



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 8

NEW YORK, N. Y., TUESDAY, JULY 13, 1937

FIVE CENTS

Invite Disk Men to Parley

MAY ROBSON TO DISK BAUER & BLACK SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—May Robson, grand old lady of stage and screen, starts Aug. 1 waxing a series of 15-minute transcriptions for Bauer & Black. Work will be done at Associated Cinema Studios. Blackett-Sample-Hummert is the agency.

Carolina Sales Appoints Ad Agency for Campaign

Salisbury, N. C.—J. Carson Brantley advertising agency has been appointed counsel for Carolina Sales Corp. of Greenville, N. C., which is distributor for Philco, Duo-Therm, Kelvinator products and Electrolux refrigerators in parts of four southern states.

A regional network show will be used, in addition to several short spots.

Shorter News Periods Are Found Most Popular

Milwaukee — After experimenting with news periods of 15, 10 and 5 minutes, WTMJ has decided to go in for shorter shots and more of them. Interspersing of 2-minute headline periods also has proved popular.

Makelin Joining WIND

Chicago—Hal Makelin, formerly general manager of KXBY, Kansas City, and sales manager of WIRE, Indianapolis, joins WIND as sales manager July 19, it is announced by Ralph L. Atlass, president.

Respite

Des Moines—To avoid excess repetition of musical numbers on its request program, the KSO Musical Almanac has inaugurated a "Don't Play It For A Month Club," which gives listeners the opportunity of deciding what numbers have been overdone on the recorded show, and having them shelved for 30 days.

No Sunday Ads

Rapid City, S. D.—KOBH here lays claim to being the only commercial station in the country that bars advertising on Sunday. All programs on this day are sustaining, designed to give the listener one day of relief from commercial plugs. Only possible exception to the rule is in the case of a special memorial program, and in such event only the sponsor's name is mentioned.

WPA HISTORICAL DISKS RELEASED TO STATIONS

The Federal Government, through the Works Progress Administration, has just released a series of historical background recordings to be used throughout the nation on local stations. Disks will be used with a minimum amount of commercial chatter. The WPA, which at present maintains studios in New York and is busily engaged in building programs for local stations that will clear time for them, has been almost entirely overlooked in the new series. The recordings were cut by

(Continued on Page 3)

20 Per Cent Increase In Canadian Radio Sets

Ottawa—New licenses and renewals for the operation of radio receiving sets in Canada totaled 1,038,500 for the year ended March 31, an increase of about 20 per cent over the 862,108 licenses in the preceding year. Ontario was the first-ranking province in number of sets, with a total of 424,126.

Sign Dorothy Gish, Vermilyea For Procter & Gamble Serial

WMT's News-Getters Scoop Local Newspaper

Cedar Rapids, Ia.—In the first day of active operation of the new WMT News Bureau under the supervision of Doug Grant and Ray Cox, the station scooped the local daily on

(Continued on Page 3)

AFM Executive Board Welcomes Record Manufacturers to Meeting July 26 on Transcription Issue

TRIBUTES TO GERSHWIN ON NETWORKS, STATIONS

All networks and many individual stations presented tributes last night to George Gershwin, noted American composer, who died Sunday in Hollywood following an emergency brain operation, and whose body is being brought to New York for funeral services Thursday at 2 p.m. in Temple Emanu-El.

Some stations, including WJZ (NBC-Blue network), WHN, WQXR

(Continued on Page 3)

New Rate Card on Way Covering NBC Additions

NBC is again working on a new rate card to cover the newly added outlets to the Blue web. Last card, worked out separately for the Blue and Red networks, was effective July 1 of this year. Card had not yet gone into effect before the southern group of outlets was signed by NBC. Possibility of still more stations coming in means that the new card will not be rushed out.

KFWB Not For Sale

West Coast Bureau, RADIO DAILY

Los Angeles—Reports that KFWB, Warner Bros. station, is for sale were spiced by H. M. Warner, president, on his arrival here. "KFWB is positively not for sale," he said.

Phonograph record manufacturers yesterday received official notice that they are welcome to attend the Executive Board meeting of the American Federation of Musicians when it meets on July 26 for the purpose of ironing out the electrical transcription and record situation in regard to indiscriminate performances on radio stations.

Disk manufacturers construe this as an indication that efforts will be made to adjust the matter with the

(Continued on Page 3)

N.O. UNION TO EXAMINE ALL RECORDING DEALS

New Orleans—Members of the musicians' union here and AFM orchestras in this jurisdiction have been ordered not to make any recordings or transcriptions until the local union has approved of each individual instance, according to the

(Continued on Page 3)

40 Indiana Newspapers Chip in Items to WLBC

Muncie, Ind.—E. Pierre deMiller, news director of WLBC, has organized 40 daily and county newspapers throughout the coverage area of the local station to cooperate with the station on daily newscasts of local items. Full credit is given to newspapers sending in items. Program is known as "Eastern Indiana Passes in Review."

Sold Out

Muncie, Ind.—For the month of July, WLBC hasn't a single station break available. Thus the local independent station is hanging out the S.O.S. (sold out solid) sign for the second consecutive month.

Station entered the summer with a heavy commercial schedule, and reports that there is no letup in sight.

Chicago—With signing yesterday of Dorothy Gish and Harold Vermilyea to long-term contracts for leads in WGN-WLW serial, "Couple Next Door," which Procter & Gamble is using for Oxydol, Kirby Hawkes, radio director of Blackett-Sample-Hummert here, is starting something that may have profound effect on

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, July 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	168 1/2	169 1/2	+ 3/4
Crosley Radio	22 7/8	21 1/2	22 7/8	+ 1 1/8
Gen. Electric	56 7/8	55 1/8	56 7/8	+ 1 5/8
North American	26 1/8	26	26 1/8	+ 1/2
RCA Common	9 1/2	9 1/4	9 1/4	+ 1/8
RCA First Pfd.	70	69 7/8	70	+ 1/8
RCA \$5 Pfd. B.	(96 1/4 Bid)		100 Asked	
Stewart Warner	18	17 3/4	17 7/8	+ 1/8
Zenith Radio	37 5/8	37 1/4	37 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/4	30 3/4
CBS B	28 3/4	30
Stromberg Carlson	13	15

New Aerogram Quarters Are Formally Dedicated

West Coast Bureau, RADIO DAILY

Los Angeles—Aerogram Corp., newly installed in specially-built quarters on Cosmo Street just off Hollywood Blvd., held open house late last week. Friday was devoted to entertaining the trade and newspapermen, following turnaway crowds of Mr. and Mrs. John Public on Thursday.

The plant is ideal from every standpoint, while the equipment is the last word, the complete installation having been made by Brainerd-Walder Co.

The executive personnel of Aerogram includes: Gordon Soule, production manager; G. Curtis Bird, business manager; Harold Soule, chief engineer; Herman Brugger, research engineer, and Odessa Ellison, casting. All are well known locally.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N. Y.
A Radio Script for Every Sustaining and Commercial Need

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 10, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Merry Go Round Broke Down (Harms Inc.)		33
It Looks Like Rain (Joe Morris Music Corp.)		30
Where Or When (Chappell and Co.)		30
Sailboat In The Moonlight (Crawford Music Corp.)		25
The You And Me That Used To Be (Irving Berlin Inc.)		20
I Know Now (Remick Music Corp.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Sweet Leilani (Select Music Co.)		18
They Can't Take That Away From Me (Chappell and Co.)		18
There's A Lull In My Life (Robbins Music Corp.)		17
Toodle Oo (Shapiro Bernstein Inc.)		17
Cause My Baby Says Its So (Remick Music Co.)		16
Having Wonderful Time (Paull Pioneer Music Corp.)		16
Love Is Never Out Of Season (Leo Feist Inc.)		16
September In The Rain (Remick Music Corp.)		16
Cuban Pete (Hollywood Songs Inc.)		15

Cecil Underwood Joins Needham, Louis & Brorby

Chicago—Cecil Underwood, who is handling production of the "Fibber McGee and Molly" show on NBC for Johnson's Wax, has joined the radio department of Needham, Louis & Brorby Inc. Underwood has been in radio since 1924 and most recently was NBC program manager in Hollywood, where he handled many big shows.

