



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 6

NEW YORK, N. Y., FRIDAY, JULY 9, 1937

FIVE CENTS

# Drama Trend Spreading

## LEATHER ASSOCIATION PLANS SPOT CAMPAIGN

Chicago—National Leather & Shoe Finders Ass'n, which recently placed its account with Batten, Barton, Durstine & Osborn, is reported planning a spot campaign to start in the fall. Budget for year is \$467,000.

## WJAY Exposition Series Will Be Fed to CBS Net

Cleveland—Rea Matey, blonde vocalist and member of United Broadcasting Co.'s Golden Girls Trio, will be one of the outstanding guest artists on the initial presentation of the "Great Lakes Review", new WJAY talent show which is to be fed weekly to CBS network from Radioland at the Great Lakes Exposition. Larry Roller, director of public events and special features for WHK-WJAY, announces the series will continue throughout the summer, being heard Saturdays at 4:30-5 p.m. Each week, different guest stars on  
*(Continued on Page 2)*

## "Cy" Rapp, Ed Cunniff Are Promoted at KMA

Shenandoah, Ia.—J. "Cy" Rapp, formerly in charge of advertising and sales promotion, has been elevated to station manager of KMA. Ed Cunniff, former director of merchandising, is now commercial manager.

## Oberfelder in New Post

Theodore I. Oberfelder, formerly sales promotion manager of Hearst Radio, will be connected with the sales staff of the New York Broadcasting System starting Aug. 2. He will vacation until then.

## Braille Drama on Air

Chicago—The Braille Theater Guild of Chicago will present its first radio drama over WLS at 7:30 p.m. July 14. Play is entitled "Negatively Speaking" and was written and will be produced by Bill Meredith of WLS staff. Eight blind actors will put on the production under guidance of their regular director, Dorothy Proesch.

## In His Back Yard

While Arthur Mosby, manager of KGVO, Missoula, Mont., was in New York pounding the pavements to drum up business for his 1,000-watter, the Coca-Cola boys slipped into his home town and bought his popular "Man on the Street" program. Show will be renamed "Vox Pop." Mosby wonders what would happen if he took a trip around the world.

## 500 RETAIL DRUGGISTS BUY TIME OVER KCMO

Kansas City—Five hundred local druggists of the Kansas City Retail Druggists Ass'n have bought time on KCMO for a weekly quarter-hour show. Educational in tone, the druggist-sponsored program will feature a review of the week's scientific developments in the field of medicine, surgery and dental surgery, presented in the language of the layman. Art Ellison of the station's dramatic staff will handle the comment.

## Injunction Is Denied In Lydia Pinkham Suit

Boston—A full bench of the State Supreme Court yesterday issued an injunction restraining Mrs. Caroline P. Gove, only daughter of Lydia Pinkham, and her daughter, Lydia P. Gove, from interfering in the conduct of the Lydia Pinkham Co., patent medicine concern.

Decision climaxed a family feud over control of the company with  
*(Continued on Page 3)*

## Mutual Network Expansion In the Northwest Area

### New Move by Hoffman In Boake Carter Suit

Trenton, N. J.—Middlesex Circuit Court will be asked by Harry Green, counsel for Governor Hoffman, to set date for trial of \$100,000 libel suit for radio criticism of Hoffman action in the Hauptmann case. Defendants are Atlantic Broadcasting Co. and  
*(Continued on Page 2)*

## WOR to Offer "Les Miserables" Series With New Technique by Orson Welles --Bernard Shaw Play on NBC

## STERLING IS REVIVING DRAMA SERIES ON CBS

Sterling Products Inc. (Bayer Aspirin) on Aug. 3 will start the Famous Actors Guild series again with Helen Menken in the leading role. Series will be heard coast-to-coast on 31 CBS stations, 7:30-8 p.m. Program, produced by Air Features Inc., will be keyed from New York. Contract is signed for 52 weeks through Blackett - Sample - Hummert Inc.

## Clarence T. Hagman Named WTCN Manager

Minneapolis—Clarence T. Hagman of St. Paul has been made manager of WTCN, the Minneapolis Tribune-St. Paul Dispatch Pioneer Press station. Hagman has been with the station three years in sales and commercial posts. He is starting an intensive program survey as part expansion plans, which include the building of a short wave experimental station.

## Archie Gillis Joins WCOP

Boston — Archie Gillis, formerly sales manager of WSAR, Fall River, has joined the WCOP sales staff here.

Radio's dramatic trend, which got under heavy steam when NBC and CBS decided on Shakespearian series almost simultaneously, followed by plans for an O'Neill cycle by NBC, took two more leaps forward yesterday. WOR announced that Orson Welles, prominent actor and director, would present Victor Hugo's "Les Miserables" in a series of seven installments starting July 23, at 10:10:30 p.m. At the same time NBC announced that George Bernard Shaw's five-play cycle, "Back to Methuselah", would be aired in a 75-minute radio version, specially prepared by Shaw himself, on Aug. 30 at 9:30-10:45 p.m. over the NBC-Blue network.

The WOR series, to be heard  
*(Continued on Page 3)*

## SIMMONS CO. TO LAUNCH LIVE SPOT CAMPAIGN

Simmons Co., Chicago (mattresses) during the later part of next month will start a live spot announcement campaign on a large list of stations. Complete list not set as yet. J. Walter Thompson Co. has the account.

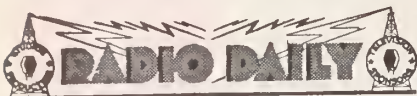
## W. T. Grant Stores Start Spot Series in September

W. T. Grant Co. (chain stores) on Sept. 5 will start a spot radio series on 19 stations scattered around the country. Program will be quarter-hour series, broadcast three times weekly. List not set as yet. N. W. Ayer & Son Inc. is the agency.

## Television Type

Philadelphia—Carol Weymann, former KYW songbird now heard with NBC, has been selected as a "perfect television subject" by the Farnsworth Television Corp. Miss Weymann is 23 years old, light-complexioned and has clear-cut features. She comes here from New York each week to participate in Farnsworth's experimental television transmissions.

Actual work of looking over the territory is being left to Don Lee  
*(Continued on Page 3)*



Vol. 2, No. 6 Fri., July 9, 1937 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Thursday, July 8)

Table with columns for High, Low, Close, Net Chg. for various stock exchanges including New York Stock Exchange and New York Curb Exchange.

KLMP Expands Activity In Special Events Line

Minot, N. D.—KLMP is showing considerable enterprise and activity in the special events line these days. On July 4 the station aired a three-hour broadcast, sponsored by RCA and dealers in this area, from the North Dakota State Fair Grounds. The Governor, Premier Patterson of Saskatchewan and other dignitaries were present, with the famous Abilene, Tex., Cowboy Band, the Regina Boy Pipe Band and the Minot Baby Symphony all part of the program.

The state fair is being thoroughly covered all week by KLMP, with much time spent on boy and girl 4-H clubs and Home Makers' clubs. Bob Chapman, a member of the Great Plains Area executive office, is presenting news from the National Scout Jamboree as a daily feature of KLMP.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Free Political Discussion Asked in New Bill West Coast Bureau, RADIO DAILY Washington, D. C.—Senator Lewis B. Schwellenbach yesterday introduced in the Senate a three-part bill designed to promote uncensored discussion of political and economic issues on the radio.

New Move by Hoffman In Boake Carter Suit

(Continued from Page 1) WCAU Broadcasting Co. Green added he intends to serve Boake Carter, whose remarks caused filing of suit against him and the radio corporation, should Carter be found in Jersey. Green says new efforts will be made to serve the four defendants against whom summonses were ordered dismissed by Court of Errors and Appeals should their agents be located in Jersey.

