



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 10

NEW YORK, N. Y., THURSDAY, JULY 15, 1937

FIVE CENTS

FCC Fate Again in Doubt

HOTELS OBTAIN MUSIC FROM SPONSORED HOUR

Gulfport, Miss.—Gulf Coast hotels, members of Mississippi Gulf Coast Ass'n in Biloxi, Gulfport and Pass Christian, are obtaining music for their dining rooms without the need of hotel orchestras by jointly sponsoring an hour of dinner music over WGCN. The musical period is aired each evening and picked up by the hotels using the service. All advertising is held to the type suitable for the sponsors.

Kellogg Will Sponsor Ohio Football on WBNS

Columbus—WBNS will carry the at-home football games of Ohio State University under sponsorship of Kellogg. Consent also has been obtained from universities of Chicago and So. Calif. to carry their games with Ohio State.

Ray Perkins Program Is Cut to a Half Hour

WOR-Mutual's "Hi There, Audience," headed by Ray Perkins, presented for the last few weeks at 9-10 p.m. Sundays, will be condensed to a half-hour show, 9-9:30 p.m., starting next Sunday. Same cast will remain, including Willard Amison, Sid Gary, Helen Daniels, Key Men, Embassy Trio and Bob Stanley's orchestra.

Frank Quinn Promoted

Denver—New sales manager at KLZ is Frank Quinn, former national sales manager, who is relieving F. W. Meyer, station manager, of some of his duties through the promotion. Quinn has been with KLZ for five years.

Lopez Lectures

It will be "Lopez Speaking" at New York University next fall, when Vincent appears at the institution of higher education as guest lecturer. Lopez will conduct class sessions in music, Oct. 5 and 7, followed by two sessions in the piano literature classes. His ork also is to appear in the University's Chapel Hall.

Radio-Pix "Shadow"

"The Shadow", radio serial based on the magazine character and the series of four feature films being released by Grand National starring Rod LaRocque, makes its radio debut Oct. 3 over Mutual at 5 p.m. Sundays, and over the Yankee network at 5:30 p.m. First of the films, "The Shadow Strikes", is now being shown.

CIO'S RADIO CAMPAIGN MAY COMMENCE SOONER

Repeated attacks in newspapers and on the air may force the CIO to inaugurate its radio series before scheduled, RADIO DAILY is informed. That these numerous attacks are doing harm to the CIO is no longer being kept a secret. Recent surveys, conducted by unbiased parties, have shown that the CIO is gradually slipping from the favor of many industrial organizations. Dr. Gallup, noted statistician, recently made a statement to the press in which he claimed that recent surveys conducted by his trained staff had shown that the CIO was due to

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Clifford Is Appointed KXBY Comm'l Manager

Kansas City—Harry W. Clifford, for the past three years advertising manager for Skelly Oil Co. and for nine years before that with Reynolds & Fitzgerald, Chicago newspaper representatives, has been appointed commercial manager for KXBY, following resignation of Hal Makelim to join WIND, Chicago. Sid Q. Noel is president of KXBY.

Increased Radio Budget By Tire and Rubber Firms

Esty Lining Up Stations For Baume Bengue Spots

Thomas Leeming & Co., through William Esty & Co., is lining up a list of stations for a spot series to begin this fall. Baume Bengue is the product.

Death of Senator Robinson, Sponsor of Bill to Preserve FCC Entity, Gives Rise to New Speculations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Death yesterday of Senator Joseph T. Robinson, majority leader, who had introduced a bill designed to protect the FCC from being absorbed by the Department of Commerce as recently contemplated by the administration, aroused new speculation yesterday concerning revision of the FCC setup.

The reorganization bill is one of the measures that the administration is understood to desire passed before this session of Congress adjourns. Because of the uncertainties in the situation, FCC members are expected to pass up their usual summer vacations, at least until Congress adjourns.

Under the bill, the President would be allowed broader power in controlling the FCC and could reorganize

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FENDRICH RETURNING ON NBC NET IN FALL

H. Fendrich Inc., Evansville (La Fendrich & Charles Denby cigars), on September 26 will return to the air over a split NBC-Red network of 13 stations (KSTP, WHO, WOW, WSM, WMC, WAPI, WLW, WMAQ, KSD, WFAA-WBAP, KOA, KARK and WDAF). 1:30-2 p.m.

"Smoke Dreams", same show that was on Mutual last season, will again be the entertainment. Series is signed for 52 weeks through Ruthrauff & Ryan Inc., Chicago.

Radio Talent Signed For Festival in K. C.