J. P. Muller Dead

J. P. Muller, 63, president of the agency which bears his name, died Sunday in the New York Hospital. He is survived by a daughter, Mrs. Walter Hinton, two sisters and a brother.

Dolberg Joins Atlas

West Coast Bureau, RADIO DAILY
Los Angeles—Lou Winston, who recently disposed of his interest in Radio Recorders, Inc., to become production chief of Atlas Radio Corp., has brought Glen Dolberg, former program director of KFI-KECA, into Atlas in a production capacity to facilitate handling the heavy schedule of fall releases.

WBAL 6 a.m. Rural Series

Baltimore—WBAL now goes on the air at 6 a.m., daily except Sunday, with a new program designed for rural listeners and titled "On the Air."

Through the cooperation of the Extension Service of the University of Maryland, and the Department of Agriculture, Baltimore, the station will broadcast the latest farming information and market reports. Time signals will be given every few minutes. Weather reports and news bulletins will also be included. Transcribed music will be used as fill ins.

WFBR Makes 5-Year Deal Covering Maryland Races

Baltimore—WFBR, which formerly signed a one-year contract with the Maryland Jockey Club, has just negotiated a new deal running five years and covering exclusive broadcast rights for the running of the Futurity in the fall and the Preakness next spring. American Oil Co. has bought the Futurity and Preakness, which will be aired over the NBC-Red network.

Decision Is Reserved In Plagiarism Action

Judge Peter P. Smith of the New York State Supreme Court reserved decision yesterday in the \$50,000 suit for damages and injunction proceedings filed by Sol Rothschild against Household Finance Corp. et al in connection with alleged plagiarism by the concern's program, "It Can Be Done." Judge Smith requested Samuel J. Schwartzman, attorney for Rothschild, to file briefs by the end of this week.

Two other defendants in the action are NBC and BBD&O. All three had their own attorneys in court.

WJJD Staff Additions

Chicago—King Bard, former sales manager of Wood-Wash, Grand Rapids, is joining the WJJD sales staff. William Klinke, Harry Berg and Larry Flavin are new members of the engineering staff. Station is owned by Ralph L. Atlass.

Benny Goodman Set for Film

West Coast Bureau, RADIO DAILY
Los Angeles—Benny Goodman and his entire crew signed by Warner Bros. for next Dick Powell starring vehicle, Hollywood Hotel, with background and story woven around Louella Parsons' Campbell Soup hostelry.

COMING and GOING

JACK BENNY and MARY LIVINGSTONE sail tomorrow for their European vacation.

ERNEST LA PRADE of NBC, left Saturday for Interlochen, Mich.

ALICE HILL of Mutual's "We Are Four" leaves Chicago for a vacation in Mexico City, then to Acapulco to catch a boat for the Panama Canal en route to New York.

DIANA BOURBON, producer of the Ken Murray show, flew East over the week-end and will vacation for three weeks at Rye, N. Y.

LOUELLA PARSONS started yesterday on the first leg of a jaunt to Europe. Harriet Parsons will conduct "Hollywood Hotel" during the absence of her mother.

BILL BACHER returned to Hollywood yesterday from three weeks of sunning in Hawaii.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, is in San Francisco for a few days on network business.

MRS. JOHN MAYO and daughter, JOAN, are expected back this week from a two-week stay in Washington, D. C.

MACK MILLAR leaves Friday for the Catskills.

SAMUEL J. BUZZELL, attorney for Cab Calloway and Duke Ellington, is on the Coast visiting his brother, Eddie, flicker director.

HENRY SPITZER, Chappell Music exec, is expected to fly in from the Coast tomorrow to attend the funeral services for George Gershwin, whom he was en route to visit on future plans.

ROYCE POWELL, commercial manager of WCOA, the John H. Perry CBS outlet in Pensacola, Fla., visiting New York, appeared on the Professor Quiz program as one of the contestants Saturday night.

RALPH EDWARDS, CBS announcer, will be back from his California vacation in time to resume his handling of the Horn & Hardart Children's Hour next Sunday.

ALVIN PACK of KSL, Salt Lake City, is on a New York sojourn.

JAMES D. MUGFORD, program director of WSPA, Spartanburg, S. C., has returned south after a business trip to New York.

JOHN RUNYON, manager of KRLD, Dallas, will be in town today.

JOHN E. FETZER, manager and chief executive of WKZO, Kalamazoo, is in town.

L. S. BUTLER, owner of WLS and KOY, is a New York visitor.

GEORGE D. COLEMAN, manager, and G. G. WHITE of WGBI, Scranton; FRANKLIN SCHURZ, manager of WSBT, South Bend; MARJORIE WILLIS, WTOC, Savannah, also are in town.

JOHN F. ROYAL, vice-president in charge of programs for NBC, sails tomorrow on the Normandie for a five-week business trip to Europe.

MARK WOODS, NBC treasurer, vacationing at Lake Hopatcong.

DON LOWE, LYLE VAN and FRANK CODY, NBC announcers, leave Friday on vacash.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	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

July 13

Harry Sosnick

Phillips Lord

DISK MEN ARE INVITED TO AFM BOARD MEETING

(Continued from Page 1)

laboratories direct instead of the AFM dealing with the radio industry. Control of the phonograph records will evidently be sought through a deal with the makers, thus obviating a controversy in court with radio.

AFM officials state they will hold the Executive Board meeting in New York until the question is adjusted satisfactorily and that every effort will be made to work out an equitable deal, something that will compensate for the playing of disks alleged to be keeping musicians out of work.

Electrical transcription executives queried by RADIO DAILY declare they do not contemplate any concerted move, but will wait until AFM comes to a decision which will be national in scope, or perhaps may sit in and confer with the Executive Board if they are invited to do so.

Action at the recent AFM convention in Louisville resulted in the resolutions pertaining to control of all forms of disks being referred to the Executive Board.

N. O. Union to Examine All Recording Deals

(Continued from Page 1)

quarterly bulletin issued by the union here for its members. The rule is not an attempt to prevent the making of disks or sound films, union officials told RADIO DAILY, claiming the union had taken no such steps. It is intended to let the union examine each recording engagement to be certain that it is not violating any AFM rulings which may be made on the subject, officials said, claiming that Joe Weber had already banned the making of dance sound films which might be used in ballrooms to displace living orchestras.

WPA Historical Disks Released to Stations

(Continued from Page 1)

RCA and feature NBC dramatic talent. Distribution is handled by state divisions of the National Emergency Council.

WNEW is the only New York outlet using the recordings at present. Arrangements for the use of WNEW were completed by the New Jersey chapter of the National Emergency Council. Only request of the distributor to the station is that an announcement, about 30 seconds in all and written by local chapter, be made at some spot during the 15-minute presentations.

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW PROGRAMS—IDEAS

Newcomer's Program Clicks

Mary Robinson, journalism student at the University of Iowa, is producing and broadcasting a 15-minute program called "The Stroller" over WHBF, Rock Island, Davenport and Moline. Program is aired Tuesday, Thursday and Saturday mornings at 9:15 and, while produced for the housewife audience, contains many features that have held the interest of all local radio listeners.

Regular program material contains shopping news, talks about hobbies and local gossip. The highlights have been produced by special interview with unusual and interesting persons; those appearing during the past week include an elevator operator, hot tamale vendor and vacuum cleaner salesman.

"The Stroller" is sold on a cooperative basis to local merchants in non-competitive lines and was entirely filled after the second week. Present sponsors include a bakery, department store, drug store, ready-to-wear shop, fish market and appliance company.

This is Miss Robinson's first experience in radio, but while studying journalism she has worked on such newspapers as the Daily Iowan, Muscatine Journal and the Tri-City Star.

