



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 7

NEW YORK, N. Y., MONDAY, JULY 12, 1937

FIVE CENTS

Summer Bugaboo Licked

FRED ALLEN RE-SIGNED FOR TWO-YEAR STRETCH

Despite all the hemming and hawing of the past few months, Fred Allen will be back on the air again this fall for Bristol-Myers Co. He will be featured in the same NBC-Red, Wednesday night hour spot. Allen last week signed a two-year non-cancellable contract with his sponsor. Understood that the comedian got a good salary tilt.

Sperry Is Adding Time On NBC Pacific Red Net

San Francisco—Sperry Flour Co. will offer "Gloria Gale," a 15-minute dramatic sketch on the Red Pacific net, except KYDL, starting July 12. In the cast will be Nancy Coleman, Doris Kemper, Helen Kleeb, James Kreiger, Vernon Wilson, Patricia Craig and Everett Glass. On the air
(Continued on Page 3)

Stewart-Warner to Hold Sales Meeting Aug. 4-5

Chicago—Initial showing of 1938 models by Stewart-Warner Corp. will be made at a convention of radio distributors and their sales forces at the Edgewater Beach Hotel, Aug. 4-5. An attendance of 400 is expected.

S. F. Television Test

San Francisco—A television demonstration at the Philo T. Farnsworth lab last week before a group of newspaper men was hailed as a success. Company believes television radios should be available next year at a price under \$400.

Going Highbrow

New Orleans—Hillbilly music is no longer "coming 'round the mountain" on local stations. The principal broadcaster of backwoods music announced unofficially a few days ago that all programs of what it used to term "American folk music" had been cancelled, apparently in an attempt to put the station on its dignity.

WJW Organizes

Akron—WJW, "The Voice of Akron," has taken the local lead in recognition of its organized employees. Manager Sam Townsend has concluded an amicable agreement limiting working hours and granting substantial salary increases to all staff members, days off, adequate vacations and other benefits. Technical, announcing and office staffs are included.

AFM'S E. T. DISCUSSION SCHEDULED FOR JULY 26

Joseph N. Weber, president of the American Federation of Musicians, has set the definite date of July 26 for meeting of the Executive Board. Board will take up the matter of electrical transcription control, as per mandate issuing from the recent AFM convention in Louisville.

Executive board consists of five members of the executive committee and the four AFM officers. The board gives representation to all parts of the U. S. and also has a Canadian member.

N. Y. State Network Being Fed More Shows

A new program policy affecting member stations of the New York Broadcasting System was announced last week by Burt Squire, manager of the network. Besides carrying their own local shows, the network stations, with exception of WINS, will
(Continued on Page 3)

More Major Accounts Riding Through the Warm Weather—Stations Are Doing Bigger Business Than Ever

MBS CUMULATIVE TOTAL UP 13% FOR SIX MONTHS

Mutual Broadcasting System gross revenue for June, 1937 totaled \$99,136.12, which is slightly off compared to June, 1936. Cumulative total for the first six months of 1937 is \$1,016,320.73, which represents an increase of 13.6 per cent.

The cumulative total for MBS during the first six months of 1936 was \$894,357.90.

Hemingway Play Marks Workshop Anniversary

Presentation of a one-hour version of Ernest Hemingway's early play, "Fifty Grand," will mark the first anniversary of the Columbia Workshop under the direction of Irving Reiss. Show will be aired July 18 at 6:30-7:30 p.m. Reiss will do the radio dramatization.

Elliott Joins KFOX

Long Beach, Cal.—Robert Elliott, formerly with Scripps-Howard and later with KGB, the CBS-Don Lee station in San Diego, has joined KFOX here as commercial manager, it is announced by Hal Nichols, manager.

Business reports from stations throughout the country, together with network and agency activities, indicate that the one-time summer bugaboo is about licked for good.

A poll of advertising agencies and networks reveals that no unexpected cancellation of major accounts for the summer took effect. NBC business which hit an all-time high last summer, is showing a higher trend. CBS, which in the past has had comparatively poorer summer months, showed a stronger trend last year
(Continued on Page 3)

GRAIN BELT STATIONS IN FOR BOOM SEASON

Kansas City—With the wheat and corn belts producing their best crops in many years—in some cases the biggest in ten years—radio stations in these territories are out for new records in business next fall and winter.

Buying power of the farm and rural districts is now about the highest in more than a decade, with signs of continuing that way or getting
(Continued on Page 3)

CBS May Sign "Name" For Educational Post

Rumor around the trade last week to the effect that CBS was ready to announce a new educational director of equal prominence to NBC's Dr. Angell was scotched by Edward G.
(Continued on Page 3)

★ THE WEEK IN RADIO ★

... Networks Continue Gains

By M. H. SHAPIRO

CBS hit an all time high for a monthly percentage increase in gross receipts with 64.8 per cent gain for June, while NBC which saturated itself with commercial some years ahead of its opposition showed an increase of 29.3 per cent...Mutual slid off a little for the month, but held up on its six-month cumulative total...

Household Finance Corp. NBC program is sued on plagiarism charges. ...John Blair & Co. doing some re-

organizing, with changes made in New York, Detroit and Chicago offices as a result of switching officials, etc...

Three cornered controversy of WHN-AFL-ARTA resulted in the National Labor Relations Board referring its data to Washington following a hearing in New York...WAGA, new outlet in Atlanta, owned by the Atlanta Journal, takes to the ether on Aug. 1 as an NBC-Blue network affiliate...Three Birmingham stations

(Continued on Page 2)

Don Lee Expansion

West Coast Bureau, RADIO DAILY

Los Angeles—Obtaining of an FCC permit for a 100-watt station on 1310 kilocycles in Fresno, formerly exclusive Hearst and NBC territory, and addition of KQW, San Jose, are among latest Don Lee chain expansion moves. George Harm, allied with Don Lee motor interests, heads the Fresno station.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (of Radio Daily)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., Gen. Electric, RCA Common, etc. Includes 'OVER THE COUNTER' section for CBS A, CBS B, and Stromberg Carlson.

Gets 3 Portable Pickups
WOR has bought three Western Electric 22-A portable pickup outfits equipped for both AC and battery operation. This represents the greatest number that has been sold to any one station in the country to date. The amplifiers will be used to handle the large number of remote broadcasts which WOR has been assigned to cover as a member of the Mutual system. The apparatus is portable, weighing only about 50 pounds, and is entirely contained in two suitcases.

