



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 9

NEW YORK, N. Y., WEDNESDAY, JULY 14, 1937

FIVE CENTS

# Football Time Is Bought

## BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

Breakdown of NBC and CBS gross revenue figures by industries for the first six months of 1937 shows that the networks derived the bulk of their receipts from six fields—automotive, cigarettes, drugs and toilet goods, petroleum products, laundry soaps and household supplies, and foods.

Five of the six industries each spent over the million mark for time  
*(Continued on Page 5)*

## Ina Claire, O. Perkins In Three Plays for NBC

Ina Claire, assisted by Osgood Perkins, will appear in three one-hour plays for NBC, to be heard on successive Sundays at 8-9 p.m. over the NBC-Blue network starting July 25. Initial drama will be Sardou's "Madame Sans Gene."

## Rogers Peet Taking Air With Heatter Exclusive

Rogers Peet Co., men's stores, on Aug. 30 will start Gabriel Heatter in a new series of news commentator programs over WOR, Mondays through Fridays, 9-9:15 p.m. Curt  
*(Continued on Page 8)*

## Harold E. Smith Injured

Albany—Harold E. Smith, general manager of WOKO and WABY, is recovering from injuries received late last week when his monoplane, bought only three days before, cracked up near his summer home at Clarksville. A bad cut over the right eye and a deep gash in the back of his head were among the damages.

## Remote Remotes

Philadelphia — WIP is going strong on long distance remotes, with one now that sets something of a record. Over 100 miles from the studio, WIP is picking up the Sunday religious program conducted by Rev. Percy Crawford at Pinebrook, East Stroudsburg, Pa. Also carries dance remotes from Wildwood, N. J., over 90 miles away.

## Doubling—and How

Chicago — Jack Brinkley of WBBM's Kitty Keene Inc., besides being announcer for the show, is now playing the part of an announcer also in a radio sketch within the broadcast. In the story he also plays an amateur detective trailing dope smugglers. Then, with a facility known only to radio, he becomes a henchman of the smuggler and in this crook role vows to get the interfering announcer. Brinkley fears he may wake up some morning and find that he has murdered himself.

## AFM IS TIGHTENING UP NON-MEMBERS IN RADIO

Local 802 of the American Federation of Musicians is tightening up on non-member percentage of concert and chamber music artists permitted to engage in radio work. Notice to this effect has been sent out by  
*(Continued on Page 2)*

## VanCronkhite Associates Adds Five to Personnel

Jane Faunce, former national AAU and Olympic diving champion, has signed with the VanCronkhite Associates Inc. radio news feature director  
*(Continued on Page 2)*

## Equity to Join ET Fight; Organization Group Named

## Bill Lewis May Succeed Bacher on "H'wood Hotel"

Bill Lewis is understood to be set to succeed Bill Bacher as producer of "Hollywood Hotel", Campbell program on CBS. Bacher resigned. Martin Gosch also has been rumored as likely for the post. Ken Niles and Raymond Paige will produce tomorrow's show, on the coast.

## Atlantic Refining Co. Picks 64 Stations for Eight to Eleven Inter-Collegiate Games to be Aired in Fall

## TRANSRADIO CONTINUES PROGRAM OF EXPANSION

Transradio Press Service is continuing its expansion program, with several important announcements pending during the next week or 10 days. Apart from new station subscribers, Transradio is adding new statewide news circuits in at least two states.

WCKY, Cincinnati, inaugurates Transradio News tomorrow, having contracted for full leased wire service as part of its buildup in connection with its increased power. Sev-  
*(Continued on Page 2)*

## Three Judges Are Named For Neb. Ascap Hearing

Omaha — Three federal judges, Archibald K. Gardner of St. Louis, T. C. Munger of Lincoln and J. A. Donohoe of Omaha, will sit in Omaha federal district court Sept. 11 to hear the suit filed by Ascap to test constitutionality of the state law barring the society in Nebraska.

## "Goldbergs" Returning

Procter and Gamble yesterday signed Gertrude Berg to a five-year contract to write and act in a revival of "The Goldbergs." Programs will begin over an NBC network Sept.  
*(Continued on Page 8)*

Philadelphia—Atlantic Refining Co. has purchased time on 64 stations in 50 cities located in 13 states for inter-collegiate football games to be aired this fall. Each station will broadcast from eight to 11 games during the season, most of them on Saturday afternoons. Final arrangements with the colleges included in Atlantic football broadcasts and the list of games to be broadcast have not as yet been completed, it was  
*(Continued on Page 8)*

## LANNY ROSS WILL HEAD NEW PACKARD PROGRAM

Arrangements were completed this week whereby Lanny Ross becomes the singing star of the new Packard Motors program starting Sept. 7 over the NBC-Red net on Tuesdays at 9:30-10:30 p.m.

Fred Astaire, who started in the series which ended last month, is understood to have decided to confine his activities to films, feeling  
*(Continued on Page 2)*

## Charlie Garland Named Aide to Ralph Atlas

Chicago—Charlie Garland, veteran WBBM program and sales executive, has been appointed assistant to Ralph Atlas, president of WIND, effective Aug. 1. This makes the second man taken by Atlas from his brother Leslie of WBBM-CBS. Wythe Walker joined WIND sales staff last week.

## Early Birds

Kansas City—In order to make their weekly broadcast on KMBC at 6:30 a.m., the four members of Miami Valley Hound Dog Band—who are genuine dirt farmers living 70 miles from here—must get up at 2 a.m. After doing their farm chores, the crew of jerk-water jammers drive in. George Christopher heads the group, which has made quite a hit with ruralites.

At a meeting held Monday night, 14 Equity members were appointed to a committee to draw up a plan  
*(Continued on Page 8)*



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# Greensboro Newspapers Play Ostrich to Radio

Greensboro, N. C.—Denied even the mention of its name in daily newspapers of its home town, WBIG here has developed some novel and effective ways to get publicity other than over its own air lines. The newspaper antagonism to radio has gone further in Greensboro, perhaps, than in any other city of 70,000 or more in the nation. It has gone so far, in fact, that in news columns of the News and Record, morning and afternoon sheets, published by the same concern and having a monopoly on the daily field, the word "radio" is not mentioned. Even when the President of the United States is addressing the nation, reviews of his speech are made without a syllable to indicate the address was made over the air.

Holding that "a picture is worth a thousand printed words", Edney Ridge, manager of WBIG, has tackled his publicity problem along that line, and in handsome frames, four by six feet, he has placed autographed prints of his local and CBS stars. With suitable placards, scores of these miniature galleries have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other cooperating business houses, weekly newspaper offices in the section, elsewhere.

If the daily papers won't cooperate in mutual publicity, the weeklies will, says Ridge, and tells of WBIG's "Good Neighbor" program in which 23 weekly, semi-weekly, and tri-weekly papers in WBIG's territory take active part in and give consistent public attention to WBIG "Good Neighbor" broadcasts twice each week, at 5 p.m. on Tuesday and Friday. The program material is rich with facts and fancies about the cooperating newspapers and the small towns and cities where they are published. By system of rotation, each burg is brought into the spotlight with its newspaper, and by the same plan WBIG is kept in the spotlight in the news columns of the smaller papers.

The "Good Neighbor" program is adaptable to special occasions, however. WBIG boosted heavily in a recent clean-up week in Leaksville, town of 3,000 or more some 25 miles from Greensboro. The Leaksville News, weekly, publicly acknowledged the service done by the station. The program is likewise tied in with public ceremonies, building dedications, airport openings, etc.