Early Morning Teaser

Early tuner-inners to WTMJ, Milwaukee, these days are conjuring with the title of the new morning musical program. It's just plain "Jimmy Legs." Only a few men who know terminology on Uncle Sam's battle wagons recognize the meaning of the nickname. Curiosity of listeners is being nurtured carefully in a teaser campaign to build up immediate interest in the feature. Newspaper stories, plugs on the air and ads are

being used to sweep public curiosity to high pitch. Other WTMJ sustaining programs are being used to promote question: "Who is 'Jimmy Legs', and what does it mean?" Next week explanations on the morning program will clear up the mystery. Feature is a participating program heard daily from 7 to 8:15 a.m. It's mostly popular music, with Announcer Doc Williams at the mike giving time, weather reports, news and bits of cheer.

Fire Dept. Cooperation

Under the heading of unusual program ideas at KOBH, Rapid City, S. D., could be listed the public service rendered the fire department of Rapid City by the broadcasting of fire locations almost as soon as they are received at the fire headquarters. KOBH also cooperates with the United States Forestry Service in broadcasting directions and fire prevention warnings both to the forestry men in the field and to tourists and visitors in emergencies.

Saluting Missouri Cities

KFRU, Columbia, Mo., this week presents the first in its series of salutes to Missouri cities. Sedalia was the first city selected with Mayor Julian H. Bagby as the guest speaker. The program will highlight events in the history of the city, past and present. On July 20, the city saluted will be Boonville and Boonville's daily market reports.

KFRU's recently inaugurated service of 10-minute grain, livestock and feed reports on Saturdays at 6:20 p.m. has been very well received by farm listeners. This is in addition to Mayor, H. D. Quigg, who will be the speaker.

Tributes to Gershwin On Networks, Stations

(Continued from Page 1)

and others, presented preliminary tributes Sunday night. Last night, at 8:30-9:30, NBC offered an hour's memorial program over the NBC-Blue.

Mutual network originated a 45-minute program at 9:15 p.m. from KHK, Los Angeles, with David Broekman's 50-piece orchestra and several movie celebrities taking part.

WMCA of the Inter-City network had Eddie Dowling as emcee for a memorial broadcast at 10:30 p.m.

CBS paid tribute to the late composer in various spots yesterday afternoon and evening.

WHN, which has already put on two Gershwin programs, will stage a special memorial show tonight at 8:30 p.m. Among those who will appear on the show are: George S. Kaufman, Irving Caesar, who wrote the lyric for the first Gershwin song hit, "Swanee"; Ethel Merman and Ferde Grofe.

10 News Periods Sold by WNEW

WNEW yesterday announced that 10 of the 20 available 15-minute news periods now for sale have been sold. Madison Personal Loan, starting July 26, will sponsor the 12:30-12:45 period Monday through Fridays for six weeks, then increase the schedule to include Saturdays. The latter contract brings the total to 52 weeks. Klinger Advertising Corp. set the deal. General Supply yesterday started sponsoring the 5:15-5:30 p.m. spot Monday, Wednesday and Friday. Warren & Arthur Smadbeck Inc. will sponsor a Saturday spot at 9-9:15 a.m. and a Sunday spot at 10-10:15 a.m. Richard Brooks will handle all programs personally.



NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

PROCTER-GAMBLE SIGNS TWO STARS FOR SERIAL

(Continued from Page 1)

future of radio dramatics and particularly future of Chicago, now leading the nation in sponsored daytime script shows. Miss Gish and Vermilyea are moving to Chicago immediately, taking over the roles from Olan Soule and Dolores Gillen, Radio veterans, next Monday. Show, which will expand to big network proportions shortly, will be aired from here until Vermilyea answers Theater Guild call in fall, when WOR studios will be used.

Hawkes, who is convinced daytime shows can be greatly improved by using outstanding stage names, also is negotiating to put May Robson in a network serial. Also with a half dozen other potent names of Broadway and Hollywood for additional shows.

"Couple Next Door" scripts, written by Thompson Buchanan, are to be specially drafted to suit talents of Miss Gish and Vermilyea. Hawkes, Buchanan and Stephen Gross, handling production, are all veterans of theater.

WMT's News-Getters Scoop Local Newspaper

(Continued from Page 1)

two different occasions. Purpose of the News Bureau is to cover the local situation in order to bring WMT listeners news from their own neighborhood as well as news of state, national and international import. Cox is covering a beat daily searching for news in the same manner that a newspaper covers its various news sources.

In addition to Transradio teletype service, station is now installing two short wave radios, one of which will be tuned to the local police calls and the other to the state police station. To date the venture has been most successful and it is planned to enlarge the local beat as the occasion arises.

Heavy Remote Schedule

Muncie, Ind.—With 34 remotes now scheduled each week, WLBC will add some more within the week.

CONSOLIDATED RADIO ARTISTS, INC.
30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

"Sparkling Versatility"
JACK SHERR
and his ORCHESTRA
Hotel St. Moritz, N. Y.

NEW BUSINESS

Signed by Stations

KSL, Salt Lake City

Mantle Lamp Co., Portland, Ore., starting Oct. 10; Chicago Engineering Works (air conditioning school), fall disk show; Sears-Roebuck, renewal.

KFRC, San Francisco

United Air Lines, through J. Walter Thompson, Chicago; Simmons Co., through J. Walter Thompson, N. Y.; Carter Medicine Co., through Spot Broadcasting Inc., N. Y.

WMAS, Springfield, Mass.

W. F. Young Inc. (Absorbine Jr.), West Side Arena sports events.

KSFO, San Francisco

Larus Bros. (Domino cigarettes), through BBDO, N. Y.; Carter Co. (liver pills), through Spot Broadcasting Inc., N. Y.; Baldwin Laboratories, Saegertown, Pa. (Dwin insecticide), through Young Co.; Maryland Pharmaceutical Co., Baltimore (Rem-Rel), through Joseph Katz; Lewis-Howe Co., Chicago (Tums), through H. W. Kastor & Sons; Beaumont Laboratories, St. Louis (4-Way Cold Tablets), through H. W. Kastor.

WPTF, Raleigh, N. C.

Quaker Oats, "Kaltenmyer's Kindergarten"; General Foods (Huskies); Procter & Gamble (Ivory soap flakes), Gospel Singer; Zebulon Supply Co., "The Smiling Rangers."

WGN, Chicago

Western Growers Protective Ass'n (Iceberg head lettuce), "Musical Mail Box," through J. Walter Thompson; Zephyr Cigaretts, evening time signals.

Join Guild Productions

Cleveland—William A. D. Millson, former production manager of General Broadcasting System, is now president and general manager of Guild Productions, broadcasting and recording firm with headquarters at 5209 Euclid. R. H. Austin, known to Cleveland audiences as Rocky Austin, also has resigned an advertising agency executive post to join Guild Productions as sales manager.



● ● ● Raymond Paige will replace Johnny Green on the Packard show after the present summer series is completed in Sept. If Paige is not permitted to "double" between "Hollywood Hotel" and this show, Benny Goodman will be his successor on "H. H."... Ina Claire has been signed by NBC for a series following Shakespeare... Arthur Michaud, who handles Bunny Berigan and Tommy Dorsey, has taken over the reins on Lennie Hayton... Though Life mag posed Frances Carroll (of the Carroll Sisters) in a photo series of "A Star Is Born" yesterday, it is likely that Ina Ray Hutton will remain under the Mills banner. Frances was (and still is) slated to take over Ina's band if the latter refuses to re-sign... Hearn's dept. store listened to 20 shows submitted by CBS, NBC, MBS and various agencies, planning to take to the air the 15th, but decided to stay off... Three sponsors are out-bidding themselves for the services of Jack Pearl for the fall—with the comedian determined to take the one offering the best time so as to double from George White's "Scandals" in which he'll star... A. L. Alexander was en route to the William Morris office yesterday to affix his signature on a new air deal.