Joan Blaine to New York
Joan Blaine, who has quit the cast of "A Tale of Today," NBC-Red network program emanating from Chicago, following last night's broadcast, is moving to New York this week. There has been talk that she would do a new network show from this end.

Schillin's Newark Branch
Schillin Advertising Agency on July 15 will open a branch office at 744 Broad St., Newark.

KMMJ
Clay Center, Neb.
The favorite family station

THE WEEK IN RADIO

... Networks Continue Gains
(Continued from Page 1)

involved in a shuffle, as approved by the FCC... Two newspapers, Telegraph-Herald in Dubuque and Times Publishing Co., St. Cloud, Minn., got station permits from the FCC...

Senator Wallace H. White, Maine Republican, introduced a resolution calling for a sweeping investigation of the radio industry and a study of the activities of the FCC... Gov. Hoffman of New Jersey lost ground in his suit against Boake Carter and then followed up with more legal stuff...

Amos 'n' Andy signed for three

years on NBC for Campbell Soup Co. product (probably beans), deal being made by Bill Murray of the William Morris offices and L. Ward Wheelock, vice-president of J. Wallis Armstrong agency. They start Jan. 3, 1938... Actors' Equity Ass'n starts active organization of radio actors and circulates authorization blanks which will enable Equity to come to the front as collective bargainer... WJBK case against Western Union brought before FCC... More drama in the offing with WOR to offer new series presented by Orson Welles and NBC going in for some Shaw and O'Neil.

Diving in Octopus Tank For Broadcast on WJAY

Cleveland—In one of the most dangerous broadcast stunts ever attempted, Carl Mark, WJAY announcer, on Thursday at 11:45 a.m. will get into a diving suit with microphone and step into a 50,000 gallon tankful of water which contains a live 20-foot octopus at the Great Lakes Exposition. The octopus will be the only other living thing in the tank and only means of communication of the situation and anything that may happen. Although octopus will be fed before broadcast, it is expected to give Mark plenty of thrills and Cleveland radio listeners some exciting moments.

Cast for CBS "Much Ado"
Leslie Howard and Rosalind Russell will head the cast of "Much Ado About Nothing," the Shakespearean offering over CBS on July 19 at 9-10 p.m. Ben Webster, Charlotte Evans, Dennis Green, John Davidson, Stefan Schnable and Wright Kraemer are among others in the cast.

Eve Casanova Adds a Day
Eve Casanova's WMCA series on charm is adding an extra day and will be heard hereafter on Monday, Wednesday and Friday at 10:15-10:30 a.m.

"Angelus Hour" on WBNX
Thelma Holden of Hollywood, lecturer, writer and educator in spiritual principles, starts a new series, "The Angelus Hour," on WBNX at 5:15 p.m. Tuesday.

Wallace Warren Managing KOH
Reno, Nev. — Wallace Warren has been named manager of KOH, McClatchy chain station, succeeding Joy True, resigned. Warren was formerly with Central States Broadcasting Co. in Omaha and with KFBK, Sacramento, since May.

FCC Ready to Assist In Probe of Industry

Washington Bureau, RADIO DAILY
Washington—Attitude of the FCC toward the resolution introduced in the Senate last week by Senator White of Maine, calling for a complete probe of the radio industry and the FCC, is the same as it was concerning the Connery measure, according to a spokesman of the Commission. The FCC is ready to cooperate in any way possible should the resolution be adopted. Action, however, is not expected until the new session starting in January.

Grant Stores Sign Prescott
Allen Prescott ("Wifesaver") has signed with the W. T. Grant chain of stores for the series of 39 weeks of broadcasts to begin in August. Prescott's contract calls for his making personal appearances in all of this company's stores in the South, Middle West and New England.

CBS to Air "Caesar" July 26
West Coast Bureau, RADIO DAILY
Los Angeles—"King Lear," slated as third in CBS Shakespearean repertoire, gives way to "Julius Caesar," July 26, on account of illness of Lionel Barrymore. Claude Rains probably in the title role.

Alistair Cooke in NBC Series
Alistair Cooke, film critic heard recently over BBC, inaugurates a 13-week series over the NBC-Red network, Wednesdays, 10:45-11 p.m., beginning July 21.

Philip Pancoast to Marry
J. Philip Pancoast of Transcriptions Inc. left Saturday for Uniontown, Pa., where he will marry Ellen R. Semans on July 17. The newlyweds return to New York late this month.

Tony Koester Joins KFBK
Sacramento — Tony Koester, formerly with KPQ, Wenatchee, Wash., has joined the announcing staff at KFBK, McClatchy station here.

COMING and GOING

WALTER DAMROSCH returns today from Europe aboard the Normandie with MRS. DAMROSCH.
MARY LEWIS, prima donna, is another Normandie arrival today.
OLIVER WAKEFIELD also arrives today aboard the Normandie.
RUDY VALLEE departs for Dallas where he is to appear at the Greater Texas Exposition.
MARION CLAIRE leaves Los Angeles to appear as soloist at Grant Park, Chicago, July 24, on the program being sponsored by the musicians of Chicago.
MAY ROBSON, enroute to Hollywood after appearing on the Sealtest show in Cleveland yesterday, steps off today in Chicago.
PAT BARRETT of the Uncle Ezra show is vacationing in Northern Michigan.
EDWARD M. RAYNOLDS of Ross Federal Research Corp. sailed Friday to become marketing and research director of J. Walter Thompson's London office.
IRENE RICH was in Chicago last week for a conference with the Kastor agency. She is expected back in New York today after spending some time with her children and friends in Detroit prior to the Chicago trip.
NORMAN FOLEY of Harms Music left Friday for a vacation at Totem Lodge.
LARRY NIXON left Friday for Dallas on business.
VANCE BABB, NBC Radio City press head, off on his vacation.
PAUL WHITE, JOHN FITZGERALD and BOB TROUT, all of CBS department of public affairs, to Atlantic City over the week-end to attend the "Headliners" dinner.
JAN PEECE left Friday for Hollywood where he will appear at the Bowl, in a concert performance July 22.
FERDE GROFE flies to Hollywood in about a week to be guest conductor of the Los Angeles Symphony Orchestra concert in the Hollywood Bowl, July 22, when many of his own compositions will be played.

"Hollywood Showcase" on CBS

West Coast Bureau, RADIO DAILY
Los Angeles—"Hollywood Showcase" goes CBS transcontinental on July 17 at 9:30-10 EDST. Initial network presentation includes Lillian Lawrence, vocalist, Ralph Rainger and Leo Robin, tunesmiths, and Lud Gluskin. Tabloid dramas also under consideration for exploitation of promising but little-known talent.