WLBC Aids in Strike Situation

Muncie, Ind. — Mobilization of the National Guard by Governor Townsend of Indiana in readiness for strike duty in the Calumet district found WLBC rendering another public service. Station received flash shortly after orders were issued. Ottis Roush, chief announcer; Donald Burton, owner; Francis "Jake" Higgins, special events announcer and Fred Ayer, merchandising director; rushed remote equipment to Armory and in 10 minutes started broadcasting. As mobilization progressed WLBC made appeals to listeners to telephone relatives and friends if they knew members of the guard. One hour after station went on the air the entire personnel of the local National Guard units reported at the Armory.

Mutual Airls Al Smith

WOR-Mutual staged a fast special event late yesterday afternoon when Dave Driscoll interviewed former Governor Alfred E. Smith as he stepped off the liner Manhattan from an extended European trip. Smith was interviewed on his talks with foreign big-shots, conditions, etc., as well as the local political situation. Closing was a plug for the empty offices in the Empire State Building. A transcription of the interview was rebroadcast at 10:30 p.m. to hit a wider audience.

Barkas Joins Mills Music

Sonny Barkas, administrative director of public relations, has resigned from the government to inaugurate the exploitation department of the Jack Mills Music Corp. This department will specialize in the electrical transcription and motion picture phases of the business.

Jack Lacey Joins WNBC

New Britain, Conn.—Jack Lacey of Hartford has joined the announcing staff of WNBC here for the summer months. He goes back to his studies at Teachers' College of Conn. in the fall.

WJAY Exposition Series Will Be Fed to CBS Net

(Continued from Page 1) the regular UBC staff will be heard, in addition to featured network artists from New York and Hollywood who will be appearing at the Exposition. Entire series will feature the popular tunes of Myron Roman's Radioland orchestra. This will be augmented by "Doc" Whipple, who plays a Hammond electric organ in specially-chosen numbers.

Kraymore to Handle Show

Harry Kraymore, announcer, has been placed in charge of WNEW's "Shakespeare a la Carte", heard Saturdays, 8:30-9 p.m. Richard Brooks, former conductor of the show, has been forced to drop it because of other commercial commitments. Kraymore has handled the announcing duties on the show to date.

Joyce Kalowe, winner of the first prize offered on the show, has been offered a screen test by Paramount.

Expo Talent to Repeat

Officials of the Cleveland Exposition have decided to employ a new schedule for talent which is heard from the grounds over the Mutual network. Beginning with the next few weeks, the best acts heard to date will be recalled for repeat performance. Two acts already set for repeats are the Buccaneers Quartet and Alexander Gray.

Juanita Hall Singers on WNYC

The Federal Music Project's "Negro Melody Singers," under the direction of Juanita Hall, will start a four-week series Monday at 8-8:30 p.m. over WNYC, succeeding Lehman Engel's Madrigal Singers. Oliver W. Nicoll is in charge of the production.

Winchell Back to the East

Walter Winchell and Blayne Butcher, Lennen and Mitchell production director, leave Hollywood tomorrow for the east. Stop over will be made in Chicago for Sunday night's broadcast. First one from New York will be aired the following week. Winchell plans to stay in the east until time to start work on his new picture with Bernie, entitled "Love and Hisses."

Alexander Gray at Roxy

Alexander Gray, baritone star of the stage, screen and radio, headlines the stage show opening today at the Roxy Theater. Gray just returned to New York from Cleveland, where he was featured at the Great Lakes Exposition.

COMING and GOING

JOHN G. PAINE, general manager of Ascap, sailed for home yesterday on the Rex, from Naples.

E. L. GOVE, technical supervisor for United Broadcasting Co. and WHK-WJAY, Cleveland, departs July 17 for a two-week vacation in Canada.

COLONEL JACK MAJOR left yesterday for the Thousand Islands upstate, where he will spend several weeks, commuting to New York for his weekly CBS program on Mondays.

NAT FREELING of Remick leaves for a two-week vacation up in the Catskills.

AUDREE COLLINS of Chappell leaves today for a vacation in Canada.

ROBERT L. RIPLEY returns from Alaska on Wednesday.

GENE STAFFORD, copy chief of Langlois and Wentworth, is back at his desk after a short vacation.

RALPH C. WENTWORTH, executive of Langlois and Wentworth, has left for a two-week fishing trip to Maine.

JAMES TANSEY, who plays the role of Danny O'Neill in the serial, "The O'Neills", was a Milwaukee visitor last week, appearing on a show via WTMJ. He returns to New York on July 15.

MRS. WENDELL HALL has left Chicago to visit her husband in New York.

CHARLES SCHENCK has flown East after a four-year absence from New York.

NORMAN WEISER of the editorial staff of RADIO DAILY flew to Chicago yesterday for a week-end visit with his family.

M. E. WAGNER, vice-president of Studebaker Motor Co. sails today for Europe aboard the Ile de France.

ABE LYMAN sails tomorrow for California via the Canal.

WALTER WINCHELL, and BLAYNE BUTCHER of Lennen & Mitchell agency, arrive in New York from the coast next week.

JOHN H. BACHEM, NBC sales department, returns to Radio City today after an extensive trip visiting national advertising accounts.

PHILIP KERBY, NBC copywriter, returns from Washington today.

TOM RILEY and DON GODDARD, NBC press and news department, return from Washington today after covering the Boy Scout Jamboree.

LESTER GOTTLIEB, MBS coordinator of publicity, leaves town today on two-week vacation.

EARL LEWIS of Columbia Concert Bureau flies today to the Coast.

Fitzgerald Elected V.P.

Clifford L. Fitzgerald, who recently became associated with Fletcher & Ellis Inc. after having been president of Fitzgerald Advertising Agency, New Orleans, has been elected vice-president and director of Fletcher & Ellis in charge of the Chicago office. Appointment becomes effective July 15.

Richard Barrett, former manager of the Chicago branch, will divide his time between Chicago and New York in the future.

Advertisement for 'Colonel Kentucky' featuring a cartoon character and text: 'I KNOW WHO THE "COLONEL FROM KENTUCKY" IS! Do You? No? TUNE IN MONDAYS 3:00 - 3:30 E.D.S.T. WABC COLUMBIA NETWORK'

## TREND TOWARD DRAMA IS GAINING MOMENTUM

(Continued from Page 1)

Fridays at 10-10:30 p.m., will employ a new technique which Welles describes as a "projection", instead of a dramatization.

A narrator will read the descriptive and background passages of the book, and all dialogue will be read from the book by a group of well-known actors. Other theatrical effects, further differentiating the "projection" from a mere reading, will be supplied by sound effects and Alfred Wallenstein's orchestra. Welles believes that this series, frankly an experiment, will prove radio to be the best medium for the authentic theatrical presentation of a great classic.

It will be the first time, says Welles, that radio has taken advantage of the fact that it has no visible audience instead of trying to overcome it. Interpretation by a second writer is now unnecessary and scenes such as the burial ceremony and Jean Valjean's soul torment can now be reduced to theatrical terms.

### Boston Concerts on Mutual

Twice-weekly concerts from the Charles River Esplanade in Boston will be presented by Mutual starting Sunday. Series, scheduled for four weeks, will be heard Sundays at 8:30-9 p.m. and Mondays at 9:30-10 p.m. Arthur Fiedler will conduct a symphonic orchestra composed of 52 members of the Boston Symphony. WAAB, Boston outlet for the network, will feed the program to web.

### NEW ORLEANS

Reports that Loretta Lee, New Orleans songstress not radioing from Hollywood, was to return here and march to that tune from "Lohengrin" were emphatically denied by Miss Lee's mother, Mrs. Joseph Vieages.

Arthur Daquin is taking the vocal choruses with Russ Papalia's orchestra.