● ● ● Allen Parr of the CBS offices heard about the country rubes who got skinned in the city. Being a city rube himself, Al decided to take precautions against the country skinflints when he accompanied Colonel Jack Major by motor up to the 1,000 Islands last week... At an overnite stop in a tourist camp, Al carefully tucked his wallet under his pillow... Next morning, after they were some 60 miles from the nite stop, Al discovered that he had forgotten his wallet. He phoned the camp and retrieved the money... Later up at the Islands, Allen (who had never been fishing before) made a bigger catch than Colonel Major, who brags about his angling ability, and Bob Briody of Mark Warnow's staff... "Top of the Morning", the WHK, Cleveland, rise-and-shiner conducted by Carl Mark, is followed by United Press newscasts by Guy Wallace, Mark's roommate and an inveterate sleeper. The other morning Carl asked the aid of his audience by giving them Guy's home phone number and urging listeners to get Wallace out of bed and down to the studios, if they wanted their news-flashes... Plan worked, with Wallace coming in a minute under the deadline and giving his excuse—answering the phone calls from listeners and couldn't break away until just before air time!

● ● ● The decision of Del Casino's continuance on the Woodbury show is forthcoming sometime today—he will remain!... Raymond (Harry Warnow) Scott and his Quintet have been signed by Selznick-International to appear in "Nothing Sacred"... Milton Berle will be notified later in the week that his option has been picked up by RKO for five years... Lucky Millinder goes into the State this month... Understand that Hudson-De Lange's ork is set for an N. W. Ayer commercial... Dick Himber played to 50,000 people Sunday at Manhattan Beach... Witmark will publish the Warren and Dubin score from Kenny Baker's new flicker, "Mr. Dodds Takes the Air"... Jack Benny attended the Jell-O show at Radio City on Sunday... Jack Robbins bribed Willie Horowitz with two expensive suits to come east... Bert Gordon may be with Jell-O next year... Vick Knight is going hi-brow, attending the Hollywood Bowl concerts on Friday but still longs for Lindy's cheesecake in a sotto voce manner!

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Young People's Assn. for the Propagation of the Gospel, Philadelphia, Penn. CP for new station. 1220 kc., 1 KW., unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

RATIFICATIONS

Commission denied the motion of Power City Broadcasting Corp. to postpone the effective date for new station at Niagara Falls, N. Y.

HEARINGS SCHEDULED

Sept. 21: KVOB, Denver. CP to change freq., power and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation to unlimited. 920 kc., 1 KW.

"H'wood Hotel" Previews
Set for Aug. and Sept.

West Coast Bureau, RADIO DAILY

Los Angeles—Picture "previews" set for "Hollywood Hotel" by Louella Parsons before leaving for Europe include: Aug. 6, "High, Wide and Handsome," with Irene Dunne and Randolph Scott; Aug. 13, "One Mile of Heaven," with Judge Ben Lindsay, Claire Trevor, Sally Blane and Douglas Fowley; Aug. 20, "Dead End," Andrea Leeds and Humphrey Bogart; Aug. 27, "One Hundred Men and a Girl," Deanna Durbin and Leopold Stokowski; Sept. 3, "Mr. Dodds Takes the Air," Kenny Baker, Gertrude Michael, Frank McHugh and George Jessel; Sept. 10, "Thin Ice," Sonja Heine and Tyrone Power. Harriet Parsons will officiate during the absence of Louella abroad.

CINCINNATI

George Engelter, former traffic manager of WIRE, has joined the WCPO traffic dept.

Many of the present staff of WCPO have been transferred to Memphis where they will join WNBR. Station is soon to be on the air under the Scripps-Howard banner. George B. Hart, WCPO publicity director, is in Memphis temporarily doing promotion work. John Brakeville is doing Hart's work here until his return. Accompanying Hart are Don Paevey, announcer, Robert Knapp, announcer, and James Knox salesman.

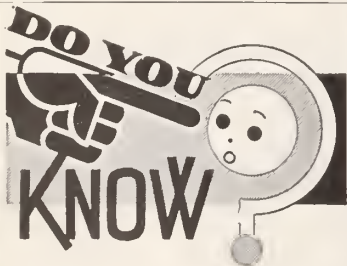
Don Paevey surprised the station by introducing Mrs. Don Paevey.

Millard Segal, former newspaperman, is the latest addition to the WCPO production staff.

Mr. Charles Craig of the San Francisco office of Radio Sales Inc. and George L. Moskovics of Los Angeles spent several days last week at WKRC in Cincinnati. They conferred with Bill Williamson, new sales manager at WKRC.

Maynard Craig of WKRC is vacationing in New York and Boston.

Leon Benson, former continuity writer for WLW, is now in Hollywood. He is preparing the fall series of programs for "Paramount on Parade."



Billy Jones and Ernie Hare's first broadcast, over WJZ, went on for ninety consecutive minutes without a script. The show wasn't even rehearsed.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MMARGARET LIVINGSTON FARRAND, better half of Cornell's retiring prexy, who premiaired on "It's A Woman's World" over NBC July 8, will repeat July 15, the lady being under consideration for a permanent spot.... Jessie Wiley Voils, who adorned the program recently, becomes a permanent feature of it, effective July 13...she'll be heard on Tuesdays....Irene Rich, grande dame of radio and flickers, will live at 24 West 55th St., according to the terms of a lease just signed....Mary Tcbin, assistant Woman's Page Editor of the N. Y. Evening Post, to guest on the Vivien Shirley WNEW program July 13...She'll relate the saga of the sob sister with Vivien, another newspaper-woman, supplying addenda....Frances Carlton, the gal lead in "Kitty Keene, Inc.", who doubles as ingenue in "Today's Children" out Chicago-way, takes on additional dramatic responsibility as member of the "Mary Marlin" cast....

▼ ▼
Louisiana Lou, "Iowa Barn Dance Frolic" damsel, who is heard on other bits of musical Americana on the ether, has been made an honorary member of the Auxiliary of the Iowa Department of Veterans of Foreign Wars....She assumes her obligations July 10...."Lou" won her laurels because of faithful services to the VFW when she appeared on the Veteran's Forum broadcasts over the "Voice of the Middlewest" Wednesdays at 11 p.m....She made personal appearances at vet's hospitals throughout the country....Station WCKY co-operating in a big way with 91 women's organizations in the Cincinnati area, object being to publicize the 3rd biennial greater Cincinnati Woman's Exposition, to be held in the Cincinnati Music Hall, Nov. 10-17....Come Wednesdays, beginning July 14, Mrs. Eugenia M. Thorpe, who functions as exec. sec. of the outfit, will be aired over WCKY, in earnest converse with heads of women's organizations participating in the event....

▼ ▼
Scribe Florence Daniels, addition to the WTMV script staff, East St. Louis, Ill. contributes two new shopping services for the hausfrau, one being a daily 5-minute attempt to teach the more domestic femmes about vegetables; the other, a woman's eye view of merchandise in stores as she travels about town

ORCHESTRAS - MUSIC

JACK KELLER and Ork, currently airing via WICC, Bridgeport, will be at New Kenmore Hotel, Albany, in the fall, and will be heard over NBC.

Bill Carlsen's musical outfit has been signed to appear at the Aragon-Trianon ballrooms, Chicago, with a WGN-Mutual wire, Dec. 25 to March 3. The orchestra goes touring shortly after Labor Day for MCA, playing two and three week hotel dates from Minneapolis to San Antonio and east to Buffalo.

Tony Seine and his Caballeros contribute the atmosphere of a mythical Mexican pueblito, in song and Mexican orchestrations to KFOX, Long Beach, Cal., daily except Sundays at 2:30 p.m. Tony is narrator. He and the group open the KFOX day at 5 a.m., with a two-hour program conducted entirely in Spanish.