Kansas City—Eddy Duchin, Isham Jones, Wayne King and Carl Hoff and their respective orchestras, Al Jolson and company, Edgar Bergen Dave Rubinoff, Alex Templeton Frances Langford and Gertrude Niesen have been signed to appear at the next Jubilesta, Kansas City's fall festival, which opens Sept. 17 in the Municipal Auditorium. MCA is booking the talent, with a budget of \$150,000. "The Great Waltz" also will appear.

JACK HALEY WILL HEAD NEW LOG CABIN SERIES

Jack Haley will be switched to the new Log Cabin show which starts over the coast-to-coast NBC-Blue network on Oct. 8 at 9:30-10 p.m. with repeat for the west coast at 12:30 a.m. the same night. Haley is now featured on the Maxwell House "Show Boat" sponsored by General Foods, makers of Log Cabin syrup.

New Haley show will be of the variety type and series is for 26 weeks. Sponsor will use KFI instead of KECA as the Los Angeles outlet. Benton & Bowles Inc. has the account.

More Burly Reform

Senator Fishface and Professor Figsbottle, who have been specializing in obvious, burlesque-like humor on their Sunday NBC-Blue network broadcasts, have decided to modify their script somewhat. Al Cock of the NBC Artists Service confides.

Henceforth the comedy pair will attempt a more subtle type of humor.

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

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FINANCIAL

(Wednesday, July 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169 1/4	169 1/2	+ 1/4
Crosley Radio	22 3/4	22 3/4	22 3/4	0
Gen. Electric	57	56	56 1/2	+ 1/2
North American	26 1/8	25 3/4	25 3/4	- 1/2
RCA Common	9 3/8	9	9	- 1/4
RCA First Pfd.	69 3/4	69 3/8	69 3/8	- 1/8
RCA \$5 Pfd. B.				
Stewart Warner	17 7/8	17 5/8	17 5/8	- 1/4
Zenith Radio	38	37	37 7/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	27 1/8	27 1/8	27 1/8	- 1/8
Majestic	2	2	2	0
Nat. Union Radio	2	2	2	0

OVER THE COUNTER

	Bid	Asked
CBS A	29 1/2	31
CBS B	29 1/2	31
Stromberg Carlson	13	15

Filming Major Bowes

Chrysler Motor Co. is having the Major Bowes show filmed tonight, four cameras having been set up for the job. Additional entertainment features will be added to the film from one of the Bowes stage units, photographed right from the stage. Picture will be used in connection with Chrysler exploitation, etc.

Another bid for industrial films is being made by Batten, Barton, Durstine & Osborn agency which is reported as seeking to have produced six commercial films for various clients.

Triple Celebration

A triple birthday celebration is taking place at Peterson Productions today. Those adding a year are Roy Le May and James Marr of the cast of "Junior G-Men", the Peterson program on WOR, and Gilbert Braun of the producing company's staff.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

Programs That Have Made Station History

No. 16—KWTO's "Ozarks Newscast"

FIVE minutes of each week-day's schedule on KWTO, Springfield, Mo., are devoted exclusively to who's who and what's what in the Ozarks of Missouri, Arkansas, Kansas and Oklahoma.

These tid-bits of social, civic, church, community and even personal news would, as a rule, be foregone by the news broadcasters in their rush to give the public the day's "hottest" and latest happenings.

Catering directly to the smaller towns and rural areas, yet accepting items of interest in the large cities of the area, this "Ozarks Newscast" has become increasingly popular during the two years of its existence at 9:45 a.m. on KWTO. Idea was originated by John E. Pearson, news editor, now national accounts manager.

Tragedies, deaths and the more important stories are given on the eight regular 15-minute newscasts daily on KWTO, so at 9:45 each week-day morning, residents of the Ozarks know that they can hear who's in the hospitals, what couple has a new baby, all about the cross-

roads community singing, who's moved where, and other typical "home-folks" news of the type that makes the country weekly or the "personal" column in a daily newspaper so universally popular.

You'd be surprised how many towns, persons, and events can be included in just five minutes, handled in a breezy manner by Joe Evans, recently graduated from Missouri University and a typical "home-town" boy from Pine Bluff, Arkansas. Welsh Packing Co. of Springfield, Mo., sponsored the program for 10 months, gave away 10,000 cookbooks, increased business far beyond their fondest dreams on their "Ozark Brand" hams and bacon. Latest sponsor is Faultless Starch of Kansas City, who, by using clever tie-ins instead of blunt commercials is obtaining surprising results throughout four-state district.