Carl Lelky, pianist leader of a local radio station, probably holds a record for lengthy employment in a radio studio, finishing five years steady employment and being the conductor of the only radio staff orchestra in the city.

## NEW PROGRAMS—IDEAS

### WROK's "Not for Publication"

A new program idea, "Not For Publication," will be introduced over WROK of Rockford, Ill., in August.

The program will feature a series of 13 interviews with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who will tell of his experiences in covering murder stories during the years he served as photographer for Rockford and Chicago papers.

Because Brudon will tell for the first time some of the "inside" facts which attended the murder cases he covered, the program has been given the title, "Not For Publication."

The program will be in the nature of an interview with Brudon discussing prints of the various cases. The prints, unpublished "candid" shots of the various corpses and persons incident to the crimes, will be on display following the broadcasts.

Norman Brinsley, a former newspaper reporter, will handle the interviews with Photographer Brudon.

### Motorist Interviews

WROK of Rockford, Ill., claiming to be the first station with a sponsored Man-on-the-Street program, recently sold a variation of the idea,

in the form of Motorist Interviews to the Hart Oil Co. of Rockford.

Program is conducted much after the fashion of a "street" program. A traffic patrolman flags down motorists in front of the Rockford police station where Announcer Morey Owens has a remote hookup and an extension mike, conducting his interviews from the car running boards. Each motorist interviewed receives a free greasing job at one of the oil company's stations.

### "Backstage" Series on WOAI

WOAI, San Antonio, is inaugurating a new summer series to be heard every Tuesday night at 9:30. Programs will give listeners an idea of the workings of the various departments of the station. On these programs listeners will be taken through the technical department, sales department, merchandising and publicity department, news and sports departments, commercial department and production department. Also, the various sustaining programs heard over WOAI will be presented to listeners as a means of explaining the program and talent department. The idea of this series is for promotion of the station to listeners and to business men.

### KANSAS CITY

Jimmie Sams has been added to the KXBY announcing staff. He began his radio career here 16 years ago with WOQ, now extinct.

Lee Roberts, KCMO announcer, is playing a dramatic part in 105 Frank Farrel disks which Russell C. Comer Adv'g Co. is re-cutting.

Jay McShaw, negro pianist, who has been connected with KOB and KGGM, now is on the KXBY staff.

### ST. LOUIS

Arthur Casey has been made assistant program director at KMOX. Richard Mills, baritone on the "Velvet Varieties," KMOX feature, is a local product who won vocal popularity on WOR in New York.

"Pappy" Cheshire, headed for vacation, waxed a number of one-minute greetings to be used on his KMOX program while he's away. He will visit Dallas, El Paso, Los Angeles, Salt Lake City, Omaha and other cities.

### OMAHA

Mark Tyme has arrived from St. Paul, to take an announcer's job at WOW.

William Ruess, personnel director for WOW, has returned from the national convention of the Woodmen of the World at Los Angeles.

Marjorie Whitney, "queen" of the King's Jesters, will be guest of honor at a tea to be given at the Omaha Women's Club tomorrow. Miss Whitney has been vacationing at her former home in Lincoln.

### PHILADELPHIA

Mr. and Mrs. Frank M. Lario are the parents of a son born July 2. Using the stage name of Marie Manda, Mrs. Lario is a well-known radio and stage singer around these parts.

The character Uncle Gabe in WFIL's new candid camera program is played by announcer Fred Webber.

Sam Serota becomes the "Old Salt" on a new series about fishing and fishermen which makes its bow this week over WFIL.

Marie Louise Sanderson, dramatic actress who starred in WIP's "Philadelphia Parade of Events," leaves local radio row for New York, where she has already been spotted in an opus for next fall.

W. LeRoy Anspach, WCAU engineer, will appear as piano soloist with the Philadelphia Orchestra Saturday.

### DENVER

T. A. McClelland, KLZ chief engineer, is back on the job after having pneumonia for six weeks.

Fred Foley, salesman for KLZ, has gone to the Hower agency in charge of radio commercial department.

Dick Leonard, just out of high school, has been added to the news staff on KVOB.

Eleanor Leffingwell is now the "Breakfast Guest" on the Campbell-Sell Baking Co. program over KLZ, replacing Les Weelans, who went to KDYL, Salt Lake City.

## MUTUAL NET EXPANSION IN THE NORTHWEST AREA

(Continued from Page 1)

chain, whose officials are well acquainted with the Northwest, and any recommendation made by them will carry weight with Mutual. Possibility also that the Northwest expansion will actually be part of the Don Lee group, and of course added to the Mutual web.

### Injunction Is Denied In Lydia Pinkham Suit

(Continued from Page 1)

the Pinkham end of the family, three grandsons of the original Lydia, as plaintiffs, and the Goves as defendants.

Each faction owns 50 per cent of the stock and the failure to agree on business procedure caused suspension of advertising by the company with a slump in gross receipts.

A few months ago Erwin, Wasey & Co., New York, and Northeastern Advertising Agency, Lynn, Mass., were appointed by court order to handle the firm's advertising for a temporary period. Former agency has the western territory, with Northeastern handling the eastern part of the country.

### GUEST-ING

CLAUDIA MORGAN, stage and screen player, on Radie Harris program, tonight (WHN, 8 p.m.)

ABBIE MITCHELL, added to lineup including Ann Pennington, Reinald Werrenrath and Charles Magnante, on "Hammerstein Music Hall," July 13 (CBS, 8 p.m.)

EDNA THOMAS, on Carl Carmer's "Your Neck o' the Woods," July 12 (CBS, 10:30 p.m.)

MARGIE ANNE KNAPP, 12-year-old singer, on Colonel Jack Major's program, July 12 (CBS, 3 p.m.)

GRACIOLA, Cuban singing guitarist, on "Our American Neighbors," July 11 (CBS, 5 p.m.)

JACK NORWORTH, on "Universal Rhythm," July 18 (CBS, 9 p.m.)

CLYDE BURKE, return appearance on "Movie Pilot", Monday (WEAF, 7:30 p.m.).

ILKA CHASE, NIELA GOODELLE, STUART CANIN, and CROSS & DUNN, on Gulf Oil show, July 18 (CBS, 7:30 p.m.).

### "Congratulations!

... The July issue of the National Radio Register is an excellent start of a much needed service for radio production companies and agencies."

Allan M. Wilson  
of Conquest Alliance Co., Inc.

### NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.  
Vanderbilt 3-8157

**DO YOU KNOW**

Vincent Lopez was the first to conduct a commercial broadcast in radio.

## PROMOTION

### WSAN Children's Party Tieup

A weekly Children's Party paves the way for some attractive commercial announcements for the J. B. Liebman Co. (furniture), Allentown, Pa. Commercials emphasize "Child Health and Happiness," and tie in exceptionally well with electric refrigeration, home comforts and conveniences in the furniture line.

A contest for popularity was started ten weeks ago with a new Majestic radio as the grand prize, and weekly prizes of merchandise and theater tickets, through arrangement with Wilmer & Vincent Theaters. Weekly winners were placed on the tenth program, and returns numbered exactly 3,740 cards. Grant Knauer, district manager for the J. B. Liebman Co., does the program planning. Friday—7:30 to 8:00 p.m. is broadcast time. George Snyder does production, Chas. Petrie, continuity.

### Studio As Convention Hall

To bring advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. During the last six weeks more than 2500 have attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows broadcast from the KMOX-Columbia playhouse. Station's execs feel this promotion highly beneficial in familiarizing advertisers and retailers with station's selling power and facilitating successful exploitation of programs.

### Space Texas In Directory

In line with his policy of placing KFRO, Longview, Tex., before the public as much as possible, President James R. Curtis has taken the back cover of the Interstate Directory, which is published to include the cities of Longview, Gladewater, Greggton and the Main Street of Texas. The station also has the inside back page of the directory.