2 New WHN Series

Dick Barry and orchestra will be heard on WHN over the WLW Line from Cincinnati on Sundays and Tuesdays at 12:30-1 a.m. and Fridays at 12-12:30 a.m.
Don Bova, singing guitarist, starts a series today at 11:45-12 noon. He also will be heard Tuesdays and Wednesdays.

Advertisement for 'Colonel from Kentucky' program featuring a cartoon character and text: 'I KNOW WHO THE "COLONEL FROM KENTUCKY" IS I CONDUCT HIS PROGRAM' TUNE IN MONDAYS 3-3:30 E.D.S.T WABC COLUMBIA NETWORK

GRAIN BELT STATIONS IN FOR BOOM SEASON

(Continued from Page 1)
even better. As a result, broadcasters expect to have little trouble selling sponsors the idea of doing a little concentrated radio advertising in these communities.

In addition to the farmers benefiting from the high prices of wheat, corn, hogs, etc., the big grain crops are also aiding the railroads.

N. Y. State Network Being Fed More Shows

(Continued from Page 1)
be fed programs from WLW in Cincinnati, WHN in New York and WAAB in Boston. Stations will also air programs originating in the WINS studios.

Members of the network, of which WINS is the key station, are WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn, and WBNY, Buffalo.

SAN FRANCISCO

Starting late in July, KYA, through Oakland, will air the Oakland Lakeside Park band concerts for the Orange net.

KLS last week aired the first 30-minute crime drama waxed by Alameda Federal Educational Radio Technique class.

Jim Morgan, KSFO program manager, vacationing at CBS studios in the south.

Ford Billings, gen. mgr. of California Radio System, arrived here last week after a month in N. Y. Stopped over for confab with KYA mgr. Bob Roberts before heading for L. A.

Bill Pabst, ass't mgr. KFRC spending a few days at Fallen Leaf Lake near Tahoe.

Gallenkamp Shoes has dropped "True Detective Tales" and is now sponsoring "Prof. Peter Puzzlewit," an interview program of questioning the public done by Larry Keating. "Puzzlewit" was formerly fathered by International Shoe Co.

Lois Williams, CBS publicity department, back from a Hollywood vacation.

Good Scouts

Don Goddard and Tom Riley of the NBC Press Department, who went to Washington to arrange all the NBC broadcasts of the Boy Scout Jamboree last week, not only did their duty of preparing scripts, acting as contact and production men, etc., but made themselves indispensable to the Boy Scout organization. Lowell Thomas, who went to Washington to do his regular evening news stint from the Jamboree, found Goddard and Riley playing the roles of chief assistants to Dr. James West, Chief Scout Master, helping him in every conceivable way to handle the 26,000 boys and all their activities.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED
C. J. MacGregor, Port Newark, N. J. CP and license for new experimental station.
KRGV, Inc., Weslaco, Tex. Authority to transfer control of corporation from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden.

HEARINGS SCHEDULED
Today: Richard Field Lewis, Oakland, Cal., CP for new station; Harry Schwartz, Tulsa, CP for new station.
July 13: Genesee Radio Corp., Flint, CP for new station.
July 14: Standard Life Insurance Co., Jackson, Miss., CP for new stations.
July 15: El Paso Broadcasting Co., El

Paso, CP for new station; World Publishing Co., Tulsa, CP for new station; KGKL, Inc., San Angelo, Tex., CP for power increase to 5 kw.; The Tribune Co., Tampa, CP for new station; F. B. Clements & Co., Mankato, Minn., CP for new station; Centennial Broadcasting Corp., Dallas, CP for new station; WROK, Rockford, Ill., authority to transfer control.

Oct. 25: George H. Payne, San Jose, Cal., CP for new station.

Nov. 1: Honolulu Broadcasting Co., Honolulu, CP for new station, also authority to transfer control of KGMB.

Dec. 17: WLAC Inc., Nashville, CP for increase in power to 50 kw., 1470 kc., unlimited time.

Sperry Is Adding Time On NBC Pacific Red Net

(Continued from Page 1)
five times a week, the show will be preceded by another Sperry program with Hazel Warner and Martha Meade. Present Sperry show has been running two-a-week.

Dog Plea on Air

Marking the first broadcast of its type, WHIO short-waved a program from the Montgomery County Animal Shelter in Dayton. Ron Gamble, announcer in charge, was so successful in placing dogs in homes that the director of the Animal Shelter requested the broadcast be repeated.

WBS Signs 3 More Stations

World Broadcasting System has signed three new stations for its recording library service—KGER, Long Beach, Cal., and 3ZB, Christchurch, and 4ZB, Dunedin, both in New Zealand. KGER starts the service on Aug. 1. Other two stations begin late next month.

4 Coast Shows on Mutual Sat.

Four shows from the coast are now going transcontinental over Mutual on Saturdays, 9-10:30 p.m. They are: "Louisiana Hayride," Negro musical; "Ecstasy," with Paul Keast, Juliette Novis and Frederick Stark's Don Lee orchestra; Otilio Revarra and his Mexican orchestra and George Fischer's "Hollywood Whispers."

Dragonette in "Bitter Sweet"

Noel Coward's "Bitter Sweet" will be presented by Jessica Dragonette as her Beauty Box presentation Wednesday at 9:30-10 p.m. over CBS.

Banks Program Fading

The CBS American Banks cooperative program will fold after the Aug. 6 broadcast which is the expiration date of the CBS contract. Program is heard, Fridays, 10-10:30 p.m.

Third Week for Lightner

Freddie Lightner will be held over a third week as guest comedian on the summer Jell-O show over NBC-Red network on Sundays.

Curtis & Allen Handling Mann

Jerry Mann's affairs are now being handled by Curtis and Allen. Mann is the starring comedian on the "Hammerstein Music Hall," on CBS each Tuesday.

CBS May Sign "Name" For Educational Post

(Continued from Page 1)
Klauber, CBS executive vice-president.

Klauber said it was quite possible that someone in the company was working on such a plan, but as yet he had not seen the report.

Rumor may have been started by the fact that CBS has hired W. Cabell Greet of Columbia University, a linguist, to do some unannounced work for the network.

"City Sleeps" Returns

"While the City Sleeps" returns to the air July 12 and will be heard Monday—Wednesday—Friday at 5:15 p.m. on the NBC-Red network out of Chicago, succeeding the "Adventures of Dari Dan" serial now sponsored in the same spot by the same sponsors, Boweys Inc. Finney Briggs continues in the Dari Dan role. Bill Moore writes the scripts. Cecil Roy, Forrest Lewis and Bill Bouchey also in the cast.