## Constance Hope Opening Branch Office on Coast

Constance Hope Associates, public relations firm headed by Constance Hope, is opening a west coast office in association with Henry C. Rogers. The new branch, located in Beverly Hills, will be known as Henry C. Rogers and Constance Hope Associates Inc.

## A. F. of M. Tightening Up On Non-Members in Radio

(Continued from Page 1)

William Feinberg, 802 Secretary, who wrote all network and station contractors in the local's area. The tighter restrictions concern sustaining programs only, since commercials are on a different basis.

Communication reads, in part, that all instrumentalists such as soloists, artists or musicians playing in concert ensembles or chamber music quartets must either be members of 802, or, if not already members, must receive special permission to render any broadcasts.

Understood that, in addition to out of town local members, some allowance has been made for music students to participate on sustaining programs, such as the WOR Symphony, conducted by Leon Bazin.

## VanCronkhite Associates Adds Five to Personnel

(Continued from Page 1)

vision to do a woman's feature, "The Weaker Sex." Miss Faunce, who gave up her amateur championship to turn professional, will be located in the Chicago offices of VCA.

Understood also that Joe Tinker, of Tinker-Evers-Chance baseball fame, is also in the VCA fold along with Johnny Evers.

The VCA Chicago regular editorial staff has added Phil Ray and Virginia Cook of Iowa. Joe Weston of Denver has come in to take trick on the VCA copy desk.

All radio news features are being handled at the Chicago VCA offices. The New York offices are being used solely for sales and news counseling representation.

## Lanny Ross Will Head New Packard Program

(Continued from Page 1)

that he cannot do justice to both screen and radio at the same time.

Packard's fall series will originate in Hollywood. Orchestra and remainder of the talent has not yet been set. Johnny Green's orchestra, which provided the background for Astaire and is now carrying on with Packard's summer show, will not be in the new fall lineup, however, due to other commitments.

Young & Rubicam Inc. is the agency.

## Sylvia Press in Continuity

Sylvia Press, former WINS publicity head, has been transferred to the continuity department and will act as assistant to Ed Cleland. Miss Press was succeeded in the press department by Harry Albus, former assistant to Dinty Doyle, radio editor of the New York Journal.

## COMING and GOING

BENAY VENUTA has booked passage on the S. S. California sailing from San Francisco to Panama Aug. 1. From there she goes to Tahiti.

HERBERT WESTON, president of Aerial Publicizing Inc., sails today for an extended tour of Europe, visiting the Television exhibition and convention in London.

BILLY KNIGHT, salesman for WTMV, East St. Louis, Ill., and MRS. KNIGHT are vacationing in Miami.

COLE FORTER and ED SULLIVAN with MRS. SULLIVAN sail today for Europe aboard the Normandie.

JOSEPH COHEN, vice-president of General Foods, is another Normandie passenger.

BILL BURTON is back at his desk after a trip to Boston.

JEAN GROMBACH sails today for Europe. JOHN MAYO leaves Friday for Washington. BARRON COLLIER and MRS. COLLIER sail today for Europe.

RALPH HAYES, vice-president of the Coca Cola Company, leaves today for Europe.

LIONEL MAPLESON of the Metropolitan Opera Co. sails on the Aquitania today.

ABE SCHECHTER, NBC director of news and special events, is off to Newport, R. I., and Boston, last night.

HARRY TRENNER, CECIL MASTIN, LESTER GILBERT, commercial manager, station manager, chief engineer, respectively, all of WNBZ, Binghamton, are in town.

FRANCIS BARTON, radio time buyer, N. W. Ayer & Son, to home office in Philadelphia yesterday.

O. B. HANSON, NBC chief engineer, off on his vacation this Saturday.

FRANK M. RUSSELL, NBC-Washington vice-president, returned to Washington today.

JOHN H. BACHEM, NBC sales, left for Detroit last night on business.

JOHN VANCROKHITE of VanCronkhite Associates Inc., Chicago, delayed his latest trip east and now contemplates the hop this week.

RAYMOND SCOTT and his rhythm quintet left yesterday for Hollywood.

## Transradio Continues Program of Expansion

(Continued from Page 1)

eral Canadian subscribers will also be announced shortly by Transradio.

Other lines of expansion, such as facsimile and recorded news features, will develop shortly, particularly the latter. Disk features will have new and separate quarters, probably in the RCA building, within the coming month. Facsimile activity will follow in later.

In Cincinnati, Transradio enters the field against four United Press outlets, WLW, WSAI, WCOP and WKRC.

## Bobby Crawford Ill

Bobby Crawford, music publisher, was found unconscious in his room at the St. Moritz yesterday and was rushed to Medical Arts Hospital. Mrs. Crawford on the Coast, was informed by Crawford's business associates.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

## NEW PROGRAMS—IDEAS

### "City Voices"

"City Voices," a new program inaugurated recently over WROK at Rockford, Ill., draws its inspiration from newspaper "feature" interviews. Residents of Rockford and vicinity are interviewed for 15-minute periods on their unusual occupations and colorful experiences.

Opening the new series was an interview with Lynn Brudon, photographer for the Rockford Register-Republic and Morning Star, who gave inside "dope" on a murder case which he covered when he was employed by the Chicago Tribune.

Second on the program series was an interview with Mabel Richardson, Rockford's "goat woman," who told of her work in raising a herd of goats. Palmer J. Castonquay, well known chef, featured the third program with his experiences and the story of how his corn beef and cabbage caused Paul Whiteman to break his diet.

Norman Brinsley is handling the interviews on the programs.

### Aiding Community Chest

A series designed to familiarize citizens with the work of the Albany Community Chest and its agencies will be inaugurated Thursday by WOKO.

Dr. Royden N. Rand of WOKO's staff has arranged visits to each of the Chest's agencies for intimate study of their separate welfare contributions. Returning to the studio while his impressions are fresh, he will present a 15-minute word picture of what he has witnessed.

The programs, at 7:15-7:30 each Thursday night, are to be presented by WOKO in cooperation with the Community Chest under the leadership of Horace Sodd, Chest director-in-chief, and Harold E. Smith, general manager of WOKO.

### Juvenile Story Hour

A new series of story hours for juveniles, titled the "Enchanted Garden" and directed throughout the summer months to groups in libraries, hospitals and public playgrounds, will be presented over WICC, Bridgeport, on Wednesday afternoons starting July 21.

The program will be under the direction of Mrs. John A. Nelson, who has been conducting a series of Saturday morning story hours at the main branch of the Bridgeport Public Library. Mrs. Nelson will be assisted in the initial program by Lorelle Tomlinson, ten year old youngster of Milford.

### News Novelty

Long a leader in its area in the introduction of novel news presentation, KUAO, 2500-watt station in Siloam Springs, Ark., has announced a unique and effective news service, tentatively called "Bulletin Schedule." The service consists of hourly bulletins concerning an event of national importance which has been selected for coverage. It is different in that, when nothing happens relative to the affair being covered, the hourly bulletin simply states that nothing new has developed.

This bulletin schedule idea was initially tried with great success in coverage of the Amelia Earhart search. Every hour KUAO listeners knew that KUAO would make some announcement relative to the search. The United Press Teletype is watched closely, of course, and the bulletin schedule would not be possible if the station did not have continuous news coverage through United Press and Transradio. The whole idea is planned to develop listener confidence in KUAO's vigilance in news coverage. The idea proved to be valuable and in even of further news stores, KUAO's news department will institute its "Bulletin Schedule" until the story has run to completion.