### Kellogg's Theater Tickets

Kellogg Co., as prizes in its limerick contest, will award 25 pairs of tickets to a Broadway hit beginning July 23. Ed East and Ralph Dumke, the "Sisters of the Skillet," will accompany the 50 guests each Friday night. First show the winners will see is "Having a Wonderful Time." Program is aired over WJZ locally.

### 600 For "Mary Marlin"

The 600th episode of the "Story of Mary Marlin" will be aired tomorrow. Program has been on the air for a number of years for various sponsors. Current one is Procter & Gamble.

### Loretta Lee Set for 7 Weeks

Loretta Lee has been signed by J. Walter Thompson to sing on the Werner Janssen Sunday program for the next seven weeks.



● ● ● Lawrence Tibbett succeeds Frank Parker on the Chesterfield show when the latter completes his 13-week chores... Julian Woodworth had \$500 worth of instruments stolen from the Lido in Larchmont while across the street at Charlie Barnett's place some one absconded with \$1800 from the till... Zeke Manners and his Gang of hillbillies are set for an August date on the Gulf show... Abe Lyman leaves for Hollywood tomorrow to recuperate for six weeks... Songsmith Harry Warren is rushing from the coast to the bedside of brother Frank... Baby Rose Marie will be screen-tested by RKO, Metro and Fox next week... Sid Gary was released from his agreement with the William Morris office... The Jules Nassberg child entered the "ring" weighing seven pounds and will be tagged "Shelia Lois"... Select Music paid Harry ("Sweet Leilani") Owens \$1000 advance on "Dancing Under the Stars"... Paul Tremaine with his new band are out at Trenton for a couple weeks and will be in N. Y. shortly with a wire... Buddy Clark has tagged his child "Thomas"—a non-commercial tag. Buddy will NOT appear in flickers but continue "dubbing" for Jack Haley, thus becoming an "Invisible Man" for seven years!

● ● ● Greek met Greek on the KMOX, St. Louis, "Man on the Street" show last week... Marvin E. Mueller was conducting his quiz act in front of the Jefferson Hotel when he collared an unsuspecting man leaving who said his name was Walter Framer... Asked his business, he replied, "I'm an inquiring reporter"... Investigation brought out that Framer conducted a similar show from Pittsburgh... From WJBK, Detroit comes word that the Arquette Trio were visiting another WJBK entertainer, Gernert Case, who was appearing in person at a local club... They locked their coats and instruments in their car while they went in to view the show... As expected, they had a grand time—but when they returned to the car, they found the door off the hinges and the instruments, plus coats, missing!

● ● ● CBS is building "Hollywood Parade" with George Olsen's music, Singer Mary Treen and Ernie Stanton as a sustainer, pending sponsorship... "Who's Who in the News," CBS feature, fades to make room for "Hollywood in Person" starting the 19th... Frank Crumit and Julia Sanderson are set for a fall commercial... Jo Rubinstein, talent scout for Warners, and Sam Arnow, holder of the same position for Republic, are signing air names for flickers... Paul Weirick will do the dance arrangements on "I'm Gonna Picket Your Heart," ready next week... Dick Ballou's ork opens Thursday at the Montclair Hotel (renamed "Belmont Plaza" under a Hitz management) with a wire while Red McKenzie and band go into the Arcadia!... Martha Raye and Emery Deutsch are breaking all existing records at the Paramount in spite of the heat... Sally Warren opened at Club 18 last nite... A new rule at Rockwell-O'Keefe calls for every one to sign in and out at the office. Charlie ("Tommy Rockwell Jr.") Conn, the office boy there, is assigned to this duty. The other day he walked into Corkie O'Keefe's office and yelled because the executive forgot to check out the nite before!

● ● ● KFRU, Columbia, Mo., has a haunted mike... It all happened when the script show "Maurine of Merritt-Crest" was on the air... In the middle of a highly emotional scene the mike began slipping to the floor—and floor-ward went the cast, trying to keep in range of the mike... When the show ended everybody was down on his knees, causing the engineers to begin hunting for a positively non-skid mike stand... KGMB, Honolulu, and MBS had an exciting 15-minute airing Wed. on the Earhart rescue work. When the word-caster said "To the Earhart plane... to the Earhart plane. Good cheer... aid is coming" one expected an immediate reply from the flyers!

## NEW BUSINESS

Signed by Stations

### Boston

WNAC: Larus & Bros. (Edgeworth tobacco), through Marschalk & Pratt, N. Y.; Simmons Co. (mattresses), starting Aug. 23, through J. Walter Thompson, N. Y.; Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast Co., through Ruthrauff & Ryan, N. Y.

WEAN: General Food Sales (Certo), through Benton & Bowles, N. Y.; Lever Bros., renewal, through Ruthrauff & Ryan; Household Finance Corp., through BBDO.

WAAB: Leanermaise Co. (mayonnaise), through David Malkiel, Boston.

### KFRC, San Francisco

Simmons Co., spots, starting Aug. 22, through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting, N. Y.; United Air Lines, through J. Walter Thompson, Chicago.

### WAVE, Louisville

Coca Cola, "Refreshment Time With Singin' Sam"; Greater Louisville First Federal Savings & Loan Ass'n.

### Frances Kelly Married

Frances Kelly, NBC sales promotion division, is now Mrs. Edward J. Sheridan.

## SAN ANTONIO

Bud Waples and his band from Saint Louis has succeeded Bob Grayson's combo on the Gunter Hotel open-air roof. Will air over KABC.

S. R. ("Steve") Wilhelm, head of Payne Advertising Co. radio department, spent part of his vacation period in Indianapolis.

KONO owner Gene Roth expected back from his Eastern vacation trip this week. Then Jerry (Bud) Morgan, program director, takes his rest-up.

"Juvenile stars," Sunday program over KMAC, features Nelle Semaan, vocal teacher and Beatrice De Leon at the piano.

Lee O'Daniels and his Hillbilly Boys is a new feature over KTSA four times weekly.

WOAI items: Jimmie McClain of announcing staff vacationed in Dallas at the expo... So did Edith Herndon... Pat Flaherty, sports commentator, and Corwin Riddell, announcer, fishing on the gulf... Mary Schmick, continuity department, will vacation in Corpus Christi.

Simpson Sisters are enroute to Mexico City for an engagement.

Mrs. Dan Oppenheimer (formerly Mimi Ramer, Girl Reporter of WOAI) died July 6 in Ann Arbor, Mich.

Kay Crews of KABC production staff off to Calif. on vacation. Mrs. Doris McClain, formerly of WFAA, Dallas, doing "Happiness Hour" here.

Sports Editor George Harold Scherwitz of The Light now airing over KTSA.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GRETTA PALMER'S vacation from radio will probably be on European soil. . . . Gertrude Lawrence, who had the same idea, will visit the Salzburg Festival. . . . Scribe Adela Rogers St. John, until recently an NBC news commentator, is working on dramatic scripts for radio. . . . Mrs. Robert Armbruster leaves soon for California and a brief rest. . . . Bill Andrews, supervisor of the NBC announcers out San Francisco-way, found himself in a womanless world last Thursday, when Lois Lavers, his right-hand gal about the office, moved over to the production department. . . . his wife, Helen Musselman, upped and took a week's vac in Hollywood. . . . and the housemaid left without notice. . . . Frances Fay is scheduled for a week at Loew's State in N. Y., beginning July 22. . . . Helen Kleeb, NBC actress in San Francisco, is all tucked out from entertaining kid brother, Bill, reason being he plays the trumpet.