Johnny Green and the outfit he batons will present the world premiere of music from Mary Livingstone's first flicker, "This Way, Please," on his program with Trudy Wood, Jane Rhodes and Jimmy Blair over the NBC-Red network, July 20 at 9:30 p.m. Sam Coslow, crooning composer, will talk of music and amusing incidents that marked the making of the picture, as air guest of Green and the orchestra. Jack Mayhew, sax virtuoso, will offer a solo of Jimmy Dorsey's composition, called "Beebe" and will present his own piano arrangement of "Dinah."

Clyde Lucas and the lads open at

the Boston Metropolitan for a week, beginning Thursday.

Gus Arnheim, ork leader, had the tables turned on him when Powell Clark, movie commentator on WMCA's "Grand Stand and Band Stand" program, interviewed him on that station yesterday at 3 p.m.

Dick Ballou and his CBS orchestra will open the Belmont Plaza (formerly the Montclair Hotel), playing on the Casino Roof, starting Friday evening. Ballou, a former "Roxy gang" soloist, has enjoyed a varied career in radio. This includes arranging for famous orchestras (such as Kostelanetz), for vocal groups, and at various times conductor of the Detroit and Queens Symphony Orchestras. Ballou features a sweet style of dance music, which he calls "Ballou Rhythm."

Bunny Berigan and his orchestra will be heard on the NBC "Round the World" special short wave broadcast with Tommy Dorsey and Guy Lombardo on Friday.

Morey Amsterdam and Tony Romano have had their tune, "You're Priceless," introduced on NBC Night club in Chicago a couple of weeks back, purchased by a California publisher.

Jackie Coogan and his Hollywood Orchestra, heading the "Movieland Hit Parade," CRA first unit show, start on the first leg of their journey eastward, July 15, to open their tour on that date at Kearney, Neb. They'll be heard in Kansas City, July 17; Des Moines, July 22.

Drama Talks on WGY

Schenectady—Talks by eminent authorities in theater arts will be given over WGY on Sundays during the summer through the cooperation of the Mohawk Drama Festival, now in its third summer season on the Union College campus.

Among those who will be heard on the air are Phyllis Marmein and Mary Hutchinson, dancers; Mr. John W. Alexander, who will talk on costuming; Barrett H. Clark, head of the new play division of the Dramatic Guild, Authors' League, who will talk on the theater in general; John Anderson, music critic of the New York Journal; Sheldon Cheyney, founder of the Theater Arts Magazine, who will speak on the history of the theater, and Charles Coburn, head of the professional company of actors, and director of the Festival.

Levitow's Daughter Operated On

Diana Levitow, daughter of Bernhard Levitow, orchestra conductor, underwent an appendicitis operation late last week in Stroudsburg, Pa., and is now recuperating. Levitow, who was called to Stroudsburg hurriedly, returned to New York yesterday.

Audience at Auditions

West Coast Bureau, RADIO DAILY
Los Angeles—Jack Runyan, Lord & Thomas, springs a new wrinkle in auditions for his newest brain child by inviting an audience to sit-in on the show at the CBS Vine Street Playhouse. With the show built for laughs, and Lud Gluskin and band furnishing the music, audience is encouraged to approve or disapprove frankly and spontaneously. Gluskin's numbers also being recorded and the ones the non-paying customers go for will find their way East to the agency and advertisers.

Dr. Foulkes in New Series

Dr. William H. Foulkes, pastor of Old First Church of Newark, N. J., and conductor of "Homespun" for NBC last season, will appear in a new Thursday series titled "Christ for the World Today" over WJZ starting Aug. 5 under auspices of Federal Council of Churches of Christ in America.

Good Summer Biz in Winnipeg

Winnipeg — Summer commercials are being well maintained at CKY, according to station officials, and much good business is on the way from sponsors this fall.

NEW PATENTS

Radio and Television
Compiled by

John B. Brady, Attorney
Washington, D. C.

- 2,085,739. Frequency or Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,085,742. Electrón Image Amplifier. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,085,743. Crystal Controlled Generator. James L. Finch, Patchogue, N. Y., assignor to RCA.
- 2,085,791. Heterodyne Beat Signal Limiter System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.
- 2,085,798. Radio System for Locating Objects. Ernst Gerhard, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.
- 2,085,838. Variable Condenser. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,085,843. Electric Current Rectifier Construction. Harold Winograd, Milwaukee, and Emil M. Kaegi, Wauwatosa, Wis., assignors to Allis-Chalmers Manufacturing Co., Milwaukee.
- 2,085,927. Receiving Apparatus for Communication Systems. Andrew J. Sorensen, Edgewood, Pa., assignor to The Union Switch & Signal Co., Swissvale, Pa.
- 2,085,928. Automatic Volume Control for Radio Receiving Apparatus. Sydney Arthur Stevens and Leslie Ernest Thompson, King's Cross, London, England, assignors, by mesne assignments, to The Union Switch & Signal Co., Swissvale, Pa.
- 2,086,057. Grid Controlled Discharge Tube. Hajo Lorens van der Horst, Eindhoven, Netherlands, assignor to N. V. Philips' Gloeilampenfabrieken, Eindhoven, Netherlands.
- 2,086,195. Radio Receiving System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,086,229. Radio Receiving System. Paul Kotowski, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,086,256. Amplifying Circuit. Harry G. Cisin, Brooklyn.
- 2,086,271. Electron Discharge Device. Gunther Jobst and Horst Rothe, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.
- 2,086,331. Radio Receiver. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.
- 2,086,335. Ultrahigh Frequency Oscillator System. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.
- 2,086,342. High Frequency Coupling System. Alfred H. Turner, Collingswood, N. J., assignor, by mesne assignments, to RCA.
- 2,086,382. Television Receiving Apparatus. Leslie A. Gould, Bridgeport, Conn., assignor to Radio Inventions, Inc., New York.
- 2,086,423. Reception of Ultra-Short Waves. Karl Kohl, Erlangen, Germany, assignor, by mesne assignments, to N. V. Machinerieen-en Apparaten Fabrieken "Meaf." Utrecht, Netherlands.
- 2,086,465. Automatic Volume Control System. Reynolds D. Brown, Jr., Philadelphia, Pa., assignor to Philadelphia Storage Battery Co., Philadelphia.

ONE MINUTE INTERVIEW

LUCILLE MANNERS

"One of the greatest mistakes which young vocalists make is to insist on trying radio before they're ready for it. Singers should spend at least three years' of study with expert vocal teachers before they ever attempt a network debut. Some of them require even more time. A competent instructor can be counted upon to tell you when your voice is sufficiently trained for a public airing."



ERNO RAPEE's scheduled appearances at Hollywood Bowl, July 20 and 23, have been cancelled. Dates being taken over by Werner Janssen.

Kearney Walton, with his popular Backyard Astronomer talks, signed by KHJ-Mutual, Mondays 8:30-8:45.

Francia White signed by Jim Fonda for guest spot on "Thrills," July 20.

Fred Allen, definitely set to sell Ipana and Sal Hepatica for another 39 weeks, is due here shortly on picture commitment with 20th Century-Fox. Also probable that "Town Hall Tonight" will originate in Hollywood when Fred resumes in the Fall.

The revived "Slumber Time" program of Lewis TeeGarden and Alice Prindle, KEHE-CRS, has revived the former tremendous audience of this popular duo if their station mail following the first program is a true barometer.

John P. Medbury now supplies Olson and Johnson with material for their new Richfield program.

Frank Watanabe and the Professor now do their stint at 6:15 instead of 8:30 as formerly over KHJ.

Lee Cooley, former KNX announcer recently returned from Europe, has joined KMPC as announcer, assistant newscaster and continuity writer.

Hal Berger, veteran sports announcer, is doing a swell job with his daily "reconstructions" of major league ball games, picking what promises to be the outstanding contest each day.

Hal Kemp's orchestra cut four new platters for RCA-Victor last week at the RCA recording studios. Hal follows George Olsen into the Coconut Grove.

Van Newkirk, KMPC program director, is taking his portable mike into the homes of movie people for informal chats on his "Stars at Home" program. James and Lucille Gleason first on the list.

Max Terr is elated over the reception given his choral group on the first voyage of the new "Show Boat."