Tea Bureau Plans Not Set

Plans for the expansion of the Tea Bureau into the east and southeast will not take place until around the first of the year, says William Esty & Co., Bureau's advertising agents. Whether spot radio will be used then along with other media has not been decided. Sponsor is currently using radio in its campaign in the Cleveland-Buffalo area.

Muriel Byrd Returns to WHN

Muriel Byrd, vocalist, on Saturday began a series of weekly afternoon programs over WHN, at 2-2:15 p.m. She was previously heard with Don Albert on his Cocktail Lounge broadcast over WHN last year.

* * * * *

RAY

MIDDLETON

Now Appearing

NEW CHASE AND SANBORN SERIES

UNDER CONTRACT

TO

PARAMOUNT PICTURES

Management

COLUMBIA CONCERTS CORP.

OF COLUMBIA BROADCASTING SYSTEM

* * * * *

SUMMER BIZ BUGABOO LOOKS LICKED FOR GOOD

(Continued from Page 1)
and June business exceeded all expectations.

Outstanding reasons advanced for the increased network summer biz include:

1. The 10 per cent discount obtained by continuous advertising and use of the nets, which virtually makes the overall cost for the summer months one-half the rate of the other months. For example, an account going on for only 39 weeks loses the discount, whereas the additional 13 weeks to make it 52 costs the advertiser about the equivalent of seven weeks because of the discount figured on the 52 weeks.

2. Advertiser is enabled to keep his favorite time and outlets, also a continuity of audience.

3. Advertiser covers himself on any rate card rise for the ensuing year.

Supplementary reasons are the consideration whether a competitor is on the air; increased consumption of many products in the summer months—gasoline for instance; millions of auto sets in operation, catching listeners on the fly and otherwise; statistics showing that actually more people are at home in summer than in winter. Last but not least is the acknowledged improvement in the modern set which keeps static down to a minimum.

WHN Adds News Periods

Richard Brooks, commentator, will do 20 news periods a week over WNEW under a new schedule starting July 26. He will be heard three times daily Monday through Friday, four times Saturday and once Sunday. INS service will be used. Several of the periods already are sold.

Whiteman Postponed Again

Ft. Worth, Tex.—Paul Whiteman's NBC series was postponed again until Wednesday because of lack of broadcast rehearsal time.

There is no Substitute
for Coverage

**W
S
Y
R**

The Voice of Central New York

SYRACUSE, NEW YORK

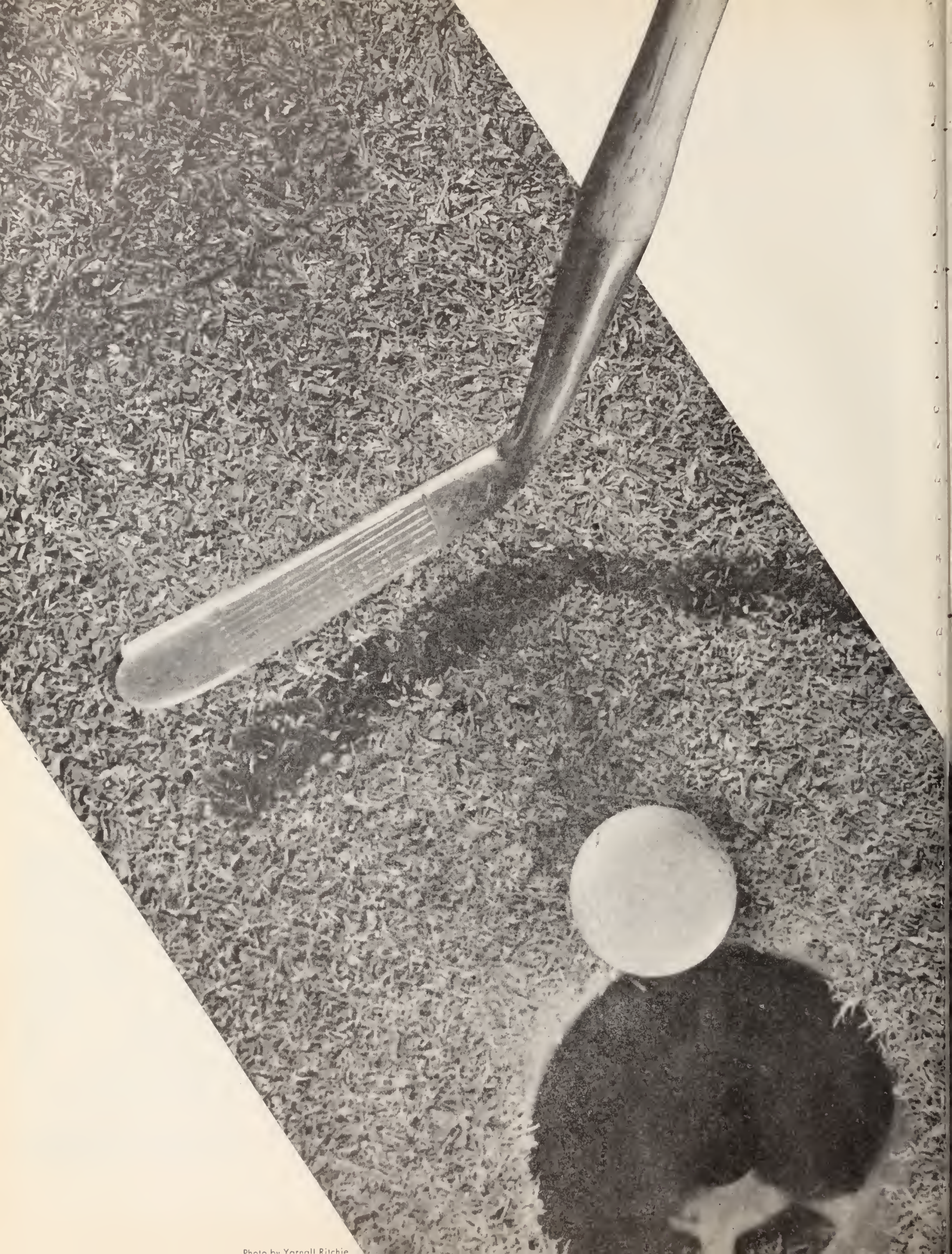


Photo by Yarnall Ritchie

plunk!