### Weekly Contest Review

A contest review called "The Musical Treasure Chest" is aired 12:30-40 p.m. Saturdays by J. Gunnar Back over KFOR, Lincoln. Idea is that Back takes all the contest periods of each week, tabs the winners and what they won, and calls them up with music which runs in the same theme—such as "Treasure Island," "You're My Best Bet," and other similar titles. Contests which are on the station, which have passed, and which are coming up are all ballied in this 10-minute weekly session.

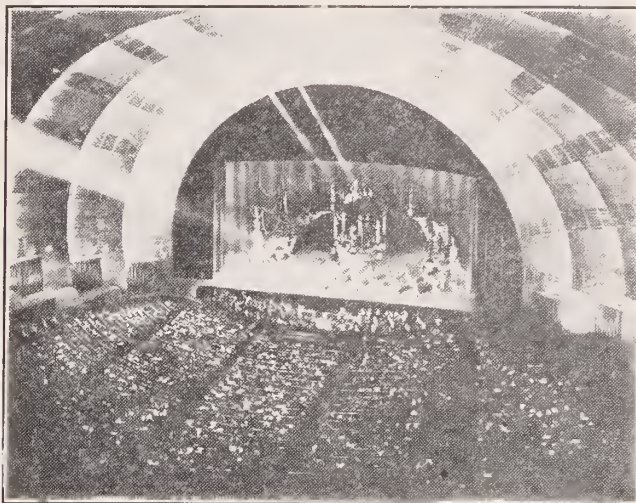
### Theater Broadcast Popular

"The Show Shopper" at WWVA, Wheeling, W. Va., is taking its place with the popular programs on that station. The show is in its third week and already has cornered the noonday listening audience of the tri-state district. Dick Betts is featured at the console of the big Capitol Theater organ and John Finley, manager of the theater gives the latest news of Hollywood between selections.

The broadcasts heard on Thursdays at 12:30 and Sunday at 12:15 p.m., is sponsored by the Capitol Theater to publicize the change of shows which occurs on Thursdays and Sundays.

### 20 Years Ago

"Twenty Years Ago Today" is a new 15-minute program heard each Monday, Tuesday and Wednesday night over WRJN, Racine, Wis., presenting readings from the Racine Journal-Times files of 20 years ago.



Radio City Music Hall brings hearing to its deafened patrons with

# ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



## DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.

MANUFACTURERS OF PRECISION EQUIPMENT  
SINCE 1902

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

AGENCIES

MRS. JANET FOX WING, formerly associated with J. Walter Thompson and Young & Rubicam copy departments, has joined the copy staff of Kenyon & Eckhardt Inc. McCANN-ERICKSON INC. has been appointed to handle the advertising of Grocery Products Mfg. Co. and the Foulds Milling Co.

JERRY CROWLEY, formerly associated with Crowley-LaBrum Inc., sets up his own office in Philadelphia, handling advertising, publicity and merchandising.

THEODORE ASH, Philadelphia ad-man, is giving up his local business connections and moving to California to live.

HUBBELL ROBINSON of Young & Rubicam has an article in August issue of Esquire entitled "Glamour Woman, You Bore Me." Piece is frank and funny, relating the experience of a hopeful taking a gal out, buying her and her friends food and drink, and finally winding up on the doorstep with his hat in his hand.

BOSTON

Bill Elliot, WEEI's singing cop, on to New York for a guest appearance on today's "Heinz Magazine of the Air."

Ruth Chilton was given a farewell party by her friends at WEEI and was presented with a portable typewriter. She goes to her new berth at WSYR, Syracuse, this week.

Archie Gillis, WCOP salesman, yachting over week-end, was struck on the head by the yacht's boom. Had to have several stitches taken in the old scalp.

Frank Gallup, CBS announcer, in town visiting the old WEEI gang. Jack Dowd of Dowd & Ostreicher Advertising is in New York for several days.

Lew Sargeant, WEEI announcer, spending his vacation at a camp near Brockton.

Bill Rule, WEEI control operator, has taken a cottage at Old Orchard Beach, Me., for his wife and small daughter.

Charlie Phelan, Yankee net sales manager, had two of his nags entered the opening day of the Summer meet at Suffolk Downs. One was in the money.



Because Jack Benny liked Freddie Lightner as his summer substitute, Lightner will remain for 11 more weeks on the present Jell-O series!... Yascha Bunchuk and his "Swing Symphony" will be a fall airing for Goodyear tires... Phil Napoleon is Gus Arnheim's successor at the New Yorker starting the 29th—with Jimmy Dorsey slated to follow... Woody Herman and Shari Kaye are holdovers at the Willows in Pittsburgh... Dorothy Howe, Art Shaw's vocalist, and Robert E. Lee, part owner of the Willows, are deciding on the "date" for their blending... Igor Gorin appears as a comic in his first flicker... Bob Prescott will definitely be sent to the coast to head the CBS sound effects department... Jimmy Wallington is nervous during his Sunday airings pending word from the hospital on his wife's condition... Fred Allen's stooge, Charlie Cantor, is being screen-talked!

The Old Ranger of WLBC, Muncie, Ind., and Morey Crain, chief engineer, are still arguing over the merits of frog hunting... Old Ranger started to air his show when a "frog serenade" went out over the ether... Crain hastily checked equipment but could not locate croakings until program was completed... Seems that the Old Ranger had parked a box of bull frogs in the studio just before taking to the air... Boyd Armstead, manager of James Super-Service Stations in Kansas City, has always personally selected the music to be presented on his weekly KCKN shows... He insisted on continuing this practice for the past two weeks though confined to the hospital following an appendectomy!

Ed Sullivan, Frances Faye, Dan Healy, California Collegians and Josef Cherniavsky's orchestra auditioned yesterday for N. W. Ayer as a possible fall show for Consolidated Gas via NBC... Gogo deLys takes over Babe Ruth's CBS net time tonite in a new series backed by Freddie Rich's music... Tim and Irene's MBS Sunday show with Bunny Berigan's swell ork will become a CBS feature on expiration of the present Mutual time purchase... George Gershwin completed five songs for Goldwyn before his death... Wini Shaw's kid sister, who refuses to "trade" on her sister's rep, wants to sing with a band... "Hammerstein Music Hall" fades the 27th and returns the following Friday on Bi-So-Dol's time... Eddie Cantor has moved into Will Rogers' bungalow on the 20th Century-Fox lot, being the first tenant since the latter's death. Cantor didn't change or move the furniture or fixtures, leaving them just as Will left them... A west coast transcription firm is cleaning up via the sale of records made by Bob Burns in his leaner days... Loretta Lee has a new nose!

Star Radio Program's feature, "The Morning Bulletin Board" recently honored an anniversary of the first edition of the famous old McGuffey Readers common over 100 years ago, and which have since become genuine rarities... KFNF, Shenandoah, Iowa, received a great response from a one line mention of inquiry as to those listeners who might have a copy of the old Reader... Six listeners—three from Iowa, two from Nebraska and one from Kansas—wrote to the station stating they had copies... One KFNF fan had three copies which had been in use for over 50 years... A songplugger from Famous Music Co. was horseback riding through Ozone Park last Sunday when he passed a corral radio, and the voice of a vocalist caught his ear... He dismounted and went over to hear the program, discovering that it was the voice of Bob Murray via WHN. He told Bob how good he was to make a horseman stop his galloping to hear a singer—on a plugger's day off. Now the plugger—it isn't Harold Wald—will probably have Bob in debt for life!

