KDKA and WSM, now warbling over WHAS.

NEW ORLEANS

Tony Almerico and his orchestra are jumping from LaPlace, La., to Chez Parea at Henderson Point, Miss., to replace Ned Bradley's orchestra, which opened the new spot. Broadcasts scheduled over WGCN.

WWL is definitely moving to eliminate its surplus of hillbilly programs.

Mildred Butz and her ensemble opened at the St. Charles bar last week, as that spot found it did need music, especially of the feminine variety. Ensemble consists of Mildred Butz, violin; Barbara Lawrence, piano; and Julie Huth, formerly with Alex Hyde, reeds. Aired over WBNO.

KANSAS CITY

WHB will carry three thirty-minute band concerts weekly through the summer from the Mid-Western Music camp at the University of Kansas, with Ludwig Hebeistreit of the Chicago Rhythm Symphony conducting.

Mr. and Mrs. Morris H. Straight have left for a vacation in Colorado. Straight is head of the WHB Client Service department.

Milton F. (Chick) Allison, KMBC publicity chief, has been elected vice-president of the Kansas City chapter of the International Exchange Club, a luncheon and service club devoted to assistance of underprivileged and crippled children.

Jim Simmons, KCMO program director, spent the fourth in Joplin, Mo., visiting friends and relatives.

KCMO has sold the Advance Baking Co. six quarter hour news broadcasts weekly for a period of 13 weeks. Baking company is placing posters on all of its trucks to advertise the show and KCMO, while 1,500 posters and window streamers announcing the radio feature are being placed in retail groceries in Kansas City and the adjacent territory. Laymon Cameron is handling the news for the broadcasts.

Paul Snyder, who has been connected with several local stations, is temporarily filling the vacancy on the KCMO announcing staff created when Jack Wolever went on the road with a summer rep show.

★ Coast-to-Coast ★

FOUR KOMO-KJR (Seattle) staff members are saying "I do." Gladys Belle Miller, head of music department, and Byron Peter Lyman of the production department become Mr. and Mrs. in a few weeks. Aileen Barton, the hello girl, and Gladys Niemeyer, sec'y to Manager Bert Fisher, will middle-aisle it with respective grooms in Sept.

Harry Bason, musical director at WIRE, Indianapolis, is back on the job after being out two days due to a slight injury.

Ray Gerosa of New Haven is a new broadcaster over WICC, Bridgeport.

John Ward, remote control supervisor, and Paul Norris, program director, of WSOC, Charlotte are on a two-week vacation in Florida. Charles Glenn Hicks Jr. is program chief during the interim, while Engineers Cy Carter and L. L. Caudle share Ward's work, with Dick Faulkner, announcer, handling the overflow of remotes.

John F. Neblett, who recently joined WBNS, Columbus from KWK, St. Louis, is conducting the Street Reporter broadcast besides his special events announcing.

Carl Dozer, announcer, is pinch-hitting for Dave Olsen on the "Grandpa and Snuggins" program over WCAE, Pittsburgh, while Olsen is on vacation.

KTUL, Tulsa: Fenton Jeffers, assistant manager, expected back at his desk soon after being out two weeks due to an infection . . . Nate Wilcox, chief engineer, is proud papa of an eight-pound son . . . Mary Mosher, formerly of Hollywood, is the new hostess.

Herb Hollister, in his latest "Weekly Letter," about KANS, Wichita, Kas., points out that in May of last year KANS was just "a glint in my eye," and in May of this year 84 Wichita merchants used the station to sell their products.

WMCA Chatter: Dick Fishell and Bert Lebharr start their tennis feud this week-end . . . All desks at the station are littered with flowers these days; Al Rose is puttering with his garden . . . Jack Coombs, assistant program director, on vacation . . . Alun Williams, genial announcer, kept pretty busy, taking the air when the station opens at 7 a.m. with the Early Risers Club, followed by 5-minute news stint and then four other regular shows scattered throughout the morning . . . Frankie Basch, Roving Reporter, goes everywhere that news is in the making . . . having met a few of the outstanding automobile race drivers, she

decided to go down to the track to see what it's all about . . . Hal Janis is the proud possessor of two female puppies, answering to the names of "Amos" and "Andy" . . .

Billy Dcaver and Laverne Alewel have been engaged for the summer by the D. & C. Lines whose steamers cruise the Great Lakes. They are the 13-year-old discoveries of Uncle Nick who handles WJBK's Children's Hour and the 'Teen-Age Follies.

There is an apartment house on Seward Avenue, Detroit, that could well be called "WJBK's Haven." For in this building live announcers Jerry Fairbanks and Charlie Sterritt, Program Director Sybil Kriehoff, Mildred Van of the production department, O. J. Neurath, actor, and Sterling Beason, character man.

KCKN's airing of the Kansas City Kansas Soap Box Derby was a highly successful affair. Evan Fry and Karl Willis, announcers, and Leonard Brann, control operator, were at the starting line, with Announcers Ralph Nelson and Randall Jessee and Chief Engineer Clark Smith at the finishing post.