Lee Wiley slipped in a personal appearance at a night club on her recent two-day trip to Chicago. . . . Gertrude Lavoie, stewardess for American Airlines, will contribute information on how it feels to be up in the air most of the time, on John Owen Briggs' 15-minute spot over WNBC, July 20 at 7:15. . . . Mary Small, now basking in Hollywood sunlight, has been picked for a flicker. . . . Until production starts she's busy helping select young voices suitable for the opus, Mary having had considerable experience along those lines. . . . When the "Hour of Charm" aggregation went shopping for their Boston clothes, Spitalny was so busy, the lasses thought they'd upset precedent by selecting their own duds. . . . After the wardrobes were complete they discovered Phil had been before them and what they thought was their own choice was really his.

Caroline Hall, sister to KOBH's program director, scored a hit over that station on two July 5 programs. . . . Caroline is an undergraduate at Nebraska Normal College and has been featured soloist on KOA and KOBH. . . . Carol Weyman, NBC's mezzo balladeer, continues her vocal lessons despite professional commitments. . . . Jerry Mann, purveyor of comedy to the ether audience, tries out the humor on a femme audience before broadcasting, on the principle that if the lasses laugh, the lads will, anyway.

## ★ Program Reviews ★

### "SHOW BOAT"

General Foods  
(Maxwell House Coffee)  
WEAF-NBC-Red Network,  
Thursdays,  
9-10 p.m., rebroadcast for  
Pacific Coast,  
7:15-8:15 p.m., PST.  
Benton & Bowles Inc.

#### REAL BIG-TIME SHOW STUDDERED WITH TALENT AND STRONG ON ENTERTAINMENT VALUES.

Unlike so many of the recent new variety shows, which opened as though they had waited until the last minute to prepare a program and then went at it in a floundering well-what'll-we-do-now spirit, this new "Show Boat" production had its course fully charted before it set sail, and held to it. The program evidenced plenty of careful preparation, both in talent lineup and script, with the result that the initial performance went over with a bang.

With the amiable Charles Winniger back as skipper, and in fine form; Jack Haley, coming into his own as a first-rate comedian; Virginia Verrill, a swing singer who can warble with the best of them, and do a little acting on the side as well; Patricia (ex-Honey Chile) Wilder, very amusing comedy foil; Warren Hull, an able hand in the announcer role and able beyond that, too; Meredith Willson's "concert swing" orchestra which can dispense the music in grand style; Thomas L. Thomas and Nadine Conner, front-rankers in the more cultivated vocal specialties; Alma Kruger, Hattie McDaniels, the choral ensemble, and others—with an aggregation like this, the show couldn't help going over the top. The show also has its romance and human interest.

Haley's comedy registered very well. Miss Verrill's opening number was a dandy arrangement of "Cause My Baby Says It's So", with choral backing, and she put it over nicely. Thomas and Miss Conner started off with a fine duet of "Indian Love Call". A participating production number revolving around "Is It True What They Say About Dixie" was a musical highspot at the half-way mark. Second half of show held up to the high level.

### "TOWN HALL TONIGHT"

with Walter O'Keefe  
Bristol-Meyers  
(Ipana, Sal Hepatica)

WEAF-NBC-Red Network,  
Wednesday, 9-10 p.m.  
Young & Rubicam Inc.

#### SUMMER SHOW WITH ENOUGH ZIP AND LIGHT COMEDY TO CARRY IT ALONG.

Though the sly and suave humorous quips of Fred Allen are missed, the summer version of "Town Hall Tonight," with Walter O'Keefe at its head, gave a very good account of itself. O'Keefe is not exactly an inexperienced hand at the chore of emceeing, and with the able support of Harry Von Zell as announcer and

buffer, Peter Van Steeden's Orchestra, the Town Hall Quartet, the sweet sentimental singer Honey Dean, the hilarious Russian comic Popikoff, Alice Frost, the Oleanders, and others, the show moved along at a nice clip that made the hour pass quickly enough.

As his opening comedy situation, O'Keefe was supposed to be holding out in the signing of the contract to sub for Allen during the latter's vacation. There was a two-way phone conversation between Von Zell at the studio and O'Keefe at home on the farm, followed by the comedian's departure for the studio, with a couple of comedy incidents enroute.

Second half of the hour was devoted to the usual "Mighty Allen Art Players," which included a clever one-man band, an auto salesman, a chauffeur, a tailor and other tradesmen trying to sell stuff to O'Keefe, and finally the studio guests invited to read some lines as a "tryout," followed by their appearance in a travestied skit.

### Bert Lytell in "ALIAS JIMMY VALENTINE"

(WBS Disks)

Larus & Bros. (Edgeworth tobacco,  
Domino cigarets)

WHN, Wednesday-Thursday-  
Friday, 7:30-7:45 p.m.

Blackett-Sample-Hummert Inc.

#### TALENTED DRAMATIC STAR IN EXCELLENT TESTED MATERIAL.

With Bert Lytell, a leading actor of stage and screen, as the star of the cast, and a story that has proved its value as fiction, stage play and film, this transcription series couldn't miss being a topnotch program. First episode lived up to these expectations.

The introductory groundwork was smoothly laid out, with the episode finishing just after Jimmy Valentine, accused safe-robber, is found by the girl whom he befriended and who believes in his innocence. Suspense is nicely carried over to the next chapter.

Lytell showed up very well in the title role, which he has played on stage and screen. Surrounding cast also good.

### "CAVALCADE OF MUSIC"

DuPont

WABC-CBS Network, Wednesdays,  
8-8:30 p.m.

Batten, Barton, Durstine & Osborn  
SUMMER PROGRAM OF POPULAR  
MUSIC OKAY FOR THE WARM DAYS.

As a summer series taking the place of the dramatic "Cavalcade of America," this half-hour of light music conducted by Don Voorhees, with Conrad Thibault as guest soloist, is restful entertainment for a hot day.

Initial broadcast was devoted to the works of Irving Berlin, starting off with the inevitable "Alexander's Ragtime Band," skipping to "A Pretty

## ★ F. C. C. ★ ACTIVITIES

ORAL ARGUMENTS GRANTED  
Roy L. Albertson, Auburn, N. Y. to be held on Oct. 14.

Curtis Broadcasting Corp., Indianapolis. To be held Oct. 14.

WKBV, Richmond, Ind. To be held on Oct. 14.

Beaumont Broadcasting Assn., Beaumont, Tex. To be held Oct. 21.

Valley Broadcasting Co., Youngstown. To be held Oct. 21.

#### HEARINGS SCHEDULED

Sept. 24: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Assn. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WTUK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

KMLB, Monroe, La. Mod. of CP. 620 kc., 500 watts, unlimited.

#### APPLICATIONS RECEIVED

NBC has made application for extension of authority to transmit recorded programs to all broadcast stations in Canada licensed to operate by Canadian government, which may be heard consistently in the United States.

Girl is Like a Melody," "Lady of the Evening," "Soft Lights and Sweet Music," a medley of "What'll I Do," "All Alone" and "Remember," and finally to the composer's more modern numbers from recent motion pictures.

Nothing sensational, but a pleasant 30 minutes.

Nothing sensational, but a pleasant 30 minutes.

Nothing sensational, but a pleasant 30 minutes.

Nothing sensational, but a pleasant 30 minutes.

### 2 WOR-Mutual Nifties

WOR-Mutual rang the bell a couple of times yesterday. The most resounding ring was the reproduction of a 25-year-old record of Theodore Roosevelt's voice. In a political talk pertinent to that period, the late "T. R." provided an interesting comparison with "F. D. R." of today. The former, too, would have been a spell-binder as a radio fireside chatter.

The other WOR scoop was an interview with former Governor Al Smith on his return from abroad, a highly interesting bit.

### Boake Carter

Launched on a coast-to-coast CBS network, three nights a week, following his return from vacation, Boake Carter follows pretty much the same style as when he was commenting five nights a week. If he is undergoing any modification in his editorial style, it is not enough to be noticeable. In delivery, at least, he remains the radio's fiery little commentator.