GUEST-ING

JACK BERCH, DIXIE DEBS and PATRICIA RYAN, on Walter O'Keefe's "Town Hall Tonight", July 21 (NBC-Red, 9 p.m.).

PAUL CAVANAGH of "Tovarich", interviewed by Dorothy Beach on "Theater Guide", tomorrow (WINS, 11:30 a.m.).

HARRY SALTER, "Hit Parade" maestro, on Walter King's "Song Contest, today (WINS, 2 p.m.).

HARRIET HILLIARD, on Ben Bernie's program, Aug. 2 (NBC-Blue, 9 p.m.). CONRAD THIBAUT on same program, Aug. 10. Both deals set by Herman Bernie office.

SUMNER WELLES, U. S. Under-secretary of State; CARLO MORELLI, baritone and JULIO MARTINEZ OYANGUREN, guitarist, on Edward Tomlinson's "The Other America", Aug. 20 (NBC-Blue 10-10:30 p.m.).

OLIVER WAKEFIELD, English comedian; MARIAN ANDERSON, Negro contralto, and EDGAR FAIRCHILD and ADAM CARROLL, piano team from "Babes in Arms", on "Magic Key of RCA", July 18 (NBC-Red, 2 p.m.).

ART SHAW, star clarinetist, on "Saturday Night Swing Club", July 17 (CBS, 8 p.m.).

Raymond Scott for Films

Raymond Scott and his novelty rhythm quintette, heard on "Saturday Night Swing Club" over CBS for the past few months, left yesterday for Hollywood to make their motion picture debut in David O. Selznick's "Nothing Sacred", with Carole Lombard and Fredric March. Paul Ross of Columbia Artists Inc. negotiated the deal.

PHILADELPHIA

Rosalind Stewart, KYW singer, goes to WIP for the "Pioneer Clipper" variety show with Pat Purcell and Clarence Fuhrman's studio band.

Jess Altmiller, drummer with Fox Theater orchestra, introduces his juvenile Marimba orchestra over WIP.

Enid Hager, WFIL's program department, is motor-vacationing in New York state.

An additional broadcast of the KYW Home Forum conducted by Carol Bennett now brings the weekly number to four.

Harold Davis, WDAS program director, will be best man when station manager Pat Stanton middle-ages it July 26.

The Malloys are now heard via WDAS at 7 p.m. Sundays.

Helen Kiley, secretary to Murray Arnold, WIP public relations head, is back at her desk minus appendix.

The first product of WCAU's farming system for announcers joins the staff this week. George Thomas, who was farmed out to WHAT to secure more experience, fills the vacancy in Lon Pierce's resignation. System was developed by Stan Lee Broza, WCAU program director.

BIRTHDAYS calendar grid for July 1937 with numbers 1-31 in a grid.

Greetings from Radio Daily

July 14

- Ken Murray, Monte Proser, Bill Meeder, Gene Rouse, Rowena Williams, Gloria Feld

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**D**URELLE ALEXANDER, diminutive songbird, has just started a fortnight's vocalizing engagement at Albany's Ten Eyck Hotel. . . . She's booked at the Rainbow Room when she returns, July 28. . . . Mrs. Ferde Grofe and the two Grofe bairns are California-bound. . . . When Sharri Kaye terminates her present vocalizing engagement she'll continue her pow-wow with Ernie Gann, which should terminate in a contract with Major Pix and a flicker career. . . . Bob Crosby's young field marshal, Jim Murdock, is followed everywhere by his mother, who's that way about Crosby music. . . . she was at the Congress in Chi 36 nights running when the outfit was featured there. . . . The Ritz-Carlton in Boston sees her frequently now and she seems to enjoy buying vintage champagne for the minstrels. . . . Kay Weber, swingsong divinity featured with them, proves her versatility by writing an animated column in swing-time, monikered "The Beat Up" for "Down Beat."

▼ ▼  
Dorothea Lawrence, vocalist, is one more songbird fascinated by a snake. . . . Dorothea, who boasts a boa constrictor for a household pet, will tell the world how to get on with reptiles Thursday at 5:15 p.m. over WBBM and the Columbia Network. . . . May Singhi Breen and Peter De Rose say most of their listeners-in request ditties like "I Didn't Raise My Boy To Be A Soldier," which appears to us a bit significant. . . . Col. Jack Major's 12-year-old "niece," Marjorie Knapp, a lass from Kentucky, did a neat bit of show-stealing when she sang "Johnny One Note" on "Uncle" Jack's program t'other day. . . . Her first network appearance, too.

▼ ▼  
Dr. Harry Hagan's "Spelling Bee" is all set for a troubled spell, with a new series beginning July 25, in which married women will be pitted against spinners; benedicts against bachelors; and husbands against wives. . . . Jane E. Miles, sec to Dwight G. Wallace, NBC personnel manager, has resigned, effective July 15, to take a similar position with Freepport Sulphur Co. . . . Transcriptions Inc.'s Sophie Wishik leaves today for a week's vacation in New Milford, Conn. . . . Alice Faye's luck seems to be bad these days, what with missing a cue on her first ciggie broadcast and falling down a flight of stairs and wrenching her spine last week. . . .

## RADIO PERSONALITIES

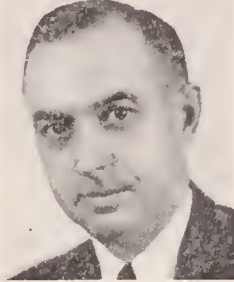
No. 50 in the Series of Who's Who in the Industry

**J.** O. MALAND, vice-president of Central Broadcasting Co. and manager of WHO, Des Moines, was born March 6, 1893 in Wells, Minn., of Norwegian parents. Following graduation from the U. of Minn., he worked for a short time with a Minneapolis advertising agency. His active interest in radio was born in 1921, when he was mayor, assistant postmaster, justice of the peace and proprietor of a general store in the little town of Frost, Minn., more than 150 miles from the nearest broadcasting station. Joe Maland secured a radio and loud speaker for his store. So keen was the interest of his customers, friends and neighbors that his far seeing mind visualized the incipient magnitude of the industry.

Shortly thereafter a personal friend, with an interest in WLAG (now WCCO), offered him a position. By 1923 he was Farm Program Director at the station; and in 1928 became commercial manager of WLS, Chicago. In 1930 Maland and Edgar Bill, another pioneer broadcaster, sold CBS the idea of a middle west farm network. The network was formed with Maland as sales manager. Maintaining the long view, Joe Maland checked over possibilities of middle western stations and in 1931 joined WOC, Davenport, and WHO, Des Moines, which were synchronously operated at that time. Two years later WHO was granted license to operate with 50,000 watts. The two stations were divorced and Maland moved to Des Moines as commercial manager of WHO. Shortly thereafter he became station manager in complete control of the operation of the "Voice of the Middle West."

Joe Maland is credited with fathering the first commercialized Barn Dance type of broadcast in 1928. He inaugurated the Iowa Barn Dance Frolic in Davenport almost immediately after his arrival there. Starting as a half hour Saturday night show, the Frolic long since moved to Des Moines. It now runs three hours on Saturday nights during the fall and winter season and plays from stage of the 4,500 seat Shrine Auditorium, with a cast and staff of approximately 100 individuals.