Vic Young arranged the music and conducted the orchestra for the annual Police Show at the Coliseum.

Elza Schallert quizzes Alan Mowbray on the NBC-Blue, Friday night.

Benny Rubin and Buddy Twiss will be at the microphone when NBC broadcasts the crucial ball game between picture comedians and leading men on July 17.

KMTR premiered a new dramatic offering Sunday night, produced by Frank Ellissen, with Elsie Prescott, film character woman, heading the cast. Logged as "British Players Present", will continue all-British casts and be heard each Sunday night, 9-9:30.

Ken Carpenter, NBC announcer, gets the assignment as narrator for a series of shorts on and titled "Odd

★ Program Reviews ★

"A Tale of Today"

A popular voice will be missing from Princess Pat's "A Tale of Today" program next Sunday at 6:30 p.m. over NBC-Red network from Chicago. Joan Blaine left the cast after last Sunday's performance to head east. As the star of the serial, Miss Blaine contributed a pleasant voice, a charming personality and good acting ability to the weekly episodes of modern romance and human interest.

"Tale of Today," as a matter of fact, has had a uniformly good cast right along, and this includes the youngsters as well as the adults. Its script, too, has had generous merit in point of sustained interest, natural sentiment, human interest and heart appeal.

Gulf Summer Show

For a half-hour show, this CBS program was somewhat overloaded with guest stars Sunday night. As a result, hardly any of the talent was allotted anywhere near the time that it deserved. Kitty Carlisle, for instance, did one song and chimed in briefly on an ensemble number at the finish. Ralph De Palma, veteran auto racer, was abruptly cut short. Bert Swor and Lou Lubin, very funny blackface comics, were good for an extra few minutes. Same with Judy and the boys, a pleasing vocal combination.

If guest stars are to mean anything to a show, the routine should be arranged so as to give them the maximum instead of the minimum amount of time.

"The Counsellor"

Inaugurating a new program over WMCA at 10:45-11 a.m. on Mondays, "The Counsellor" (Morris H. Seigel, insurance specialist), who has been heard on the air for the past three years, offers advice and aid in connection with insurance policies held by the public. He is a particular foe of the "weekly premium" form of insurance policy, which he claims is lacking in actual security. He also points out harmful aspects of certain other types of insurance.

Listeners are invited to bring their policies to the offices of the Policy Holders' Advisory Council for analysis and recommendations.

Don Bova

Sounding very much like the popular Nick Lucas, this singing guitarist named Don Bova, who was heard in the east yesterday at 11:45-12 noon on WHN over the WLW line from Cincinnati, provided some very

Occupations". Produced by Scientific Film and released by Paramount.

Benny Goodman and crew recorded eight popular swing numbers for RCA-Victor at the local plant.

Another switch in the CBS Shakespeare schedule reinstates "King Lear" on July 26, and moves "Julius Caesar" down the list again.

pleasant troubadoring. His crooning and guitar playing are neatly blended. Numbers offered also were well selected and matched, including "I'm Looking Over a Four Leaf Clover", "Keep Smiling at Trouble", "Take Me Out to the Ball Game", "It Looks Like Rain in Cherry Blossom Lane" and "They Can't Take That Away from Me".

Program is scheduled for three shots weekly, Monday-Tuesday-Wednesday. It should earn itself a better spot.

Briefly

The Horn & Hardart kiddies on CBS did themselves proud last Sunday, handling practically the entire hour without adult aid; emcee Ralph Edward being on vacation.

Texaco's program with Eddie Stanley, James Wallington, Pinky Tomlin, Ella Logan, Saymore Saymore, Igor Gorin and Jacques Renard's orchestra, continues to top the field of Sunday evening summer shows, and some others as well.

Howard Phillips, baritone, caught last Friday at 6 p.m. over CBS, sounded like there are goods things ahead for him.

Mary Martin subbed for Virginia Verrill, who was busy film-making, last Saturday afternoon in a quarter-hour of vocals over CBS, and did a right good job of it.

Eve Casanova, whose schedule on WMCA has been increased to three a week at the new time of 10:15-10:30 a.m., gives one of the most interesting chats on charm heard over the air. Embracing personality, dress and makeup, Miss Casanova's talks are the authoritative discussions of a woman who knows her stuff.

Louis Katzman's quarter-hour of all-waltz music, which made its debut yesterday at 1:15-1:30 p.m. over WINS-N. Y. Broadcasting System, was very soothingly pleasing. The "Four Men in a Groove" musical program which followed Katzman provided contrasting entertainment, also good.

Margie Ann Knapp, 12-year-old singer, making her network debut yesterday with Colonel Jack Major on his CBS variety program, performed like a seasoned trouser and sang herself into an encore. Margaret McCrae, Russell Dorr and the Dalton Boys also on the entertaining program, for which Freddie Rich's orchestra supplies the music.

Highlight on Chamberlain Brown's always colorful and interesting program of Broadway personalities over WMCA yesterday afternoon was Fay Marbe, who has a radio voice and personality that ought to be on the air regularly.



WAAF's Breakfast Express for Morris B. Sachs' Credit Clothiers started its 500th run at 7:30 a.m. yesterday. Kennedy Nelson is engineer and Del King conductor (announcer).

Local Loan Company has signed Warren Brown, Herald Examiner sports editor, for new daily series to precede Kellogg Baseball broadcast on WJJD. Brown broadcast the All Star game from Washington last week for NBC.

For the first time since Wayne King has been playing the Lady Esther series the program has a regular vocalist, Bob Hanon, formerly with Bob Hanon and Henry Busse's orchestras. Hanon also served on staff of WGN.

Ed Wood, WGN commercial manager, back from business trip to New York.

Gale Page, NBC songstress, in auto smash-up on Sheridan Road but escaped serious injury.

Transcriptions are being made at WJJD of all studio presentations so that performers may have chance to study their work.

Kay Kyser and his crew, who wind up their Mutual Willys Surprise Party on July 25, open at the Blackhawk restaurant in October for the fall and winter. Joe Sanders, now there, goes to the west coast.

Dick Jurgens will open at Trianon ballroom on July 31 for four weeks. Spot with a WGN-Mutual wire.

John McCormack, WBBM announcer, has a new transport pilot's license. He is teaching Jay Simms, announcer, and Floyd Jones, engineer, to fly.

LOUISVILLE

Sam Silverstein is the new head of WGRC sales and promotion department. Silverstein was recently a film salesman, and prior to that was with WOWO, Fort Wayne, Ind.

June Coulson is doing a sustaining over WGRC under title "Irene of the Ivories." Claims to be world's fastest pianist, and formerly aired over WTAM, and NBC and CBS networks. Credo Harris, general manager WHAS, has returned to his desk after a six-weeks absence.

Carl Neilson, WHAS technician, back from vacation in Mexico. Earl Holmund, embarked on a fishing trip, to Pelican Lake, Minn. Bill Bryan, announcer, spending his vacation in Florida.

Belmont Doubles Sales

Belmont Radio Corp. reported net sales of \$2,308,245 for the first six months of this year, against \$1,227,895 in the same period of 1936. Net sales for June totaled \$491,710 against \$347,182 a year before.

PROMOTION

Splurge on Boake Carter

KRNT, Des Moines, has gone in for quite a splurge of promotion on the new Boake Carter series, devoting all its street car cards of the week to the one personality, plugging him on numerous billboards and automobile seals and sending folders devoted to the program to leading business men and agencies. KRNT ties up the show with the fact that Carter's quarter-hour commentary is preceded by five minutes of baseball scores and ten minutes of Ben Hardman's spot news, giving listeners a complete half hour of editorial balance.

WBAL Area Comparison

WBAL, Baltimore, is using an attractive full page promotional advertisement in Baltimore, official publication of the Baltimore Association of Commerce, in which the station features its activities in comparison with the famous Chesapeake Bay. It points out among other things that the Bay and its adjacent tidewater areas serve more than 2,600,000 persons, while WBAL, in its primary area alone, serves 3,836,000.