### Ken Murray

A newcomer, Lorraine Bridges, was the most enjoyable morsel of Wednesday night's Ken Murray and Oswald program over CBS. As vocalizing guest of the show, Miss Bridges gave the impression of being a real up-and-coming canary. She sounded good in the handling of lines, too.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Streamlined Transmitter Being Completed by KOBH

Rapid City, S. D.—Work of streamlining the transmitting plant of KOBH is rapidly being completed following installation and testing of new 250 watt transmitter. The unit itself streamlined in the best RCA manner, is framed by matching panels to present a study in modernity. Coincident with the placing on the air of the new 250-watt transmitter was the operation of a matched concentric transmission line to the radiator. Earl H. Carter and M. J. Jones are chief engineer and assistant chief engineer of KOBH. Signal strength measurements of the new transmitter fully justify expectations as to its performance.

## Television Antenna Set Up

Kansas City—Kenneth Alexander, chief of the engineering staff of First National Television, Inc., and Les Hotsenpiller, research engineer, have completed the erection of a 10½-foot half wave vertical antenna between the towers of the Fidelity building for ultra-high wave television broadcasts. They also have constructed a 300 watt transmitter with which they are making daily experimental broadcasts, testing the efficiency of different numbers of lines. Television broadcasts of W9XBY are also broadcast by First National Television's radio station, KXBY, in the Fidelity Building.

## KSL Technical Tests

Salt Lake City—Members of the KSL technical department, under Chief Technician Gene Pack, are engaged in designing highly directive antenna for the Salt Flat runs to be carried by Shortwave from Bonneville Lake, 120 miles from KSL. The mobile transmission unit, KNEF, is likewise undergoing reconditioning. Assisted by J. W. Wright and C. Richard Evans, tests will begin tomorrow.

## Auto and Home Antennas

A new line of attractive radio antennas for both automobile and home use has been brought out by the Insuline Corp. of America, New York. They feature modern streamlined design, ease of installation and high electrical efficiency.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## Station Improvements

Clovis, N. M.—K1CA plans to erect a new antenna and move transmitter upon approval by FCC.

Kansas City—WDAF has applied to the FCC for license to cover construction permit for equipment changes, vertical antenna and move of transmitter.

Johnstown, Pa.—Authority to install automatic frequency control has been granted WJAC.

Lansing, Mich.—WJIM has been granted CP to install a new transmitter.

Baton Rouge, La.—Modification of CP to move transmitter site locally,

install vertical radiator, change time of operation, etc., has been granted WJBO.

Lewiston, Mont.—KDNC has applied for modification of construction permit for a new station, requesting equipment changes, approval of antenna and approval of transmitter site.

Waterbury, Conn.—WATR has been granted CP to make changes in transmitter, install directional antenna, move transmitter site locally, change frequency from 1190 to 1290 kc. and boost power to 250 watts, unlimited time.

## Television from Film Artistically Superior

Berlin — Experiments being continued through the summer by Berlin television officials, who recently televised "Herr Kubanke's Recreation," a comedy combining a film reel with a real play of the same players before a television transmitter, resulted in the televised film being artistically better than the televised action. This was due to the film actors not being handicapped by the technical conditions still necessary for a tele studio.

## WOPI Radiation Increased

Bristol, Tenn.—R. H. Smith, chief engineer WOPI, through changes in the transmitting apparatus, has increased the radiation of the station's signal 56 per cent. Smith has also recently completed installation of latest type audio equipment resulting in a 3 db increase of the level, operating at high modulation without distortion or monkey chatter. These equipment changes have been tantamount to tripling the station's wattage insofar as receptive clarity of its signal within WOPI's coverage area is concerned.

## Join NBC Coast Staffs

Following have been added to NBC's technical staffs of west coast stations: Robert B. Barnes, transmission engineer, KPO; Richard T. Parks, transmission engineer, KGO; Earl T. Sorenson, studio engineer, Hollywood; Morton E. Brewer, transmission engineer, KPO; Maron Case, KGO, and Dan F. Williams, studio engineer, San Francisco.

## Construction to Start On New WFAS Radiator

With many obstacles of erection overcome, actual construction of the new 190-foot Lehigh insulated vertical radiator for WFAS, atop the Roger Smith Hotel, White Plains, is scheduled to start July 19, according to Hartznetine-Zane Co., engineers in charge of the project.

It is planned to celebrate the inauguration of the new radiator, which will provide a 200 per cent increase in signal audibility for the station, on Aug. 12, coincident with the fifth anniversary of WFAS' operation.

## BBC Disking Tele Programs

London—So historic are some of the programs now being televised from Alexandra Palace here that BBC has decided to keep a library of wax disks on which both the picture and sound are recorded. Blatnerphone tape is the accepted medium for filing away ordinary sound broadcasting programs, but the electrical impulses which go to form television will be preserved on composition discs.

## New Burgess Dealer Catalog

Freeport, Ill.—An attractively illustrated 52 page dealer catalog is being released by the Burgess Battery Co. This is one of the first such complete catalogs on dry batteries, lamps, flashlight cases and lanterns.

## Bosch Steps Up Production

Springfield, Mass.—United American Bosch Corp. will be turning out 2,000 radio receiving sets daily within three weeks, Arthur T. Murray, president of the company says.

## Office Cooling Device Designed by E. L. Gove

Cleveland—E. L. Gove, technical supervisor for United Broadcasting Co. and WHK-WJAY, is no ordinary engineer. He has conceived a clever system, and an economical one, for air-conditioning the offices of the two stations.

To get around the hot weather effect on UBC employees, he has devised a placement system for a series of electric fans which conduct air from the studios, which are air-conditioned, to the offices, which are not.

According to Gove, "It all works on this plan. The office windows are kept closed on the side of the building where air will come into the building, and are opened on the side where the air will flow out. Then, by placing the fans so that cool air is circulated through the corridors from studios to offices, warm air is automatically forced out the windows. The overall temperature of the offices is lowered by several degrees."

## WMCA Has Three Transmitters

WMCA has three complete transmitter systems two of them located at the aeriels in Flushing, L. I., and an emergency transmitter on the roof of the WMCA building at 1697 Broadway.

The Flushing transmitter can be changed in three seconds. It takes thirty seconds to get the New York equipment operating.

## WSOC Gets Disking Equipment

Charlotte—WSOC, keeping abreast of the times, now has a new RCA recording head and all the necessary equipment for making transcriptions. Right now the programmers and technical men are busy making disks of the station's feature programs and voices which will be in the hands of the agencies for audition purposes very shortly.

## Musical Engineer

The man who holds the Sunday night CBS broadcasts of the Lewisohn Stadium Concerts in the hollow of his hand is a musician as well as an engineer. He is Charles Kleinman and he's the only staff engineer with a music background. That's why he's been the official Philharmonic-Symphony engineer ever since he came to Columbia three years ago. Kleinman can read scores, which means that at rehearsals he knows just where to mark required increases or decreases in volume.

## Coming Events

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

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

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

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

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

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

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

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

## Location is Acquired For New Toledo Station

Toledo—Community Broadcasting Co. will lease and remodel the fourth floor of the Bell Building, Madison Ave. and Erie St., for studios and transmitter, having received permission from the FCC to build a 100-watt station to operate in daytime only. Construction is to begin on or after Aug. 3. Company is headed by Frazier Reams, former Lucas county prosecuting attorney. Only station broadcasting from Toledo at present is WSPD.

## New KMOX Studio Near Ready

St. Louis—KMOX's new Studio 8 is nearing completion. Studio is last word in modern construction, with floor of concrete floating on springs, staggered walls and all newest engineering refinements. Construction, under supervision of Graham Tevis, chief engineer, will be finished around July 15.