"Opportunity Knocks" is a new program being aired each Tuesday and Saturday at 7:30 p.m. C.S.T. over WRJN, Racine, Wis., featuring interviews with individuals desiring employment.

For his last presentation before leaving Des Moines for New York on his vacation, Donald Thompson, WHO Playhouse director, chose "Leathernecks," by Ronald Dawson, a story of the American Marines during the occupation of Haiti. The program, presented Sunday and dedicated to all branches of the United States service, had a cast including Glenn Goodwin, Donald Thompson, Bob Eaton, Patricia Thompson, Irma Hershe, William H. Rodgers Jr., and Robert Blaylock, Sr.

WCPO, Cincinnati, Scripps-Howard station, has 15 newscasts daily, all sponsored by local retailers. Station has opened a new studio on Walnut St. where a UP teletype is installed. Local news is handled in conjunction with the Cincinnati Post.

WRJN, Racine, Wis., has signed for Transradio Press Service.

Norwood Bradshaw, Arnold King Jr. and Bernard Marcus, all of the WLTH technical staff, are very secretive these days. They absolutely refuse to reveal the results of their own private poll on WLTH programs, though they do say that Norman H. Warembud, special events announcer, will be very sore if they talk.

RADIO FOLK

are cordially invited to drop in when visiting New York.

Come up and chat.

In fact why not make your New York headquarters with

RADIO DAILY

Paramount Building
24th Floor
Times Square

Use our phones
Have your mail sent here
Make appointments here

In fact as time goes on we think you'll like

RADIO DAILY

S E R V I C E



NORMAN ROSS INC., radio consultants, has installed RCA speech and Presto recording equipment in its audition room.

Claire Oldsen of WGN program department is back from a New York vacation.

Kay Kyser will wind up his Willys series here in WGN studios on July 25.

Jim Fleming, WGN announcer, forced down in storm at Detroit flying back from New York.

Carl Meyers, WGN chief engineer, back from business trip to Washington.

Goldenrod Ice Cream is launching a three-a-week adventure show for juveniles titled "Adventures Abroad" on WGN. Written and produced by Virginia Lee, show features veteran child actors Frank Armstrong, Cornelius Peeples, Jerome Walter and Jacqueline Feurman. Songstress Rosemary Dillon also in cast. Salem N. Baskin agency.

Martha Helen Norcross of NBC Norcross sisters and Charles E. Lewis, WBBN chief announcer, Buffalo, are honeymooning on a Great Lakes steamer.

Ann Lester is singing with Nino Rinaldi's band at the Yacht Club.

Jeri Renard is the new songstress with Wendell Phillips ork at the Tiffany room, Hotel Chicagoan.

Al Barker of NBC continuity department quitting staff work to devote all his time to writing NBC Minstrel Show and "Don Winslow of the Navy."

Resignation of regular rector at church of Atonement (Episcopal) leaves the Rev. J. Oren Weaver temporarily in charge. During the week he is "Buck" Weaver, WBBM news editor.

June Meredith of "Wife vs. Secretary" and "Curtain Time" on WGN will be guest of honor at the Mummies ball at the Traverse City, Mich., Cherry Festival on July 16.

ONE MINUTE INTERVIEW

JOHNNY GREEN

"Radio has made 'Home, Sweet Home' a reality, instead of just a phrase, to musicians. In the old days, musicians were always travelling, drifting from place to place, filling engagements in hotels and theaters from New York to San Francisco. Today, the average instrumentalist remains either in New York or in Hollywood for his broadcasts, and leads an orderly, domestic existence."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 49 of a Series

WSPA—Spartanburg, So. Car.
920 Kilocycles—1,000 Watts Daytime

VIRGIL V. EVANS, Owner and Gen. Mgr.
JAMES D. MUGFORD, Program Director
JACK MURRAY, Commercial Mgr.

WSPA in Spartanburg, the Trade Center of the Piedmont section serving over a million and a half listeners, had its inception in February, 1930. It was first opened as a 100 watt and later went to 250. On Aug. 21, 1934, the FCC, realizing the job WSPA was doing in its territory, granted an increase to one thousand watts.

WSPA is one of the very few independent stations in the South that has managed to hold its head above water during strikes and depressing times. The very capable management of the station owner, V. V. Evans, has been the outstanding factor in the success of the Pioneer Radio Voice of South Carolina.

The present staff consists of: Jack Murray, commercial manager; James D. Mugford, program director; Robert Wallace, chief engineer; George Tate, junior engineer; Broadus McSwain, announcer; Billy Steadman, control operator; Clarence Morse, control operator; Staton Dixon, continuity writer and news reporter; Richard Pattison, announcer; Boyd Staton, control operator; Ruth Haley, organist; Mrs. Pearl Felder, bookkeeper, and Grady Newman, relief announcer.

Several programs which began when the station went into operation are still on the air today without a break in all this time.