The longest drives . . . the sweetest irons . . . the crispest pitches . . . all hang in the balance until you're *in*. Merchandising is no different. Getting *home* counts . . . which explains the continuous growth of radio.* Radio is the shortest, straightest line into the greatest number of homes. Today . . . into 24,500,000 American homes . . . and millions of automobiles. Tomorrow . . . in many thousands more. And the tomorrows after . . . in still more thousands of homes and cars. (The current sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will be glad to supply the radio facts on *your* industry, upon request.

SPEAKING OF BEING "ON THE GREEN"...

These are the major golf tournaments carried by CBS this summer.

NATIONAL OPEN • Birmingham, Michigan • *June 10-12 inclusive*

RYDER CUP • Southport and Ainsdale • *June 29-30 inclusive*

BRITISH OPEN CHAMPIONSHIP • Carnoustie, Scotland • *July 9*

NATIONAL AMATEUR • Portland, Oregon • *August 23-28 inclusive*

THE COLUMBIA BROADCASTING SYSTEM



CHARLES P. HUGHES, who originated "First Nighter" and "Behind the Camera Lines," has launched a new four-a-week dramatic show over WJJD under title of "The Broadway Melody" in the interests of 42d Street Sales corp. (Cosmetics).

Albert Kircher Co. (advertising) has opened a publicity and public relations department headed by Milton Pollack, formerly with CRA. Tom Kettering also is associated with the new venture.

Tom Fizdale, who merged with Earle Ferris under the title Ferris & Fizdale, in New York, will look after midwestern interests of the firm and probably go to the coast in the fall.

Ed Voynow, v. p. and Chi manager of Edward Petry & Co., back from a sojourn in Europe.

Ned L. Reglein, WIND program manager, leaving July 22 for Europe. Will be gone six weeks.

Tom Kivlan, WBBM sales, is vacationing in Sister Bay, Wis.

Monte Kelly, top tenor with Griff Williams band at the Aragon, is in Edgewater hospital, result of an auto smashup.

Irna Phillips, who writes "Today's Children" and the "Guiding Light," has just signed for a third network dramatic show, "The Hand of Man," story of a physician. Show will originate from New York starting last week in August over NBC.

Art Eaton, head of the creative department of Young & Rubicam, off for a vacation in Philadelphia and other Pennsylvania points.

Virgil Irvin, WAAF's new continuity editor, has been placed under option by a Hollywood film company and will make a screen test in September.

Joe Silver is a new announcer at WAAF. He came from WLBC, Muncie, Ind.

Pat Barrett (Uncle Ezra) has turned over operation of his station E-Z-R-A to Aunt Cecelia (his wife in real life) who will operate it for a fortnight while he vacations in the northwoods.

Ruth Lyon, NBC soprano, left Saturday for vacation with her parents in Pontiac, Ill. During her absence Olga Kargau is singing on "Romance Melodies" and "Words and Music" programs.

A REPORTER WITH A CONSCIENCE!

● ● ● The heat makes one so lackadaisical that news like the "Broadway Varieties" sponsored by Bi-So-Dol, featuring Oscar Shaw and Carmella Ponselle, fading from the airwaves before August—after close to three years on the airwaves—means just another line instead of a scoop... Also, that "Hammerstein Music Hall" will take over "Varieties" time on Fridays with its Tuesday time going to another sponsor... However this from Ernie Hare and Billy Jones is very soothing: "There are only 142 days left to do your shopping before Xmas"... Word from Rosaline Greene's press agent sets our blood boiling!... He says that she's knitting a "Roosevelt scarf" inspired by the First Lady's needlework before her airings... Arthur Boran had the right idea when he appeared with Dick Humber's band at Manhattan Beach—wearing a bright yellow suit... Explorer Suyden Cutting, who is accustomed to the heat of the tropics, got "mike-fright" on the Frankie Basch WMCA show... Morton Bowe has a new remedy for this weather... He is refreshed when he shows Tommy Dorsey and Arthur Michard his scrap-book with the complaint that it costs him \$250 a month to keep it up.

● ● ● While we're waiting to get "knocked out" on the cherry-coke, word is received from KFRC, Longview, Tex., where it's hot with or without Billy Rose... Seems that while one of the streets there was being widened and an underpass built, the railroad company had a drill driven through an eight-inch concrete piling of 1500 pairs of phone cables... It so happens that the program lines of the station ran through these cables... When the accident occurred, it not only cut the program lines of KFRC but telephone service as well... Imagine the sweat the program staff raised switching the shows from the studios to the base of their transmitter. Station also explained to listeners about the lack of phone service, thus relieving the "wrong number gals" of thousands of inquiries.

● ● ● At the Surfside opening the other nite we found Eric Madri-guera's ork grand with Josephine Huston leaving us in a trance after EIGHT encores. She proved that the Riviera was a bugaboo for her talent and that a finer voice couldn't be brought to radio... Funny thing about what the heat can do... It's too darn hot to argue with any one and if some one starts—let him wear himself out talking... Mack Goldman, frinstance, proves why he's loved and respected by the industry... Someone had a peeve and asked Mack to grind their ax—because it was too warm—and they couldn't get to first base... Mack argues, wins the point and then to his grief learns that he was on the wrong side of the combat... Wonder why Julian Abels went to Frisco in such a huff?... Sherman-Clay are located there, eh?... Even though Lew Brown wears Hollywood togs, he still appears annoyed... Jack Robbins wants to start a Hollywood clothes movement here... George Evans has Mayor La Guardia pitching the first PING PONG ball in the radio artists' tournament to be held at Claremont... Albert Gumble of Donaldson, Douglas & Gumble starts with Millar Music today... Wini Shaw met Oscar Shaw for the first time and learned that they were neighbors on the Island.

● ● ● To escape the heat—go driving—but don't listen to the Hudson-De Lange orchestra! We nearly smacked up trying to beat time with our RIGHT foot. They are the hottest thing around!... Dave Tough, T. Dorsey's drummer, is out sick, while George Wettling, beater-outer for Bunny Berigan, is down with a stomach ailment... Frank Warren died Thursday nite before Harry arrived from the coast... Dave Driscoll and Jerry Danzig will be 3000 miles apart but will still do their "Let's Visit" shows. Jerry will be on the coast and Dave here. Clever switching will have the two talk back and forth... This heat's too much for anyone's conscience... Hey, Ted Collins, up there in Alaska with Kate Smith, how about swapping thermometers with us down here!

JOHAN BARRYMORE and Elaine Barrie will both play dual roles in the fourth of the NBC Shakespeare series tonight. John is cast as Prospero as well as Caliban, while Elaine will do both Ariel and Miranda. Others prominently cast are: Walter Brennan, Herbert Mundin, Robert Wagner and Henry Hunter.