## Set-Testing Program

Pittsburgh—A program that will enable any radio set owner to test the quality of his set will be broadcast by WCAE Sunday afternoon starting at 4:45. Jim Schultz, chief of the WCAE engineering staff, will have charge of the feature.

## New Tower Site for WMAS

Springfield, Mass. — Agreements have been entered into between the city and representatives of WMAS for the erection of a steel broadcasting tower at the rear of Pynchon Park. Better conditions for broadcasting are expected.

## ORCHESTRAS - MUSIC

CHICK WEBB and ork make their Broadway debut with a week at Loew's State Theaters starting Aug. 19.

Glenn Miller and his musical aggregation have been held over at New Orleans' Hotel Roosevelt for 4 more weeks, bringing the date up to Aug. 11.

Gus Arnheim and the outfit he batons take over the Capitol Theater in Washington for a week, beginning Aug. 6.

Bill McCune and his Staccato Styled Rhythm featured at the Marine Roof of the Hotel Bossert are playing several seagoing songs in staccato tempo. Among them are: "Asleep in the Deep," "Bells in the Lighthouse," "Blow the Man Down," and "Popeye, the Sailor Man." Hal Atkinson is the vocalist.

Hank Stanford, soloist of the Rambling Cowboys, formerly on the WOAI, San Antonio talent staff, until signed up for a twice weekly broadcast over TQN for Gulf Oil, was recently signed to a contract in Dallas by Ted Fio Rito.

## New Amplifier at WTMV

East St. Louis—Fred Liggett, WTMV chief engineer, and his staff have completed setting up the new Western Electric 110-A Program Amplifier recently bought by WTMV. Excellent results in modulation are reported.

## Velocity Mikes for KGNO

Dodge City, Kas.—KGNO has added an RCA 44-B Velocity Microphone and Jensen speaker with directional parabolic baffle to handle the crowd situation at its Saturday night Barn Dance broadcast.

## WOKO Replacing Equipment

Albany—WOKO will install complete new transmission equipment as a result of General Manager Harold E. Smith's trip to the NAB convention in Chicago. Smith completed negotiations for the new equipment during the convention.

## WJBK Installs Amplifier

Detroit—One of the latest Bell Telephone Lab developments, a Program Amplifier, which automatically prevents overmodulation, has been installed by WJBK. Paul Frinkle, station's chief engineer, was in charge of the installation.

## New Time for Ted Malone

Ted Malone, doing the "Between the Bookends" program on CBS, will be heard at a new time beginning July 19, shifting to the 10:30-10:45 a.m. spot, Monday, Tuesday, Wednesday and Friday.

WQXR has inaugurated a new program of recordings called "The Bandstand," heard Sundays at 12:30-1 p.m. and consisting of all band music.

Baron Elliott's band Monday begins a series of broadcasts from Kenywood Park, Pa., on WCAE. The boys will be heard in their first program at 5:15 for a quarter hour, and again at 10:30 for a half-hour of dance melodies.

Dr. Walter Damrosch, music counsel for NBC, and Frank Black, NBC general music director, have been appointed members of the Advisory Committee on Music for the N. Y. World's Fair of 1939.

Patricia Carroll has been signed by Johnny Hauser to sing with the Hauser orchestra on their five times weekly broadcast over the WOR-Mutual. Hauser and the band are airing from the Grossinger Playhouse, Ferndale, N. Y.

Ted White, song stylist on KYW, Philly, is busy with recordings. His "Swinganola" has been plattered on Decca by Bert Ambrose and Louie Armstrong will platter his "Reuben Swings the Cuban". Tunes are col-labeled with Jack Meskill.

## Jimmy Burke Gets Wings

St. Louis—Jimmy Burke, Chief Engineer of KWK, is sporting a pair of wings on his lapel—signifying the completion of his first solo flight after instruction at St. Louis-Lambert Airport. A thoroughly air-minded fellow is Burke, as he used air transportation almost exclusively to reach the various origination points of KWK's many remote sporting events.

## Scott Radios for England

London—E. H. Scott, Chicago radio manufacturer arriving here this week, is understood planning to form a subsidiary company in this country for the manufacture of his deluxe sets. BBC is said to be using his new 30-tube receiver.

## 3 Engineers Join NBC

Three new engineers join the NBC technical staff today. They are John E. Holmes, recording engineer, formerly with Rangerton, Inc.; Melvin A. Lewis, field engineer, formerly with WAAT and recently with DeForest Radio in Jersey City, and Wm. A. Irvin, maintenance engineer, at one time with WEA, lately with Commercial Radio Land Corp.

## Stretch Sr. Joins WHN

Harold Stretch Sr., formerly of Hearst Newspapers, has joined the WHN sales department. Harold Stretch Jr., son, is also connected with the WHN sales staff.

## Ted Nolen a Father

Ted Nolen, NBC audio facilities engineer, is the father of a boy.

## San Francisco

Lucille Squires, NBC's latest hill-nelly and yodeler find, makes her debut tonight on the "Carefree Carnival." Also on the program will be Vera Vague and the famous announcer-at-large, Milton J. Mossback. Ned Tollinger scooped the western radio field in getting Mossback as a guest.

"Bud" Chamberlin, Oakland KYA announcer, is out.

Phoebe Clark, NBC actress, is back from Hollywood.

Ben Alexander, making his annual trek to Big Bear boy scout camp in the San Bernardino Mountains, is motoring down for the next couple of Thursdays to do his NBC program.

## KFRO Adds Hour on Sunday

Longview, Tex.—A special Sunday morning popular request program, starting at 7 a.m. and running an hour, has been added by KFRO in response to popular demand. Previously the station opened at 8 a.m. Sundays. This makes KFRO the only Texas station on 1370 kilocycles with a Sunday 7 a.m. program.

Another newscast, at 6:30 a.m. weekdays, under the title of "What Happened Last Night", also has been added by the station, which airs news every hour on the half-hour.

## ATLANTIC CITY

Phil Barr's 500 Club has Joe Frazzetto's music, heard last season over the Intercity net, with Jack Beekman heading a show that includes Kathryn Rand, former dancing partner of Mickey Alpert, now turned maestro.

Radio headliners headline at the swank Bath and Turf Club, top-billing shared by Sheila Barrett and Nan Blackstone.

Stanley Meehan, who sang with Ben Bernie and is now under Rudy Vallee's wing, heads the revue with Lillian Barnes at Babette's Cabaret.

Shirley Herman, the "Mrs. Schlep-perman" of Jack Benny's radio shows, has been added to the Club Nomad show.

Etzi Covato, Pittsburgh, Pa., music master, brings his band to the Renault Tavern, featuring Angela De Mario, KDKA singing star.

Don McLean, who came to KYW, Philadelphia, from WEVD, has been assigned to handle the orchestral broadcasts from Million Dollar Pier, pumped to the NBC red. Initial remotes include the music of Jan Savitt and Ozzie Nelson.

Carol Mackay, former vocalist with Bunny Berigan, headed the entertainment at Hotel Ritz-Carlton's Merry-Go-Round, Eddie Bradd's music holding forth.

Nano Rodrigo's tango-rumba orchestra open at the Hotel Traymore's Patio del Sol.



# Chicago

**C**ECIL UNDERWOOD, west coast NBC production man, being brought here to handle Fibber McGee and Molly show, due back for Monday's broadcast. Underwood replaces Bruce Kamman, who will give his full attention to "Kaltenmeyer's Kindergarten."

Arch Oboler, author of "Lights Out," tells friends here that he likes Mamaroneck so well that he will stay until September before returning home.

Bob Elson, WGN announcer, and Warren Brown, Herald Examiner Sports editor, went to Washington to help report the all star baseball game.

Tom Blanchard, tenor with National Barn Dance octet, replaces Al Rice in the Maple City Four while he vacations with his mother in New York.