J. O. Maland is a director of the NAB, immediate past president of the Iowa Association of Broadcasters, a member of the Des Moines Rotary Club, the Advertising Club of Des Moines and the Des Moines Club. He is a Mason. His hobbies are horticulture, his home, and—radio.



Fathered the commercialized barn dance on radio.

## ORCHESTRAS MUSIC

**K**AY KYSER, winding up his Eastern dates this week, opens at Detroit's Eastwood Park on Friday. His Sunday show will be aired over Mutual from there. The Kyser contingent remains there until the 23rd, then heads further west for a series of one-nighters.

Two Colorado Springs Orchestras, Bart Woodward's from the Antlers Hotel and Bob McGrew's from the Broadmoor will be featured in the 75-min. program, originating in Colorado Springs, July 16, and fed to the Mutual chain, via KFEL, Denver, from the Will Rogers Shrine of the Sun Memorial on Cheyenne Mountain. Services will be conducted by the Elks, who are in national convention there this week.

Jimmy Dorsey and the band open at Philly's Earle Theater Aug. 20.

Johnny Burkarth and his newly assembled ork are currently featured at Gypsy Village in Fontaine Ferry Park, Louisville. They're aired nightly over WHAS.

Robert Emmet Dolan's new trombonist, Al Philburn, is the same Philburn who used to play Bert Lown's theme song, "Bye Bye Blues" with telling effect.

Victor Bay, musical director of the CBS Shakespearean series, is using "Thou Soft Flowing Avon" as a theme melody for the programs. Ditty was written by David Garrick, famed English thespian of the 18th Century and dedicated to the bard of Avon. Bay found the song in the Public Library and doesn't believe it has ever been played here.

The Exstrand Sisters, trio on KFAB as the "Gingham Girls", are now singing five nights weekly with Leo Beck-Eddie Jungbluth's Orchestra. Setup was arranged when Russ Gibson, director of the ork and on the KFAB staff, put them on.

The Dixieland Jazz Band, exponents of "louder and funnier" music, will be featured on the Pepper-Uppers program over the Dr. Pepper-Dixie Network on Sunday at 4:30 CST. The band is now appearing at the Fort Worth fiesta. Alexander Keese will offer a solo rendition of the "Elegy" on the fiddle.

## BULK OF NETWORK BIZ DRAWN FROM SIX FIELDS

(Continued from Page 1)

on NBC; all six spending over a million on CBS. Drug industry is NBC's largest client with expenditure of \$6,610,632 for the six month period. CBS's top client is the food and food beverage manufacturers, who spent \$3,479,068 on the network from January to June.

Complete breakdown of expenditures follows:

Industry	NBC	CBS
1. Automotive Industry	\$ 1,752,069	\$ 1,974,720
2. Building	163,325	
3. Cigars, Cigarettes, Tobaccos	801,039	2,358,724
4. Clothing and Dry Goods	64,688	
5. Confectionery, Gum, Ice Cream	102,800	606,120
6. Drugs and Toilet Goods	6,610,632	2,685,399
7. Financial and Insurance	153,060	261,351
8. Foods and Food Beverages	5,607,660	3,479,068
9. Garden—Field	5,200	
10. House Furniture and Furnishings	267,471	259,118
11. Jewelry and Silverware	64,716	
12. Lubricants, Petroleum Products and Fuel	1,068,052	1,162,146
13. Machinery, Farm Equipment and Mech. Supplies	55,120	61,725
14. Office Equipment		
15. Paints and Hardware	199,005	
16. Radios, Phonographs and Music Instruments	749,420	377,335
17. Schools and Correspondence Courses	5,868	3,960
18. Shoes and Leather Goods	55,500	
19. Laundry Soap and Housekeepers Supplies	1,596,892	1,178,843
20. Sporting Goods	83,699	79,365
21. Stationery and Publishers	219,062	37,708
22. Travel and Hotels	27,792	
23. Wines, Beers, Liquors	285,037	277,683
24. Miscellaneous		
Total	\$19,948,107	\$14,803,265

## ★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Oct. 14: Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

WMBO, Auburn, N. Y. Authority to transfer control of corp. 1310 kc., 100 watts, unlimited.

Beaumont Broadcasting Assn., Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

"Wheaties Champions of Harmony"

## KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

# ★ Program Reviews and Comments ★

## "HAMLET"

Sustaining  
WABC-CBS network, Monday,  
9-10 p.m.

### SENSITIVE AND SUBDUED VERSION OF MELANCHOLY DANE BY BURGESS MEREDITH.

In these competitive network presentations of Shakespearian works it is the player instead of the play that is the thing. As the worth of the plays has been proven long ago, only the interpretations of leading roles by the different actors remains for evaluation; and from a listener standpoint, too, the drawing cards are bound to be the stars.

Thus in the battle of personalities there is no question but that John Barrymore has a good edge on Burgess Meredith in their respective portrayals of Hamlet, which Meredith essayed Monday night for CBS, three weeks after Barrymore's performance for NBC. The edge in Barrymore's favor is perhaps wholly one of experience, maturity, gift of voice magic and thespic fire.

Barrymore infused his Hamlet with all these qualities, making him a vivid, impassioned flesh and blood creature, whereas Meredith seemed to conceive the Dane more along sensitive, poetic and even genteel lines, aroused to fire and action only in a subdued degree. The ring and vibrancy appeared briefly at times, but on the whole Meredith followed a lower pitch and lower register of intensity. He fully realized the poetic values of the dialogue and there was smoothness in his transitions of mood, but the driving force wasn't there.

In short, Meredith sounded a little youthful in the part. Not that he's too juvenile for the role, but in the comparison that he must inevitably stand with the Hamlets of record, and particularly the one of recent radio record, he seemed quite young and light. On the other hand, there was a freshness and poetic gracefulness

in his performance that probably pleased many listeners just as much; in fact, this modern age may even prefer that type of acting.

Anyway, that was Meredith's interpretation, and it was a finely studied performance irrespective of how it compares with any other.

In supporting cast, Meredith had Montagu Love as the King, Grace George as the Queen, William A. Brady as the Ghost, Walter Abel as Horatio, and other thoroughly able players. Conway Tearle did fine service as narrator.

The CBS version of "Hamlet," adapted and produced by Brewster Morgan, ran an hour, or 15 minutes more than the NBC adaptation, and it was staged with reasonable smoothness and precision. Appropriate musical background was provided by an orchestra under Victor Bay's direction.

## "The Tempest"

Rated by many as one of Shakespeare's best constructed plays, "The Tempest" nevertheless is not as rich in acting opportunities as some of the Bard's other work, and consequently the Monday night presentation over the NBC-Blue Network was somewhat of a 50-50 affair. John Barrymore doubtless realized all the possible values in the dual role of Prospero and Caliban, while his prologue curtain speech, setting the background for the play, was excellently delivered. There is a magic in the very speech of Barrymore that makes almost any of his utterances a joy to hear, and the present drama was no exception.

Elaine Barrie was not so successful in essaying the two roles of Ariel and Miranda. She was too out-shadowed by seasoned troupers, among whom also were Walter Brennan, Henry Hunter, Herbert Mundin, Robert Warwick, Hans Conried, and others, doing grand jobs.