WAIM to Give Scholarships

Anderson, S. C.—Two thousand dollars in scholarship assistance to the 16 winners of Radio Station WAIM's School of the Air Contest will be awarded at the dedicatory program when the station joins the CBS network on or shortly after July 18.

Winners from Anderson and surrounding counties in South Carolina and Georgia will receive this valuable assistance to aid them in completing college courses at nine of the leading educational institutes of the Southeast.

"Don Winslow" Folder

NBC has put out a folder on "Don Winslow of the Navy," navy serial, which gives the results of recent mail requests. In response to five announcements, the program received the signatures of 69,000 listener votes for the program. Response was 36.4 per cent from boys; 35.8, girls; 24.4, adults, and 3.6, club groups. Only three persons criticized program adversely. "Don Winslow" also is a newspaper cartoon strip.

WHBF Softball Tournament

Having had excellent success with the softball tournaments it promoted last year, WHBF of Rock Island, Davenport and Moline will sponsor another event of this kind in August on the Rock Island ball field. It is expected to attract at least 30 amateur teams from the Tri-cities and surrounding communities. Tournament is under the direction of Ivan Streed, production manager.

RADIO PERSONALITIES

No. 49 in the Series of Who's Who in the Industry

JEAN GROMBACH has been associated actively with the creation, direction and production of radio programs for the last eight years. Although originally an engineer and a West Point graduate, his abilities as a writer and showman were soon discovered and, after a few years' apprenticeship, he became a program director in charge of all production of the Judson Radio Program Corp., supervising at one time as many as 16 major network programs a week. He also served as electrical transcription specialist for CBS.

In 1931, Grombach took over the program and recording studios and the personnel which had formerly been the Judson Radio Program Corp. The new organization, Grombach Productions Inc., is now one of the three leading independent program producing organizations and have created and been associated with many of the outstanding programs on the air. Grombach has personally directed or produced coast-to-coast feature programs for B. F. Goodrich Co., Coty Inc., Gillette Safety Razor Co., Tom Houston Peanuts, Continental Oil Co., Health Products, Philco Radio, Vick Chemical Co., etc. Grombach Productions produced 11 programs a week during the past Fall season. In addition, Grombach has an electrical transcription company which produces, manufactures and distributes recorded programs, and an instantaneous recording company.



West Point graduate who preferred radio parade...

12-Year-Old Conductor

Kansas City, Kas.—A 12-year-old local musical prodigy, Arthur Cook, conducts a Junior Symphony Orchestra in broadcasts presented by KCKN each Wednesday evening.

The orchestra, composed of 32 boys and girls whose ages range from 7 to 13 years, is sponsored by WPA under the supervision of Milan Mahale. It is believed to be the only orchestra of its kind under WPA in the United States.

Game Carried 63 Miles to WSPA

Spartanburg, S. C.—Interest in local American Legion's baseball games is running so high that Chero-Cola Nehi Co., sponsoring the broadcasts over WSPA, went the limit and paid for broadcasting of the game from Anderson, S. C., a distance of 63 miles. Stanton Dixon is the mike-man, assisted by Jimmy Coggins and Richard Pattison.

WHBF Juvenile Orchestra

Rock Island, Ill.—A 12-piece juvenile orchestra, limited to youngsters under 12 years of age, is being organized by WHBF to play on its "Juvenile Theater" program, aired Saturdays at 10:30-11 a.m. Bobby Rolfe, 14-year-old emcee of the show, will direct the orchestra.

WHBF has played up children's shows for a number of years and has brought out some excellent talent.

Dedicate Gulf Radio Studio

Ft. Worth, Tex.—WBAP fed three programs out of the new Gulf Radio studio at the Forth Worth Frontier Fiesta on opening night last week. Ceremonies were broadcast by WBAP and other stations. Amon G. Carter, head of WBAP and other Carter Publication stations, was principal speaker and emcee. Paul Whiteman and his orchestra and Everett Marshall furnished musical part of program.

Soap Box Derby on NBC

The running of the 1937 All-American Soap Box Derby on Aug. 15 will be described over the NBC-Blue at 1:30-2 p.m. and 6-7 p.m. Program will originate from Cleveland. Graham McNamee and Tom Manning will be at the microphones.

Event is staged annually under the sponsorship of Chevrolet Motor Co. More than 120 boys will compete.

Pantry Girl on WHK

Cleveland—WHK today will broadcast songs and an interview by Henrietta Koscianski, young hotel pantry girl who is credited with discovering the identity of Robert Irwin, triple murder case prisoner. Miss Koscianski plans a career as a radio artist. She is just back from a New York visit.

School Radio Network

Cleveland—With a grant of \$42,600 from the General Education Board, a Rockefeller institution, the Cleveland Board of Education will build a short wave network with a central studio and 150 receiving units to conduct educational activity in schools by radio.

Add Names to "Twelfth Night"

A cast of prominent stage and screen stars including Erin O'Brien-Moore, Spring Byington and George E. Stone, will support John Barrymore and Elaine Barrie in "Twelfth Night," the fifth in NBC's streamlined Shakespeare cycle next Monday at 9:30 p.m. over the NBC-Blue network. Dual roles will be played again by Barrymore.

Of, For and By Women

KCKN presents a program each Tuesday afternoon at 2:30 arranged especially for women and produced and presented by women. The program is called "Feminine

Viewpoints

Radio's Amazing Growth Cited by Pioneer Comics

"There isn't an industry in all history that had as fast a growth as the radio industry. In a few years, the squawling youngster that was broadcasting has grown into a strong and healthy adolescent that shows real greatness even before it has achieved its full maturity.

"When we first broadcast in 1921 over WJZ in Newark, we did so as a lark. A friend of ours who managed the studio, (he was the announcer, technical supervisor and major domo all rolled in one) asked us as a favor to deliver a broadcast for him. We didn't even bother to prepare material; we just arrived at the studio, went on the air, broadcast for ninety minutes and revelled in the newness of it all.

"Since those days, broadcasting has become the medium from which entertainment-loving Americans achieve at least 50 per cent of their relaxation. We have seen the swift transition from programs of indeterminate duration, with material unprepared and carelessly arranged, into shows which rival the beat any other medium offers. We have watched its technical growth from the crystal set, to the awkward battery set to its present stage, with practical television in the offing."—BILLY JONES and ERNIE HARE.

Studio Audiences Creating New Hazards for Announcers

"The vogue of the large audience studio has created a new hazard for the radio announcer. In the days of the closed studio, the personal appearance of the announcer was of no importance. But now it has become very important. A sponsor whose program is being broadcast before a large audience must be careful to select an announcer whose appearance will lend some degree of weight and authority to the message he delivers concerning the product. If the announcer looks too young, for instance, or if his appearance in any other way strikes an incongruous note it will tend greatly to lessen the effectiveness of the announcement as a selling agent.

"Of course, no announcer can sell all types of products anyhow. That is, no announcer can adapt his voice and style of delivery to suit the different requirements of an infinitely varying line of products. A man who does a fine job of announcing for one sponsor may do a very indifferent job on another program where the product to be sold is of a kind unsuited to that particular announcer's style. That is why it is vitally important for a sponsor to exercise the utmost care in selecting an announcer for his program."—DICK WELLS.

"Fancies" and includes fashion news, "who's who" among women in the news, a dramatization of a new picture and romantic music.

SAN FRANCISCO

KJBS Notes: Jim Cosgrove, salesman, resigned for a fling at the agency angle . . . Fred Henry, formerly KNX, joined staff as announcer-producer . . . Mort Werner, "singing announcer," back from a Hollywood vacash having guested on several stations there—a mikeman's holiday.

Zarova, NBC's dark-eyed Russian soprano, back to work Sunday after a brief vacation while "California Concert" was off the air.

KFRCapers: Ward Ingram, sales mgr., at Smith River, Ore., with rod and reel . . . Enes Canata, office mgr., vacationing in Canada . . . Bill Davidson off for a week in Seattle and the Northwest, with Walter Guild emceeding his "Contrasts" show.