W. Biggie Levin plans to embark on a combined business and pleasure trip to South America shortly, to look over talent.

William Morris company is moving next month from 32 W. Randolph Street to larger quarters at 64 East Lake just off Michigan Avenue.

Corinna Mura, who has just started new Mutual sustainer, will be brought to Empire room of Palmer House late this summer. She was at Blackstone here last season.

George Biggar, program promotional director of WLS, is in Brookings, S. D., attending the funeral of his father.

Robert Melind is an addition to office personnel at Young & Rubicam.

Don Thornburgh, CBS, vice-president, stopped off on way back west to confer with H. Leslie Atlans and other former associates at WBBM here.

Donna Locher of WLS "Johnny Gray Jr." cast off to Hollywood tomorrow for screen test at Metro.

Lew Goodkind, who recently re-

# ★ Coast-to-Coast ★

**C**OLONEL JACK MAJOR will have as his guest Monday over CBS at 3 p.m. little 12-year-old Margie Anne Knapp from his home stamping ground, Kentucky. Margie Anne used to sing in the Church Choir until "swing rhythm" hit that part of the country. Now they can't keep the money in the collection plates, Jack sez, for Margie's songs caused the deacon to start in trucking. Colonel Major predicts that this little lady will soon be stepping out on her own, and, like the Colonel, she tells a mean whopper. She says since the swing craze hit the country her grandpa's hogs won't trust him. As an experiment, her grandpa put a swing in his hog calling, and the next morning every jackass in West Kentucky was in the corn crib.

Central Wisconsin Broadcasting Co. has filed articles of incorporation at Wisconsin Rapids, with W. Schroeder, E. Young and H. Stark as incorporators.

Latest addition to the WTMJ, Milwaukee, announcing staff is Bill Evans, formerly with WEBC, Duluth, Minn.

Phyllis Roque returns to sing with the Don Albert orchestra at WHN on Sunday evening at 9.

Sam Badamo of WICC, Bridgeport, goes on vacation Sunday, so he won't have to handle the Pleasure Beach broadcast. Mac Parker of the same station may do a part in "Is Zat So" for the Chapel Players in Guilford.

The Rev. R. Anderson Jardine, who united the Duke of Windsor and Wally Simpson, will be heard over WHN on Sunday evening at 9:15-10 direct from the Broadway Temple Methodist Episcopal Church. WOR listeners will hear him tonight.

Rev. Jardine will also do a guest appearance on Heinz "Magazine of the Air", Wednesday, 11-11:30 a.m., and the same day at 1:30-2 p.m. he will be heard on WMCA from the Kiwanis Club.

WSYR, Syracuse: Three staff members will be married on the same day, Aug. 17; Paul Adanti, control engineer, and Frances Stevens, secretary to Bill Lane, commercial manager,

signed as director of publicity and research at Lord & Thomas here, is in Mexico on a vacation jaunt. Goodkind has announced that he plans to reenter radio here Aug. 1. One report is that he will head a new radio counsel enterprise.

Herb Butterfield, assistant production director at Lord & Thomas, vacationing at Providence.

Les Weinrott, who formerly handled "Betty and Bob" and other shows for Blackett-Sample-Hummert, has been called back from California

will middle-aisle it together, while Bill Rothrum, sports announcer, has chosen a better-half outside the profession . . . Ruth Chilton, newest member of the staff, begins daily women's program Aug. 1; she formerly was with WEEI and WNBZ . . . Earl Freshman, comedian, is billed as "The Chancellor of the Air" in a new half-hour variety show; other talent includes Victor Miller and Peggy Kimball, piano-organ team, and Mary Kelsey, blues singer.

Stan Field, WLTH program director, just can't stand flashlight photos. When one photographer attempted to get Field's picture, while making a speech on the special send-off for the WPA show "Great Jews In History," Field just stopped speaking until the photographer was through taking his picture. He explained that he just can't stand the flash.

"Singers Hymn Time," led by the Rev. B. J. Applegate, and Happy Apple, (The Old Ranger), garnered the fan mail at WLBC, Muncie, Ind., during the month of June. Two programs brought mail response of 560 fan letters and requests. Mail came from five cities and 30 towns.

The Three Little Maids (the Rosenberg Sisters and Jeanne Galbraith) return to their regular sustaining spot on WCAE, Pittsburgh, Monday night, at 7:30. The trio will be heard in a quarter-hour of old and new modern tunes.

George McFarlane, the Boston Mayfair songster, is subbing on the daily WBLZ "Little Show" while Tony Russell is vacationing.

Bernie Barth, new staff member of KOBH, Rapid City, S. D., handles program known as the "Rapid City Rambler." First presentation of this program under its new guide featured reading of final scene of Maxwell Anderson's "Elizabeth the Queen." Barth has a fine singing voice, and according to indications, should go far in radio.

Lyle DeMoss, senior man on the street for KFAB, Lincoln, is wearing a 10-gallon hat these days in all public appearances. He's ballyhooing the State Fair rodeo.

to write Household Finance's "It Can Be Done."

Erwin Nathanson has joined Tom Fizdale publicity staff, replacing Marge Morrison, who is taking up housekeeping. She is the wife of Bill Dwyer, copy writer at the Wade agency.

Jack Swift, vocalist with Joe Sanders at the Blackhawk, has been signed for pictures by Warner Bros.

Douglas Craig, accompanist for the Escorts, has his arm in a sling, result of an accident while swimming.



**T**HE cast of "Hamlet," first of the series of eight plays in Columbia's Shakespeare Cycle, was completed with the signing of Ben Webster for the part of Polonius, Morris Ankrum for that of Laertes and John Wray for the Gravedigger.

They will support Burgess Meredith in the title role, Margaret Perry as Ophelia, Walter Abel as Horatio, Montagu Love as the King, Grace George as the Queen, and William A. Brady as the Ghost when the tragedy is broadcast over more than 90 stations of the CBS network Monday.

Clarence Muse, returning to the station where he got his original start in radio, was heard over the Orange Network and KYA Wednesday as the guest of George Jay during "Listen Ladies," variety show. Since he first went on the air, Muse has gone forward to a featured vocal spot on "Paducah Plantation" and to many movie roles.

"Much Ado About Nothing" will be the CBS Shakespeare play for July 19, with Leslie Howard as the male lead.

Freddie Lightner, who makes his second appearance as guest comedian on the summer Jell-O show this Sunday, has Roscella McQueen as his stooge.

## CINCINNATI

Bob Kennett, program director at WLW, returned from a talent scouting trip to Chicago, bringing back Angelo Rafaelli, Italian street singer; Lynne Cole, tenor, and Dionne Craddock, blues singer.

Improvements on the WLW transmitter at Mason, Ohio, have been completed and the big station is again on the air until 2 a.m.

WSAI is now featuring a "Round Robin" of Cincinnati night spots presenting outstanding orchestras. A novel feature of this program is the interviewing of the "man on the dance floor," carrying out the idea of the "man on the street" presentation.

## ONE MINUTE INTERVIEW

### GENEVIEVE PACE

"Radio must realize that, like movies and the theater, it has its flops, its bread and butter shows, and its successes. The sooner it does, the sooner will real programs be produced. No one can predict the success or failure of a Broadway play. If it doesn't pull, off it goes. Radio opens a show, and keeps it going for 13, 26 and sometimes 52 weeks, flop or no flop. Isn't this the ultimate glorification of the man who admits he's never wrong?"

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

## Greetings from Radio Daily

to  
July 9  
H. V. Kaltenborn Martha Boswell  
Ted Lloyd  
July 10  
Helen Pickens Graham McNamee  
Ray P. Jordan Joan Marsh  
Noble Sissle  
July 11  
Fred Feibel Harry Von Zell