KWTO believes no station is too large but that a "Home Folks" newscast, exclusively for home folks, will be one of the most popular on the station.

Saunders New Sports Commentator

Ray Saunders, WHN staff announcer, is the new sports commentator on the station and is heard every evening at 6:45-7 p.m. Saunders used to handle the dramatizations on the gridiron Smokers and also gave the play-by-play descriptions of the Columbia football contests from Baker Field last year.

WJBW Suit to Be Heard

New Orleans—The Louisiana Supreme Court refused Charles Carlson, owner of WJBW, a rehearing on its recent ruling that civil district courts had jurisdiction over radio station contracts under certain circumstances. The ruling paves the way for Judge Hugh Cage to hear the case on its merits.

CBS to Air Davis Cup Matches

CBS yesterday completed arrangements with the British Broadcasting Corp. whereby CBS will broadcast a play-by-play description of the U. S.-German Davis Cup matches in England. Col. R. H. Brand, noted sports commentator for BBC, will be at the mike Saturday at 10:30-11:30 a.m., Monday at 12 noon-12:15 p.m., and Tuesday at 2:30-2:45 p.m.

NBC Italian Guest Announcer

Lisa Sergio, whose English and French radio programs over 2RO, NBC short-wave station in Rome, have won for her recognition in international broadcasting, has arrived in America, her mother's native land, to make a study of American radio and to act as guest announcer for NBC.

Planetarium Series on WINS

WINS tonight at 8 inaugurates a new series from the Hayden Planetarium. It's titled "Romance of the Stars", and will involve questions and answers in astronomy.

"Speak Out", the thrice-weekly WINS program conducted by Norman Saxe for the aid of persons with speech impediments, has been changed to a new time, Tuesday-Thursday-Sunday at 9 p.m.

Soviet Fliers on NBC

Word picture of the arrival of the Soviet flyers at the army field, Riverside, Cal., was scheduled for the NBC-Red network last night at 10:45. NBC special events department had an exclusive on the broadcast because they were the only ones who had lines into the field.

Nola Day Signed by NBC

Nola Day, contralto recently arrived in New York from the coast, has been set by NBC to star in a series of twice-weekly popular music programs, Saturdays at 8:15-8:30 p.m. and Wednesdays at 7:15-7:30 p.m. over the NBC-Blue network. Norman Cloutier and his orchestra will accompany her.

McKnight to Write for Follies

Tom McKnight of McKnight & Jordan Inc. has been signed by the Shuberts to write sketches for the forthcoming edition of the "Ziegfeld Follies."

Bestry Signs Jane Pickens

Jane Pickens has been signed to an exclusive contract by Harry Bestry, artist representative. Contract becomes effective immediately.

COMING and GOING

FRED HART, owner of KGMB, Honolulu, MRS. HART and his daughter, MARGARET, are in town preparing to sail on the Saturnia on July 24. He will remain in Europe until October. While abroad Hart will make a special study of ultra-short wave radio and television.

GEORGE BOLLING will arrive in New York the middle of next week to acquaint himself with his new post as head of the John Blair & Co. eastern office, succeeding Murray Grabhorn, resigned. Shift becomes official on Aug. 1.

WOODY WOODHOUSE, salesman and sports announcer at WDNC, Durham, N. C., will visit New York on his vacation, which starts July 26.

BOB BRADLEY has left KLZ, Denver, for New York, where he has been signed for Heinz's "Magazine of the Air".

A. L. ALEXANDER leaves today or tomorrow for Boston to visit his mother.

AL CORMIER of WIP, Philadelphia, was in town yesterday for a brief visit.

CARL G. DIETSCH, NBC engineer, is spending his vacation in Toledo visiting his parents.

ANDRE KOSTELANETZ, after his concert at Chicago's Grant Park on July 31, will plane to the Coast with LILY FONS.

ROY E. BLOSSOM, manager of WFBM, Indianapolis, is sunning in Bermuda.

PEGGY REILLEY, WISN, Milwaukee, continuity writer, is sailing from New York on July 23 en route to Dublin for a month's vacation.

DONALD FLAMM returns from Europe on July 22.

HARRY EINSTEIN (Parkyakarkus) and his wife, THELMA LEEDS, return to Hollywood today after a short sojourn here.

HARRY McFAYDEN, TOM HUTCHINSON and CARLO EDWARDS, NBC production directors, leave tomorrow on vacation.

CECILE CUMMINGS of NBC program desk returned yesterday from trip to Ireland.