KFI premieres new portable transmitter with results of the Daily News-Chevrolet "Soap Box Derby," July 31, with Doug Evans officiating. Latest sponsors of juvenile entrants in the Derby are: John Barrymore, Lum and Abner, Bob Burns and Dorothy Lamour. Bill Fields and Charlie McCarthy previously promoted by fast-talking juve pilots.

Jane Aulick, CBS publicity, and Kathryn Cravens, commentator on women's topics, are in town from New York for a three-week look-around.

Tom Waring and Priscilla and Rosemary Lane of the Fred Waring crew do guest appearances on "Listen Ladies," KEHE, today.

Hal Rork, former M-G-M exploiteer and one time Los Angeles newspaperman, in town to exploit one William Shakespeare for CBS.

Harry Witt, CBS sales chief, back at his desk after trip to Chicago and New York.

Harry Maizlish, KFVB factotum, in San Francisco attending sales convention of White King Soap products, sponsors of the Gus Edwards juvenile show on that station.

"Happy" Jack Kay, conductor of KFVB's getter-upper Breakfast Club program, held a club picnic at Long Beach on Sunday for all his fans.

Alfred Leonard, European pianist, music critic and commentator, will review and comment on Hollywood Bowl symphonic programs throughout the Bowl season over KEHE. Initial program set for tomorrow at 6:45-7.

Gus Edwards' "Schooldays of the Air" goes CBS Pacific Coast with the July 19 show, Monday 8:30 to 9:15. Emanates from KFVB and still heard over that station.

Don Thornburgh, CBS vice-president, back at his desk after spending a week at headquarters in New York.

KMTR offers ambitious tyros a chance to show their wares with a new show Monday and Thursday nights, logged as Charlie Craft's "Discoveries" and produced by Rudy Cornell, while Hollywood Chatterbox, formerly Tuesday and Friday, has been cut to one airing on Friday.

Luis Albarni set for comedy on next Benny Goodman "Summer Swing" session. Benny goes into the Palomar, scene of his first big click, July 20, following Glen Gray.

Phil Baker joined the other celebs on the Boulevard. Reported will pipe few of his early Fall programs East.

BIRTHDAYS

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

Greetings from Radio Daily

JULY 12

Milton Berle
Harold R. Peat
Ray Winters

**WITH THE
★ WOMEN ★**
By ADELE ALLERHAND

TIM & IRENE, Stoopnagle & Budd, Don Wilson, Frank Parker, Bunny Berigan, Del Sharbutt and Meri Bell all planning to take their respite from radio at Romayton Beach, Conn. . . . According to recent WOR report, Les Gottlieb will spend his fortnight, which began last weekend, at Ebbetts Field. . . . And now they're saying that Mary Small will audition "Juvenile Varieties" this week, it being a 5-times-a-week offering, with changes in program structure for each broadcast. . . . Dorothy Wilkens arranges for her request ditties in rather unusual fashion, her habit being to have the customers select them the day before. . . . Sheila Barrett's favorite stunt at parties used to be impersonating Lenore Ulric in the character of "Lulu Belle" . . . Adele Purcell, by her own confession, only femme song plugger in town, crashed the Parks Johnson, Wally Butterworth NBC Vox Pop program, t'other day and was interviewed in the Vox Pop manner.



A lass named Latane Bartlett is busy contacting newspapers, schools, colleges, and other civic and educational organizations in the WBIG area of Greensboro, N. C., all in the interest of the new CBS-Shakespeare series. . . . Latane's been on several ether offerings, over the station, her pet program being a fashion idea, in which she shines. . . . Helen King, who makes contests pay, has a last name that's highly significant. . . . It seems she numbers among her more distinguished ancestors William and Mary of Orange (if you know your history). . . . Maude decade belles, all members of the Brooklyn three score and ten club, who aired over WMCA in "Grandma's Night Out" will compete in a beauty contest at Steeplechase Park, with Mrs. Emily Klein, prexy and "Most Beautiful Grandma of 1936" holding the reins. . . .



Tribute from Caesar. . . . musicians at CBS flocking to Hollace Shaw's rehearsals on account of they think the gal's good. . . . George Dunning, chief arranger of the Kay Kyser aggregation has gone matrimonial. . . . Bride is a hostess he met on a transport plane while making a jump on tour. . . . George felt airsick. . . . The hostess was sympathetic. . . . They were married three weeks later. . . .

★ **Program Reviews** ★

"KRAFT MUSIC HALL"

with Bob Burns
Kraft-Phenix Cheese Co.
WEAF — NBC-Red Network,
Thursdays, 10-11 p.m.
J. Walter Thompson Co.

GOOD SUMMER SHOW EXCEPT THAT IT'S A LITTLE OVERBOARD ON BOB BURNS.

Whether a full hour of emceeing by Bob Burns, who is so definitely character-typed, is advisable or not, the opening broadcast of the Kraft summer series did not quite definitely answer. But at times it seemed very much that this may prove the program's handicap. Burns does not have Bing Crosby's facility for steering his bantering informally with his guests. He has too much a consistent Arkansas accent, which is okay in smaller doses not in the amount required of an emcee for a 60-minute show. Outside of this, Burns handled his job with credit.

John Trotter's orchestra, new musical aggregation for the program, did excellent duty. It has zip, tunefulness and color. Trotter also was okay in his dialogue bits.

Special guests for the first broadcast of the new series included Mary Boland and Franchot Tone, film stars, who exchanged patter with Burns satisfactorily; Josephine Tumminia, talented opera singer heard on previous occasions at the Kraft Music Hall; the Foursome Quartet, a lively and harmonious unit, and the Paul Taylor chorus of good voices.

Ken Carpenter handled the commercials.

"LET'S PLAY GAMES"

Sustaining
WOR - Mutual, Fridays, 8:45-9 p.m.

NEWEST FORM OF STUDIO AUDIENCE CONTEST TYPE OF SHOW IS ABOVE AVERAGE.

Jane Martin, who conducts this program, succeeds in injecting the novelty angle right off the bat, due to her gracious manner of handling the show, giving it charm and speed, yet not sacrificing courtesy to the contestants. Instead of following out one type of show, such as a spelling bee or straight questions, considerable variety is added because there are no end of games that may be quickly introduced. Five people are chosen from the audience, with first prize being \$5, second \$3, etc., and additional prizes for listeners who send in suitable material.