From a production standpoint, this fourth in the NBC series of "stream-

lined Shakespeare" was quite efficiently handled.

## "Negro Melody Singers"

A Federal Music Project, put on over WNYC by the Radio Division of the WPA, and under the direction of Juanita Hall, this program of Negro songs and spirituals is class entertainment of necessarily restricted appeal. For its type of stuff, it is a good presentation, as Juanita Hall is no novice in putting on programs of this kind. The initial show Monday night at 8-8:30, as the first in a series of four, opened with a group of spirituals and continued with other selections that were mostly of a class not often heard on the air.

## "For Men Only"

Monday night's "For Men Only" over WHN had a rare treat in the person of Eddie Dowling, one of Broadway's all-around leading lights. Dowling told of his first meeting with Maurice Evans and how they came to get together in the production of the now memorable presentation of Shakespeare's "Richard III." Among his many talents, Dowling has a gift for being a grand radio entertainer. A natural but magnetic speaker, with a fine sense of monolog as well as dialog, his little talk on this program left you wanting to hear more of him. Dowling shouldn't keep himself such a stranger to radio.

Nola Day, a pleasing feminine voice from Iceland, sang "There's a Lull in My Life" very satisfactorily, Sam Taub conducted an interesting interview with Mickey Walker, Joey Nash sang a bit and Paul Sullivan was there in a commentating capacity. Ray Sinatra's orchestra provided the music.

## "Ave Maria Hour"

This religious program, heard Sundays over WMCA, sounded considerably better than usual last Sunday.

There was a great deal of improvement in the dramatic end while the music and choir work perked up at the same time. Program gave the impression of having been whipped into more shape more efficiently all around.

Last Sunday's dramatization dealt with the life of "The Blessed" Oliver Plunkett, archbishop and primate of all Ireland who was tried in England in 1861 on charges of fomenting rebellion.

The "Eternal Magdalene" will be dramatized next Sunday.

## Burns and Allen

One of the programs that can be depended upon to always give a most entertaining performance is the Burns and Allen show on the NBC-Red Network, Mondays at 8 p.m. For its consistency in holding to a uniformly high level of amusement value, never fluctuating far enough downward to make much difference, this program deserves a wreath or two. Vocalist Tony Martin, announcer Ronald Drake and Ray Noble with his orchestra dovetail perfectly with the comedy efforts of George and Gracie.

## "Song Time"

CBS has adopted the "Song Time" title for a series of 7:15-7:30 p.m. singing periods, daily except Sunday, with alternating guest stars. Monday the featured singers were Hollace Shaw and Ray Heatherston, followed by Ruth Carhart and Bill Perry yesterday. Today Patti Chapin and Howard Phillips are scheduled, followed by Dorris Kerr and Russell Dorr tomorrow, Gogo de Lys and Jack Shannon Friday and a show from the Coast on Saturday. Gordon Graham is the "melody host." First two programs were very enjoyable. Though blazing no new trail, the talent is first-rate and the presentation excellent.

## NEW ORLEANS

WDSU announcer Earl Smith turned Challiapien for the night at a recent resort broadcast and his "Old Man River" had them patting palms.

Harold Jordy, cocktail lounge maestro, is proud of the fact that Will Rossiter of Chicago is paying the printing costs for his latest song, "Dream of You."

Josephine Almerico, 16-year-old swing singer, is headed for Chez Paree at Henderson Point.

Yvonne LeBaron, who is being groomed for the concert stage, is on the clerical staff of WSMB, sometimes doubling as pianist.

## A. L. Brown Heads Ass'n

Montreal—A. L. Brown was elected president of the Radio Manufacturers Ass'n at the annual meeting.

## Allan Dramatizing Jardine

Extending his usual quarter-hour WINS program, "Little Moments With Big People", to a half-hour tomorrow, Doug Allan will present the Rev. R. Anderson Jardine, who performed the Duke of Windsor's wedding ceremony, in a biographical dramatization. The program will be heard at 1:30 p.m.

## Joan Brooks for Claremont Inn

Joan Brooks, vocalist, has been signed to appear at the Claremont Inn for two weeks starting tonight. She will sing with Jolly Coburn's orchestra.

## KYW Time Signal Sellout

Philadelphia—All time signals on KYW will be sponsored starting this fall. Bulova Watch has bought evening announcements through the Biow agency. Daytime signals continue under Breyer Ice Cream Co.

## More Gershwin Tributes

In addition to broadcasts already given or announced in tribute to the late George Gershwin, WMCA tonight will air a 45-minute program at 9:30 with friends and admirers of Gershwin participating. Nat Brusiloff will conduct the orchestra, and those who are to appear include Harold Arlen, Gene Buck, Max Gordon, George White, Harry Hershfield, Ann Ronell and others.

The Chicago Philharmonic Orchestra revised its program over CBS last night to include a Gershwin tribute, and over the same network on Friday there will be a complete rendition of Gershwin's "Rhapsody in Blue" by Ferde Grofe.

## Barlow in Advisory Post

Howard Barlow, CBS conductor, is one of a distinguished group of directors, composers, critics and spon-

## LINCOLN

Wedding bells rang for Bid Wheatley, personal secretary to Reginald B. Martin, KFOR-KFAB manager, on June 8, according to belated announcement.

Vacation plans for KFOR-KFAB announcers include Carl Saunders, enroute to Los Angeles; Joe di Natale, planning the same trip; Ray Suber, leaving for the mountains to spend the layoff raising a beard; Jack Hanssen to Davenport, Ia., and Springfield, Ill.

J. Gunnar Back, continuity chief for KFAB, was the final speaker of National Youth Administration's course in career selection.

sors of music who will serve on an advisory committee on music for the New York World's Fair in 1939.



**JACK HOLDEN** and Pat Buttram of WLS and NBC are on a motor trip to the Buttram home in Alabama.

Barbara Luddy, femme star of "First Nighter" who just moved here from temperate California, collapsed in the Chicago heat and had to be taken to NBC infirmary. Revived and was able to do performance that night, however.

Ray Johnson, headliner of "Guiding Light," is the tennis champ among local air performers.

Tommy Bartlett, femme quizzer of WBBM's "Meet the Missus," has moved his show from the Arts club to station's big new audience studio.

Bob Griffin (Joe Marlin of "Mary Marlin") has returned from New York, where he visited Jane Crusinberry, author of the serial, who is gathering material on the lives of N. Y. suburbanites for use in the show.

Sunda Love of CBS dramatic staff off for vacation in Maine.

Bunny Daniels, in charge of publicity for J. Walter Thompson radio accounts here, is vacationing on a dude ranch at Wyola, Mont.

Roger Pryor and band to open at the Edgewater Beach hotel beach walk Aug. 5 following Bernie Cummins.

Eddy Duchin, leaving the Palmer House Aug. 5, will do two weeks at Chicago theater here and then start on a series of one nighters.

Lynn Brandt (Bloomquist), NBC announcer and Janis Herrington, radio actress, will wed in October.

**Bumper Harvest Broadcast**

A broadcast of jubilant harvesting scenes in the southwest, where the biggest wheat crops in a decade are coming in, will be aired by CBS on Friday at 5-5:30 p.m. Farms, mills, banks and railroads will be included in the scenes interviewed.

**ST. LOUIS**

Spencer Allen of the KMOX announcing staff will be married in September to Deane Steger.