Ned Tollinger, emcee of NBC's "Carefree Carnival," headed for L. A. Saturday for a five-day vacation.

Dr. Lawrence L. Cross took his wife and six children to Pinecrest in the Sierras yesterday. Archie L. Presby is subbing for him on NBC "Cross Cuts from the Log o' Day."

More NBC Notes: Beryl Cameron will sub for Betty Kelly's warbling on "Magazine of Air" latter part of month . . . Dick Newton, whose last commercial program was Friday night, to be retained as a staff sustainer . . . Lillian Collins is the new nurse in "Dr. Kate." . . . Lucille Squires doing hillbilly singing on "Marshall Maverick" show . . . Charles Hart, musical director, handled one of Meredith Willson's TC shows Tuesday when Willson was in H'wood.

Walter Baker, NBC personnel manager, and Sidney Dixon, sales chief, up here over the week-end.

Leon Churchon, KYA program mgr., flew down to L. A. Saturday so that Southern California lads could try out as announcers on the "Microphobian" show, amateur annoc'r program.

After the broadcast of July 19, the popular "House of Melody," featuring the music of Meredith Willson and the commentary of John Nesbitt, fades. Bank execs said to be overly interested in the new Sam Hayes news broadcast they are sponsoring and so are letting "Melody" slide. Willson, too, is now on the new "Show Boat."

Ken Burkard, announcer, has taken over "Speed" Riley's midnight show on KLS called "The Padded Cell" which hits the lanes between 12 and 2 a.m.

Wilbur Eickelberg, KFRC station mgr., back from a trip east.

Human Fly Trap

Dayton, O.—Ron Gamble, WHIO announcer, is now tagged the human fly trap. It came about in this manner. While reading an announcement, Ron paused to take a breath—and into his mouth a little fly flew. Fortunately the control operator cut the mike, while Gamble amid gasps, gulps and chokes turned pale green. The fly was finally extracted.

★ Coast-to-Coast ★

DWIGHT BUTCHER, formerly of WHAM, Rochester, N. Y., and his wife, Charlotte, have been added to the Iowa Network artists staff in Des Moines and are featured daily over KSO in a hillbilly program.

"The Fiddlin' Sheriff," George Morris of the Rural Ramblers, KFRU, Columbia, Mo., is taking his first vacation from the air in six years. Emmett Heath, also a hillbilly fiddle virtuoso, is taking his place on the Farm and Home Hour and "Unhitchin' Time".

WHO, Des Moines: Dick Anderson, announcer, is in charge of production on WHO Playhouse during Donald Thompson's two-week absence . . . Dorothy Osborne of the secretarial staff left Saturday on vacation.

Owen McCullough of WSPD, Toledo, on a camping vacation in northern Mich.

At WCAE, Pittsburgh, Nancy Martin has a birthday this week; Dorothy Delvin had one last week, Polly Malone added a year Sunday, while Carl Dozer celebrated earlier in the month.

L. F. Rayburn, member of the WMT (Cedar Rapids) sales staff, is busy passing around cigars and candy these days. Reason: Doc is the proud father of a baby girl born at the local hospital. Both mother and daughter Karaen are reported doing well.

WSPA, Spartanburg, S. C.: Bob Wallace, chief engineer, and his bride (the former Bernice Highsmith. WEED pianist) are back from a short honeymoon . . . Bill Steadman, versatile announcer, vocalist and control operator, leaves July 15; he goes to Wilson, N. C. . . . James D. Mugford, program director, spent the past week in New York on business, and it's suspected he took in the All-Star ball game in Washington . . . Mother of Boyd Stanton, newest control operator, was stricken with paralysis about a week ago, and entire WSPA staff is pulling for her.

Vincent Callahan, salesman at WICC, New Haven, has joined the City Club of New York.

KSL, Salt Lake City: Harry Clarke and Gene Halliday have finished cutting a series of disks for use on KLO Ogden . . . While Alvin Pack is visiting New York, where he continues to prepare scripts for his three radio series Glenn Shaw will produce . . . Gladys Wagstaff Pinney, prolific play writer, has sold 16 more scripts by Radio Writers Laboratory.

Margaret Lenhart, singer at KOL, Seattle, is recovering after a month's illness.

Oliver Edwards, tenor, formerly with "Carefree Carnival," Jack Meakin's orchestra and Meredith Willson's orchestra, has been signed by Carvel Craig at Starlite Gardens, Hotel Utah, Salt Lake City.

George Comte, WTMJ, Milwaukee, announcer, spent the week-end with his parents at Marinette, Wis., where they celebrated their 25th wedding anniversary.

Roy and Ken Schermitzler, entertainers over WTAQ, are appearing nightly except Monday at the Conway Hotel bar, Appleton, Wis.

Southern Radio News, fan weekly published in Birmingham, is conducting a circulation drive tied up with a contest in which there will be four scholarship awards to Birmingham education institutions as the grand prizes.

Paul Lucas' five-minute show, "Behind the Headlines," via WTIC, Hartford, Conn., has been extended to 15 minutes.

Personnel additions at WHTT, Hartford, Conn., include: Robert B. Cronin, formerly at New Britain's WNBC, as announcer; Joe Makora of East Hartford, formerly at WATR, Waterbury, at the controls; and Mary O'Keefe, sis of NBC's Walter, as sec to Manager Cedric W. Foster.

Wayne Henry Latham, program director at WSPR, Springfield, Mass., is spending two weeks, Hamarock Beach, Scituate Mass., with the Missus.

Dad and Jean (Sidney W. Ashe and daughter Jean) will inaugurate a new series over WSPR, Springfield, Mass. They have been five years on WGY, which will be continued.

Compinsky Trio have been set by CBS to start a new chamber music series from 11:30 a.m. to 12 noon on July 17. Musical organization now heard in that spot has been moved to Wed., 3:45-4:15 p.m.

Lou LaHaye is first WICC (Bridgeport) announcer to go off on vacation and Irving Friedberg, former WICC-er, is being added to the staff for relief schedules.

Brace Conning, stage director, now with the Post Road Theater summer group at Madison, Conn., will give a summer series on WELI, aided by members of the cast, presenting short sketches which were formerly heard on WOR-Mutual. The series will be for 13 weeks, on Wednesdays at 7:45 p.m.

Ray Bobbs, who used to be on the office staff of WCAE, Pittsburgh, did a bit of pinch-hitting for Bill Thiemann while latter vacationed.

KANSAS CITY

Linwood Ice Cream Co. has again increased time on WDAF to six programs each week.

R. Gardner Reames, Jr., WDAF commercial representative and his family left Sunday for a vacation in Colorado.

Martha Spaulding, secretary to H. Dean Fitzer, WDAF g.m., is in Colorado on vacation.

Jimmie Sams, recent addition to the KXBY announcing staff, is getting ready for television by taking a course at First National Television in spare time.

Bruce Robinson, KXBY's chief announcer, is leaving for a two-week vacation while two KCKN staff members, Kenneth Young, announcer, and Virginia Wallace, publicity head, also are away from their duties for short vacations. In addition, Ruth Royal, KCKN musical director, leaves July 15 for the west coast for a rest.

The polo match broadcast over KMBC from the Country Club field recently was not exactly the first airing of polo in this area. Back in April, KCKN broadcast an indoor polo game from the Horseshow & Sportsmen's expo at the American Royal Arena.

Lunt-Fontanne Cold to Radio

West Coast Bureau, RADIO DAILY

Los Angeles — Alfred Lunt and Lynn Fontanne reported to have turned down Danny Danker's offer of 15 grand for 15 minutes on a J. Walter Thompson program. Also thumbs-downed a CBS offer to do Shakespeare. Famous duo appearing locally in "Amphitryon 38" at the Biltmore.

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GOOD-SHIP-GOOD-CHEER.

**Barnacle
Bill**

8-8:15 A.M.