Parlor type of game works smoothly and the contestant has to be on his toes. Miss Martin has an unusually fine ether personality for this kind of work and the program should catch on easily.

"Five Hours Back"

Intended primarily for rebroadcast to England via short wave and the BCC, this Friday 2:30-3 p.m. NBC-Blue network program, revived for its third summer, is tasty musical

"VELVET VARIETIES"

Terre Haute (Ind.) Brewing Co.
KMOX, St. Louis,
Tuesdays, 8-8:30 p.m.

PLEASING VARIETY SHOW HIGHLIGHTED BY BEN FELD'S ORCHESTRA.

With Ben Feld's Orchestra supplying the musical background in very enjoyable style, this program made a good impression in its first two airings. Using a lot of talent that is mostly new to these parts, and doing something different in the way of rehearsals before audiences in advance of the regular broadcast, the show has attracted quite a bit of interest.

Program caught last week had Maria Lane, monologist on the Arline Harris type; Irene Stone, vocalist; Marie Lane, "The Talkie Dame"; Dick Mills, baritone; Christine Randall, torch singer and ivory tickler, and Spencer Allen, emcee. All gave a good account of themselves.

"Music for Today"

Morton Gould, the conductor-composer-pianist, who is the guiding genius of this WOR-Mutual program, and Phil Lang, who assists him on some of the arrangements, can be credited with a truly distinguished and most entertaining musical half-hour at 9:30-10 p.m. on Thursdays. The show also features Helene Daniels in the vocal end.

When caught last Thursday, the program offered an unusually well-balanced, cleverly diversified and rhythmically rich collection of numbers, ranging from novel arrangements, such as Phil Lang's "Jaywalk" and a neat handling of "Johnny One Note," "The Merry Widow Waltz," blues numbers and Gershwin's light-hearted "Let's Call the Whole Thing Off."

Miss Daniels sang "Mad About the Boy" and "A Message from the Man in the Moon," numbers in which her full-bodied voice is displayed to advantage.

Program as a whole falls in the better class of musical presentations without getting far away from the swingy rhythm that is currently popular, an achievement that is a tribute to Gould's musical skill.

Frank Knight handles the announcements appropriately.

entertainment either for Britishers at tea time or for Americans after lunch. Dr. Frank Black conducts the NBC symphony dance orchestra, while the vocalizing is done very entertainingly by the Cavaliers Quartet, Carol Weymann and Floyd Sherman.

"Racing Results"

Heard at varying dinner-time hours daily except Sunday, this new WHN sports program handled by Jimmy Winchester is a good one of its kind. It gives the day's results from various

GUEST-ING

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 8 p.m.).

GUS ARNHEIM, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 3 p.m.).

MRS. ELINORE M. HERRICK, regional NLRB director, on "Success Stories," July 14 (WMCA, 8:45 p.m.).

JOSE ITURBI, JAMES STEWART, DOROTHY McNULTY and FORTUNIO BONANOVA, on Kraft Music Hall, July 15 (NBC-Red, 10 p.m.).

FAY WRAY, from Hollywood; JOE COOK and JOE LAURIE JR., from New York, and THE GAUCHOS and JACK ARTHUR, from Dallas, on Rudy Vallee show, July 15 (NBC-Red, 8 p.m.).

EDDIE DOWLING, RAY SINATRA, JOEY NASH, MICKEY WALKER, SAM TAUB and NOLA DAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

GUS VAN and HARRY SAVOY, on "Broadway Melody Hour," July 14 (WHN, WOR, 8 p.m.).

HENDRIK WILLEM VAN LOON, on final Mrs. F. D. Roosevelt program, July 14 (NBC-Blue, 7:15 p.m.).

AL WOODS, MITZI, GEORGE LEWIS, HARRY MARSHALL, JOE BAILY and DESIREE TABOR, on Chamberlain Brown program, today (WMCA, 1:30 p.m.).

PATRICIA RYAN, on Town Hall Tonight, July 21 (NBC-Red, 9 p.m.).

TERRI FRANCONI, interviewed by Nellie Revell, July 20 (NBC-Red, 5 p.m.).

ARNOLD JOHNSON and his Sextet, on "Original Amateur Hour," returning to Loew's Ziegfeld Theater tomorrow (WHN, 7 p.m.).

GRACIE BARRIE of "The Show Is On," on "Hammerstein Music Hall," July 20 (CBS, 8 p.m.). Set by Herman Bernie office.

tracks around the country, including Empire City, Latonia, Arlington, etc., confining itself to the straight facts and passing up the comment indulged in by many sportscasters to color their reports; with the exception of Fridays, when guest stars will appear. Winchester was formerly a Frisco sports editor and knows his stuff.

**FRANK
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

PROMOTION

WHB's "Doing Job Alone"

As the final chapter in the elaborate campaign and celebration which marked the celebration of its 15th anniversary, WHB of Kansas City has issued an attractive booklet titled "WHB Proves It Can Do the Job Alone," containing photographs which tell an impressive story of how the station put the event over the top without resorting to any outside advertising medium.

Reproduction of the original anniversary announcement, displays of counter-cards and tickets to the anniversary dance which drew more than 15,000 to the municipal auditorium, and a center spread photo of the auditorium crowd, plus other photos of the party, the entertainers, etc., are included in the 14x18 brochure, which headman Donald Dwight Davis of WHB is taking pride in sending around.

WFIL Booklet

WFIL, Philadelphia, has put up a promotion booklet to prove that action speaks louder than words. Instead of merely telling the advertiser about the merchandising help given by the station in selling the sponsored programs, WFIL gives the actual proof. Folder is a series of tear sheets showing proofs of ads placed by WFIL in local dailies, exploiting commercial programs. Station gets the newspaper lineage on time for space swaps with the sheets.

Juvenile Serial Promotion

Barnett's Booteries, Long Beach, Cal., shoe store has a "give-away" tie in with their radio program "Bobby and Betty and Their Magic Boots," magic-land fantasy heard over KFOX each Monday, Wednesday and Friday at 7:15. The characters Bobby and Betty, by means of a pair of magic boots are now adventuring with Buffalo Bill in the old days of the West. Barnett's gives away a Buffalo Bill picture book with each pair of shoes purchased by children.

ONE MINUTE INTERVIEW

JOHN BARRYMORE

"The actor of stage and screen who thinks that he can work at the microphone without previous radio experience is mistaken. Radio requires a dramatic technique all its own. As a new field of artistic expression, it deserves the most careful study and consideration from the actors who would succeed in it, no matter what their achievements in other mediums."