Coyita Bunch, KWK staff singer, is building up quite a following with her thrice weekly program of popular melodies.

Margaret Daum, CBS soprano now singing nightly with the Municipal Opera, also is heard daily over KMOX.

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 50 of a Series

**KMA—Shenandoah, Ia.**

930 Kilocycles—5,000 Watts Daytime, 1,000 Watts Night

**EARL E. MAY, Pres.-Gen. Mgr.**

**J. "CY" RAPP, Operations Manager**

**ED CUNNIFF, Commercial Manager**

**K**MA made its debut Aug. 12, 1925. Owned and operated by the Earl E. May Seed Co., the station's personnel is headed by Earl E. May, president and general manager; J. "Cy" Rapp, operations manager; Ed Cuniff, commercial manager; Howard Chamberlain, program director, and Ray Schroeder, chief engineer. Since its inception, KMA has always catered to the farmer, keeping him advised as to crop conditions, markets and anything of interest to the farmer. KMA maintains 170 miles of telephone wires to carry to the station programs of interest to the leading centers of Iowa. Also, KMA has a mutual tie-up with stations WMT, Cedar Rapids and Waterloo, and KRNT and KSO, Des Moines, and a direct wire connecting these stations. Sustaining and commercial programs are fed to and from these stations over these wires.

In 1936 a plot of 10 acres, one mile north of Shenandoah, was purchased, and a Truscon 488-ft. self-supporting half-way vertical radiator was erected. This is the highest self-supporting structure of its kind in Iowa. All new RCA high fidelity equipment was purchased and installed by RCA engineers. This equipment is housed in a two-story building, and it's completely air-conditioned, and has all the latest improvements. The lower floor and basement is given to equipment and the second floor is the home of the chief engineer, a four-room apartment also completely air-conditioned.

☆ **PROMOTION** ☆

**Store's Anniversary Campaign**

El Paso's Popular Dry Goods Co., one of the largest department stores in the West, chose an extensive radio campaign over KTSM to promote its 35th Anniversary Sale.

The complete radio campaign consisted of 1 hour program, 4 half-hours, 29 quarter hours and 53 spot announcements.

The campaign began on the Thursday previous to the Monday morning opening of the sale, and was initiated with a remote control broadcast of the Pep Rally of Popular Dry Goods employees.

One of the highlights of the radio series was the organ music of Dayton Payne at the Plaza Theater organ each day at noon during the entire campaign.

Drama played its part in the campaign. Four radio dramas depicted the highlights of El Paso history since the organization of the Popular in 1902. These events, portrayed by the Studio Players were: "The Building of Elephant Butte Dam," "Meeting of Presidents Taft and Diaz in El Paso," "Visit of Theodore Roosevelt to El Paso," and "El Paso's First Street Car System." The latter was given as the highlight of the one hour Popular Variety show, Sunday afternoon.

Other features of the campaign were "Man on the Street" broadcasts, Studio talks from the Popular organization, and the Popular's regular feature, "The Newspaper of the Air."

**NBC Sports Tabulation**

In a folder titled "For All Good Sports—Who Like to Listen," NBC lists the outstanding sport broadcasts that are scheduled over its network this year, next year, and even to the 1940 Olympics. It's quite an imposing list, running the gamut from a soap box derby to international polo, football, golf, tennis, horse and motor races, etc.

**KTAR Sells Arizona**

KTAR, Phoenix Ariz., has issued a 24-page booklet illustrated in color selling Arizona as a community much the same as a Chamber of Commerce would do the job.

No statistics are presented because these are available through the usual channels. Many photographs show the scenic beauties and business aspect of the state and the last page of copy is used by KTAR itself, revealing the station's development parallel with that of the community.

**CKX Monthly Bulletin**

On behalf of CKX, Manitoba, the Manitoba Telephone System is now publishing a four-page monthly bulletin for distribution to sponsors, fans and others. The mag contain gossip about artists and studios, news of coming events and other items and pictures of interest.

**Riding on Uncle Sam**

All outgoing mail at KMOX carries on envelope a list of outstanding



**W**HAT sounds like the perfect club —no dues and enough offices so that every member can have a title —is being formed from the ranks of Southern California's radio old timers. Walter Biddick, station rep. and E. K. Barnes, recording engineer, are moving spirits. Organization will be known as Radio Oldtimers Club. Will stage annual beer party and barbecue, and an annual radio show. Open to folks who have been in radio ten years or more. "Doc" Ralph L. Power has taken over the worries of permanent secretaryship.

George E. Stone is another addition to NBC's "Twelfth Night" cast for July 19. John Barrymore and Elaine Barrie will again play dual roles.

Jimmy Tolson's "Funfare" for Superio Macaroni comes back to the air, after a month or so's intermission, with Johnny Murray, Dave Weber, Beth Wilson and Vincent Lopez ork, over KFAC. Has a Monday night half hour.

Elsie Prescott heading a cast of British Players for Sunday series on KMTR; Frank Ellison, narrator, and Prescott Richardson, scripiter.

Segar Ellis, whose Standard Library recordings used a saxless band that clicked on the disks, using same arrangements on a live Sunday evening series on KFAC.

Forrest Barnes, adapter on the current NBC Shakespeare series, and writer of Union Oil's "Thrills," signed as co-writer to adapt Harold Bell Wright's "Western Gold" for 20th Century-Fox.

Walter Biddick starts Aug. 1 to cut half minute series for furrriers. They just finished a "Scrappy" series in collaboration with Columbia Pictures and Charles Mintz studios.

**Ask Dismissal of Lord Suit**

Pathe Films, defendants in a \$50,000 damage suit brought by Phillips H. Lord, over a planned promotion aboard a vessel, "Seth Parker", yesterday entered a denial along with counter claims in the U. S. District Court, and asked for a general dismissal of the suit.

programs broadcast over the station. Out of town mail carries CBS highlights and city mail is stamped with local feates.

**First in local accounts  
in Chicago  
WGES**

(In the heart of Chicago)

## EQUITY JOINS ET FIGHT; COMMITTEE APPOINTED

(Continued from Page 1)

and report back next week. Jackie Heller was named temporary chairman, and Richard Gordon also was among those who spoke in favor of Equity organizing the radio actors.

It is believed likely that a separate A. F. of L. charter will be obtained under Equity's wing for the radio branch.

A call is being issued to all Equity members now in radio to attend the next meeting on Monday.

On the ET question, the increasing use of actors for disked shows and the multiple playing of these recordings is considered by Equity as cutting down the employment of its members, in addition to comparatively low pay received for the diskings.

## "Goldbergs" for P. & G.

(Continued from Page 1)

13, five times weekly. Broadcast time and actual network as yet have not been set. The contract, signed in Hollywood where Mrs. Berg is completing a film writing stint, calls for the original cast, including James Waters, Rosalyn Silber and Everett Sloan.

## NBC Plans to Extend Foreign Interchange

John F. Royal, NBC vice-president in charge of programs, who sails on the Normandie today for a tour of Europe, will make a detailed survey of international broadcasting conditions and also complete arrangements for an extension of NBC's policy of exchanging personnel as well as programs with foreign broadcasting organizations. NBC maintains close association with BBC and the Reichs Rundfunk Gesellschaft.

Royal will visit England, France, Germany, Holland, Switzerland and the Scandinavian countries.