Networks Gave 12 Hours To Boy Scout Jamboree

Networks devoted a total of 11 hours and 45 minutes of radio time to describe to listeners what was happening at the Boy Scout Jamboree in Washington last week. NBC had 13 programs for a total of four hours and 45 minutes. Mutual put on 12 programs for a total of five hours. Columbia had five programs for a total of one and one-half hours. WJSV, WMAL and WOL, local Washington stations, carried additional programs besides those fed to the national networks.

WMCA Claims News Scoops

Two radio news scoops were claimed by WMCA yesterday in reporting the death of Senator Joseph T. Robinson, which was aired by the station at 9:34 a.m., and the story on the landing of the Russian fliers at San Jacinto, Cal., aired at 12:22 p.m.



Greetings from Radio Daily

July 15

Roy Le May James Marr
Gilbert Braun Howard Lanin

FCC FATE AGAIN STIRS SPECULATION IN WASH'N

(Continued from Page 1)

or even abolish any of the agencies, subject to approval by Congress.

The FCC was three years old Sunday.

Another piece of radio legislation, Senator White's proposed investigation of the entire industry, is likely to be put over to the next session due to continued delay in settling the Roosevelt court program. Senator Burton K. Wheeler, chairman of Interstate Commerce Commission, told RADIO DAILY it now looks as though there is little hope for White's bill this session.

Senator Robinson, incidentally, was the favorite name mentioned as a possibility for "czar" of the radio industry. Big station owners believed that the broadcasters should hire a man of his standing for the next three years to work in Washington for important legislation.

CIO's Radio Campaign May Commence Sooner

(Continued from Page 1)

collapse within another year unless drastic measures were enforced to offset all the bad publicity. Radio is regarded as the main hope of John Lewis' organization. Dr. Gallup, in support of his statements, released figures to the press at the time of his statement.

Although not scheduled to begin until the fall, it is generally understood that Lewis has as yet not approved of the radio campaign. That he will be persuaded to act soon by other officers of the organization is believed quite certain. Already, despite Lewis' hesitancy, one radio series was attempted, but was not successful. Plans now call for a series over national hook-ups, with the CIO attempting to reach millions of workers each week in a concentrated drive. It is still doubtful, however, whether or not the CIO will be able to get time on the national webs. It is probable that plans will wait upon the decision of the National Labor Board in Washington in regard to the ARTA situation. A favorable decision toward the ARTA will allow the CIO to force a national web to give it the time requested.

J. W. Marrow Extends

J. W. Marrow Co. has extended its NBC contract an additional three weeks, terminating current commitment on Sept. 19. Henry Busse and orchestra are on the show.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

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

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

NEW PROGRAMS—IDEAS

"Our Baltimore" Returns

"Our Baltimore," the highly successful series of programs emanating from industrial plants in Baltimore, presented over WBAL for a number of months, will return Sunday at 10:30-11 a.m. The first broadcast will come directly from the Dress Dairy plant.

During these remote broadcasts, Brad Bradley, WBAL commentator, paints a word picture of the inner-working of industrial organizations. The complete process of manufacturing or assembling, whichever it happens to be, is explained. Executives and employees are interviewed on the various phases of the work.

Bank Sponsor Salutes Clients

"Romance of Fort Wayne Business," heard each Wednesday night over WGL, sponsored by the Fort Wayne National Bank, is catching on very successfully.

Program is unique in that it publicizes and eulogizes the various companies patronizing the aforementioned financial institution by describing the history and personnel of the companies, and by relating the story of the industry during its own particular broadcast. Harold D. Cothrell, assistant cashier and advertising manager at the bank, is in charge of production, assisted by the WGL production staff. An ensemble directed by Maury Cross provides the musical interludes.

Title Change Does Trick

The show was doing good—bagging weekly consistently large mail returns—but Maurice Coleman, manager of WATL, Atlanta, just wasn't satisfied. Felt the program needed some change. He studied it and sure enough the following week made a change. "All-night Dance Party" became "Dancing 'Till Dawn" in this 1-6 a.m. program. Result: Mail returns greater on that one broadcast than the entire previous month—in fact, the show set a record high for mail received from any program on the station.

New tie-ups are also being effected so that through diversified ways a national or sectional advertiser can benefit from a large ready-made audience.

Series of County Fairs

A series of broadcasts originating from County Fairs in Indiana is being launched by WFBM, Indianapolis. Shows will come from leading county seats until September, when Indiana State Fair will convene. As usual, WFBM will broadcast regular programs from own building on State Fair Grounds. Initial airing of County Seat Fair broadcasts will come from Franklin (Johnson County). Mayor L. W. Oliver, president of Fair Board, and other local dignitaries will speak over mike. Ma-

sonic Home Boys' Band (Franklin) and WFBM talent will supply entertainment on grounds and during broadcasts.