Coast-to-Coast



RICHARD MAXWELL, CBS tenor-philosopher, will dedicate his next Saturday's program to the "Send-a-Child-to-Camp" campaigns. Maxwell's "Comfort and Cheer" is heard six days weekly at 10:15-10:30 a.m.

Rex Reynolds, baritone at WBAL, Baltimore, will be featured on the new series of early evening programs titled "Golden Dawn Melodies," heard three times weekly.

Slim and His Gang, heard for some time over KDKA, Pittsburgh, have dissolved as a gang and have joined Clayton McMichen and His Georgia Wildcats. Among the group are Slim Bryant, Kenny Newton, Loppy Bryant, Jerry Wallace, Carl Cottner.

Harold Niles' Wednesday evening "Current Comment" on WICC, Bridgeport, is recessing for the summer. Gilbert Johnson, Bridgeport tenor, appears in Elise Menn's recital period tomorrow at 7:15 p.m.

Bob French, production manager for WHKC, Columbus, returned the other day from Cleveland where he completed arrangements for station to carry all pick-ups from the Great Lakes Exposition directly over the Mutual wires.

Bill Williams, sports commentator has returned to WBZA, Springfield, Mass., with a new daily series.

First broadcast this season of a night game between two major league teams, Cubs vs. Red from Cincinnati, will be aired Monday night at 10 p.m. over Mutual. WOR will carry the last hour of the broadcast. Program will be keyed from WLW with Red Barber as announcer.

WNBC, New Britain: Joseph C. Beebe's organ remotes are laying off for the summer. . . Lawrence H. Battistini, commentator, on summer recess. . . Libby Swensk of the office staff on vacation up north. . . Engineer Ralph Rice and the missus celebrating second year of connubial bliss.

John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., will give another of his monthly "fire-side chats" with listeners tonight over WQXR at 9:30-10 p.m. He will announce results of a contest held for listeners who were requested to write letters on "Why I Patronize WQXR Advertisers." First prize will be \$25, and there are 10 prizes consisting of yearly subscriptions to WQXR printed program.

Hal O'Halloran, WCFL announcer, while watching the Racine, Wis. Fourth of July parade on his day off, was picked out of the crowd by Ken

Hegard, WRJN announcer who was broadcasting highlights of the celebration, for an air interview.

Swor and Lubin appeared as guests on the Gulf Program with Harry Von Zell over NBC-Blue network yesterday evening.

Betty Worth, former member of the WHN stock company, appears opposite Bert Lytell in the "Alias Jimmy Valentine" disks.

KSD, St. Louis: Dave Ward, announcer, back from a coast vacation . . . Wayne Short, newest and youngest member of the announcing staff, comes from KFRU, Columbia, Mo. . . Lillard "Mike" McGee, news editor, writes short stories in spare time and has sold some 15 . . . Russ David, musical director, and Lee Sanguinette are doing a piano duet titled "Ebony and Ivory," so perfectly timed that they sound like just one piano.

Bill Evans, new addition to the announcing staff of WTMJ, Milwaukee, comes to the job with a fine background of diversified radio work, having been an announcer, scripter, producer and general handy-man at WEBC in Duluth for the past three years.

"Art" Graham, diminutive program director of WJW, "Akron's Neighbor," is vacationing in the west, taking a two-week motor tour to Yellowstone Park and Salt Lake City. Art, with his wife, plans to camp out all along the route, using his own specially constructed auto tent. Announcer Len Taylor and Manager Sam Townsend collaborate at the program desk meanwhile.

Apparently radio listeners in and around Duluth and Superior enjoy having their blood curdled with thrilling murder mystery mike fare. The new "Crime Club of the Air" over KDAL, Duluth, a quarter-hour dramatic stint once weekly, already has drawn a considerable mail response after just two programs. KDAL's "Crime Club of the Air" is a sustaining feature with production handled by Gilbert Fawcett, KDAL program director.

Graham Poyner, WPTF (Raleigh) production manager, is sunning himself in the marsh-lands of his native heath, Moyock, N. C., enjoying home-cooking, mid-afternoon dozing and shaveless days during his vacation.

Carl Goerch was at Roanoke Island for WPTF's opening broadcasts from Fort Raleigh and had barely six hours to drive 200 miles back to Raleigh in time for his B. C. "Carolina Chats" that night. But he made it.

ORCHESTRAS MUSIC

FELIX Fernando and ork follow Mike Riley's outfit into Mountain View House, Port Kent, N. Y., July 17. Riley's band returns to the New Penn Club, Pittsburgh, opening the following night.

Werner Janssen's second broadcast on his new NBC-Blue network program Sunday featured his own composition, "The General Died at Dawn." Work is a suite from the motion picture of that title. The motion picture is the only one for which Janssen ever wrote the score which was recently given the Stage Magazine award as the best incidental screen music of the year.

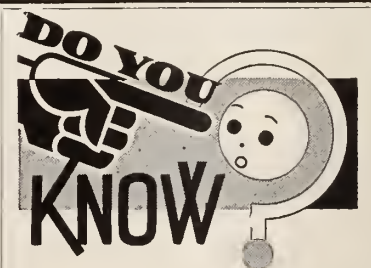
"The Three Kings of Swing" have followed the "Three Senators" into the new cocktail lounge of the Kentucky Hotel, Louisville, set there for a month by CRA.

Harms Inc. has scheduled immediate release for the musical score for the Warner Bros. forthcoming picture, "Varsity Show," starring Dick Powell and Fred Waring and his Pennsylvanians. Score is by Dick Whiting and Johnny Mercer. Ditties to be published are: "Old King Cole," "Love Is on the Air Tonight," "You've Got Something There," "Have You Got Any Castles, Baby," "We're Working Our Way Through College," "Moonlight on the Campus," and "On With the Dance."

Ted Lewis has signed Marion Mann, vocalist, for his new series of sustaining broadcasts from the Hotel Astor Roof. The new Ted Lewis broadcast schedule over WABC includes Tuesdays at 6:30 p.m., Fridays at 11 p.m. and Saturdays at 7 p.m. He also has a WOR-Mutual wire Thursday nights at 8.

Orrin Tucker and his band, with the Bailey Sisters and Bonnie Baker, open at the Schroeder hotel, Milwaukee, July 13 with nightly broadcasts over WTMJ.

Joe Gumin and his orchestra, with Sherry Bergan, vocalist, have opened for an indefinite engagement at Toy's restaurant, Milwaukee, with daily airing over WTMJ.



Presentation of "March of Time" requires the services of more than 75 persons, many of whom have been with the production since it started in 1931.