## ONE MINUTE INTERVIEW

### GUS HAENSCHEN

"Today radio is much closer to Hollywood than the theater is, perhaps because the techniques of the two media, radio and talking pictures, are fundamentally alike. While the stage reaches a comparative handful of the public, radio and pictures share a mass appeal and their audiences are numbered in the millions. Now any radio personality that builds up a following and in so doing gives evidence of genuine ability is almost certain to be considered as a picture possibility."

## ★ Coast-to-Coast ★

**L**EWIS TITERTON, manager of the NBC Script Division, will analyze the technique of writing a radio play in a series of three broadcasts of the National Farm and Home Hour, beginning tomorrow and continuing July 22 and 29, at 1:30 p.m. over the NBC-Blue Network.

**WOW, Omaha:** Night Hostess Dorothy Cogswell is vacationing in Colorado . . . Dorothy Delfe has been hired as day hostess to replace Evelyn Mason, resigned to be married . . . New transcription equipment is being built for Announcer Thomas B. Chase, in charge of the station's transcription testing, by Chief Control Operator Joe Herold.

**KOIL, Omaha,** has changed the name of its daily man-on-the-street program to "The Curb Exchange" to differentiate it from the man-on-the-street daily broadcast of WOW, Omaha. Don Kelley and Had Hughes present "The Curb Exchange," now being sponsored by the 7-Up Beverage Co.

**Frank Lea Short, president of the Shakespeare Fellowship,** has revised the schedule of his organization in order to allow the actors to listen to the CBS Shakespeare series. Short states that the list of actors and actresses to appear would be invaluable to his troupe as instructors. The Fellowship, under Short's direction, is at present engaged in plans to present a cycle of the bard's works at the 1939 Fair in New York.

**WTAQ, Green Bay, Wis.,** is preparing to broadcast the Wisconsin-Upper Michigan District Convention of Kiwanis Clubs in Green Bay on Aug. 8-10. Part of the program may be carried by CBS. Frankie Masters' orchestra will play at the Governor's banquet.

**Karl O. Wyler, boss of KTSM, El Paso, and Roy Chapman, program director,** have been working on new program plans since their return from Chicago, New York and Washington. They expect to break the story next month.

**WIRE, Indianapolis:** Morris Hicks, announcer, was badly cut when the station's short wave truck collided with an electric light pole. . . . Bill Frosch is substituting for Hicks on the daily "street interview" . . . Gloria Feld, who is 15 today, celebrated her seventh year on the "Jake Presents" program Sunday. Her younger sister Olga, Jimmy Boyer and Doc's Mohawk Chiefs also in the show.

**Cotton Blossom Singers, Negro male quartet which has been on NBC and other programs,** started a thrice weekly series Monday on WGY, Schenectady.

James Milne, president and man-

ager of WELI, New Haven, report some studio personnel revisions under way.

**Kenny Rapieff, announcer,** is handling the "Town Topics" on WICC, Bridgeport, while Lou LaHaye is away.

**WLBC, Muncie, Ind:** Henry Marks of Indianapolis has been shifted to the sales staff from the announcing staff . . . Earl Kirk, auditor, as prolific vocally as with figures—and in telling tall stories—hopes station will find a regular weekly spot for his "Masked Tenor" program . . . Comb: Blanford and Bob Evert of the announcing crew have a Hoosier-Virginia feud on, each tagging the other on pronunciation errors . . . Bill Craig, commercial manager, was given a testimonial dinner by Lions Club, of which he was recently elected prez . . . Don Russell, program director, and Donald Burton station owner, waging membership drive for Muncie Optimist Club.

**George Storer and Harold Ryan,** heads of WSPD, Toledo, were hosts to the staff Sunday on the tenth anniversary of the station.

## Weed WJNO Rep.

Weed & Co. has been appointed national representatives of WJNO, West Palm Beach, Fla. Outlet is full-time affiliate of CBS and is the resort city's only station. Selling points on WJNO, according to Joseph J. Weed, head of the rep firm, includes the large "bonus" coverage sponsors receive during a long winter season when the normal population is swelled by visitors with buying power. George A. Hazlewood is general manager of WJNO.

## "Rhythm" in Saturday Spot

The "Ford Universal Rhythm" show will move to a Saturday night 9:30-10 spot on CBS, effective Sept. 11. Move is necessitated by the return of the "Ford Sunday Evening Hour" to the air on Sept. 12, 9-10 p.m. on CBS.

"Universal Rhythm" is now occupying the full-hour strip on Sundays, but will be reduced to half-hour for the Saturday series. N. W. Ayer & Son Inc. has the account.

## Fels-Naptha Staying On

Fels-Naptha has decided to stay on CBS with the Jack Berch-Mark Warnow show and on July 19 will shift to a Monday, Wednesday and Friday, 9:30-9:45 a.m., schedule. Effective with the shift, WPG, Atlantic City, is added to the network making a total of 20 stations in the web. Program is now heard Tuesdays, Thursdays, 1-1:15 p.m. Fels is moving out of the spot because the CBS General Mills daily hour show wants the stations. Young & Rubicam Inc. is the agency.

## FOOTBALL TIME BOUGHT BY ATLANTIC REFINING

(Continued from Page 1)

stated by Joseph R. Rollins, advertising manager of Atlantic.

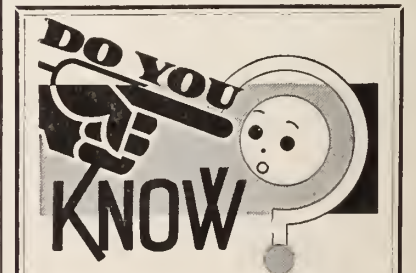
Station list follows: WDRC, WTIC, Hartford; WDEL, Wilmington; WJAX, Jacksonville; WRUF, Gainesville; WSB, WAGA, Atlanta; WRDW, Augusta; WTOG, Savannah; WBAL, Baltimore; WTBO, Cumberland; WEEI, WBZ-A, Boston; WROC, WTAG, Worcester; WMAS, Springfield, Mass.; WPG, Atlantic City; WOR, Newark; WOKO, Albany; WBNF, Binghamton; WBEN, WGR, Buffalo; WESG, Elmira; WHAM, WHEC, Rochester; WFBL, WSyr, Syracuse; WIBX, Utica; WBT, Charlotte; WDNC, Durham; WADC, Akron; WHBC, Canton; WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown; W C B A, Allentown; WFBG, Altoona; WEST, Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU, KYW, Philadelphia; WCAE, WWSW, KDKA, Pittsburgh; RAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York; WPRO, WJAR, Providence; WFBC, Greenville; WCHV, Charlottesville; WBTM, Danville; WSVA, Harrisonburg; WLVA, Lynchburg; WGH, Newport News; WRNL, WRVA, Richmond, and WDBJ, Roanoke. N. W. Ayer & Son Inc., placing the account.

## Rogers Peet Taking Air With Heatter Exclusive

(Continued from Page 1)

Peterson, radio director of Marschalk & Pratt Inc., agency handling the radio account, said that Heatter had been signed by Peet on an exclusive basis i. e., Heatter will not be allowed to do any news broadcasting for any other sponsor, but will be able to do any radio acting he wishes.

This is the first time that Peet stores have ever used radio. Decision to use radio was reached by unanimous consent of all Peet executives.



Over 600,000 visitors have paid 75 cents each to see the WLS "National Barn Dance" at the Eighth St. Theater, Chicago, over a period of more than five years.