The studios of WSPA at present are at the corner of Avant and Ravenel streets. The transmitter is located three and a half miles Northeast of the city in Evanston Heights. Within the next three weeks the studios will be moved to their new location on South Liberty Street. These studios will be modern throughout, consisting of five large studios, five offices, an auditorium seating 400, and a spacious reception room. With the new set-up WSPA will be one of the finest broadcasting plants in the South.

WFAS Adds German Time

The response which has consistently greeted the Wednesday afternoon German Broadcast Hour inaugurated last October over WFAS, White Plains, by Bruno Klohoker, member of the staff, has been responsible for a renewal average of better than 90 per cent among sponsors of the feature.

To accommodate the demand for another German broadcast, a new Saturday morning half-hour series has been installed, at 9:30-10 a.m. Both programs are open to participating sponsorship. These two programs represent the only departure of WFAS into the foreign language field.

Beauty Contest Buys Time

Kansas City—WKB has sold time for daily quarter hour broadcasts to the promoters of a beauty, charm and personality contest being staged co-operatively by local beauty shops and various retail establishments at Fairyland Park, July 21. Contestants for the free trip to Hollywood are interviewed on the air. The programs will run until the date of the contest.

2 New WINS Musical Series

Two new musical series make their debut Monday on WINS and the New York Broadcasting System. "Three Quarter Time," featuring waltz music exclusively, under the direction of Louis Katzman, will be heard Monday through Friday at 1:15-1:30 p.m. "Four Men in a Groove" will be presented immediately following, with Hank Silvern as the "key man" of the outfit.

Happy Lewis with Harold Stern

"Happy" Lewis, emcee with Louis Katzman's Swing Orchestra on WINS and the New York network, has been engaged to appear with Harold Stern at Manhattan Beach and Brighton Beach, starting July 11. He will continue on the Katzman program throughout the summer.

Duchin's Record Business

Chicago—Eddy Duchin hung up an all time record at the Palmer House Empire room for three nights over the Fourth—doing \$11,670 in business, some \$2,000 better than the Lombardos did last year for the same period. Room only seats about 600 persons.

Dramatized Songs on "Key"

Old-song dramatizations, written by Edmund Birnbryer of the NBC script division, will be a summer feature of NBC-Blue's "Magic Key of RCA" broadcasts starting Sunday. First song to be put in story with dialogue and music will be "Only a Bird in a Gilded Cage."

Thesaurus Renewals

NBC Thesaurus has two more renewals. They are WIRE, Indianapolis, and WJDX, Jackson, Miss. On Aug. 1, both outlets will begin their third season as subscribers.

Dick Blaine at WNEW

Dick Blaine, regular announcer for Barney Clothing Stores on WMCA, is now handling the Barney broadcast from WNEW. Blaine does only that one show from the WNEW studios.



BING CROSBY will play three starring roles at the same time tomorrow, when he will be heard over the NBC-Blue network as host, master of ceremonies and NBC sports announcer of the Motion Picture Handicap Race to be run over his new million dollar Del Mar Race Track. Broadcast is scheduled for 9-9:20 p.m. EDST. NBC announcers Ken Carpenter and Buddy Twiss will be on hand to help Bing.

KMPC offers George Hamilton's music from the Beverley-Wilshire, six nights weekly.

Peenie Elmo and Bud Harrison, blackface duo formerly featured on Gilmore Circus, have under consideration an offer from an Eastern sponsor for a six-nights-weekly 15-minute spot. Fly in the ointment is that deal might necessitate their going East and both boys are confirmed adopted-Native-Sons, after playing Keith-Orpheum, Publix and Fanchon & Marco routes for years.

Patricia Ann Royale, screen actress, slated to present her "Royale Collection of Poems" on Kraft Music Hall in the near future, with assistance of Conrad Nagel as guest.

KMPC inaugurated a new policy over the weekend of devoting five minutes of the regular news period to "Women in the News."

Summer Symphonies on WHKC

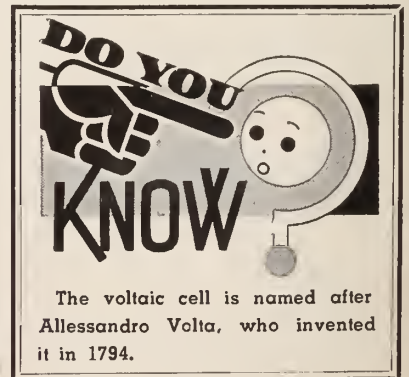
Columbus—WHKC is carrying a new series of Symphonic Musical Programs from Olenyangy Park. Orchestra is under the direction of Abraham Ruvinsky, director of music for WHKC.

Ala. Radio Talent to Compete

Birmingham—Talent from a number of Alabama cities will compete for cash prizes in a state-wide radio broadcast over WSGN, during the Alabama Merchants Convention here Aug. 4-5, it is announced by the Birmingham Chamber of Commerce.

Daughter for Frank Gill

Frank Gill, script writer on the Texaco program, became the father of a daughter last Sunday.



The voltaic cell is named after Alessandro Volta, who invented it in 1794.