"Your Local Government," station feature on Thursdays at 9:45-10 p.m., presents city and county officials with info about operation of municipal and county governments. This series succeeds WFBM's shows pioneering state and county officials centering about the Governor's discussions as early as 1933!

Eerie Drama on Orange Web

Something new and different in the form of thrills and chills is being heard each Sunday night over the Orange network of California in the KYA program known as "Zero Hour."

The initial broadcast dealt with an insane surgeon who invented an artificial heart. He conceived the idea of attaching it to the heads of friends whom he lures into his laboratory and murders for the purpose of experimentation. This eerie drama originates in the Sacramento studios of the Orange network.

Informal Jollification

WFBM, Baltimore, has inaugurated a new Saturday night program in the nature of a jollification during which a variety of features are presented. "Let Yourself Go" is the title, with Grent Gunts as emcee; Henry Hickman, announcer; Ray Hall, Al Hornig and others. One of the opening features was a hilarious spelling bee. Similar features, including games, are to be offered and the public has been invited to attend and join in the community singing.

Pessimist Club

The Pessimist Club, originated by Announcer Russ Baker and Chief Control Operator Joe Herold of WOW, Omaha, to keep them awake Sunday nights, has gone on the air. Baker and Herold believe that there are as many pessimists as optimists in the world and they desire to help the pessimists keep their standing. Letters and ideas from club members are read on the program.

Woman's Service

"The Woman's Service of the Air," is a new series of tri-weekly 15-minute broadcasts being presented over WHBL, Sheboygan, Wis. Monday's program concerns itself with foods, Wednesday's with interior decoration and Friday's with fashion, beauty and charm.

INCREASED RADIO BUDGET BY TIRE-RUBBER FIRMS

(Continued from Page 1)

years advertising expenditures have been more than doubled, with radio business also growing. The 1935 figures show that \$696,801 was spent on network time, and in 1936 \$647,254. Total, \$1,346,055, is more than double preceding years' expenditures.

Radio Shows Are Stronger Than Theater

"No competition is keener than that which a radio show faces. If a listener doesn't like the show he merely turns the dial until he finds one that he does like.

"The movie fan or theater-goer, on the other hand, shops around for good pictures or shows to see. They are, in addition, helped by the critics. Once the ticket is bought, competition ends.

"It is for this reason that a radio show must be perfect in order to be popular. The very fact that a radio show is offered to the public free of admission prices, makes it necessary for it to be of high quality. It doesn't cost any more to listen to a good show than it does to a bad one.

"This competition is the most wonderful individual feature in broadcasting. Radio gets better and better because of it." — ROBERT EMMET DOLAN.

Swim Lessons on WJAY

Cleveland—H. K. Carpenter, general manager of WHK-WJAY, and John T. Vorpe, production manager, have completed arrangements for broadcasting what is believed to be the first series of educational swimming lessons ever put on the air. Floyd Zimmerman, swimming supervisor of Billy Rose's Aquacade at the Great Lakes Exposition, has consented to act as instructor in the weekly broadcast to start on WJAY next Tuesday at 1:30 p.m. Zimmerman has constructed a special beginner's platform at the Aquacade so he can start the series with fundamental instructions.

Borden Fading

The WEAF "Borden Special Edition" program fades from the station after the July 23 broadcast. Program is heard Fridays, 1:30-2 p.m.

TRAVEL AMONG STARS

Film folk fly United to CALIFORNIA — 3 stops — 17-1/6 hours. 3 fast flights daily. Don't waste biz days! Overnight Mainliner lvs. New York 5:55 p.m.—LOS ANGELES or SAN FRANCISCO for breakfast. CHICAGO — 3 non-stop flights daily.

* UNITED AIR LINES *

STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"A COMPREHENSIVE LIBRARY OF CONTINUITY"
250 PARK AVENUE NEW YORK CITY

GUEST-ING

FRANCES FARMER, FRED Mac MURRAY and CHARLIE RUGGLES in "Exclusive", on "Hollywood Hotel", July 23 (CBS, 9 p.m.).

DALE CARNEGIE, on "Magazine of the Air", July 23 (CBS, 11 a.m.). CROSBY GAIGE, on same program, July 21.

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

BEN BERNIE, on Gillette Razor program, July 18 (CBS, 8 p.m.).

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

CHARLES RUGGLES, on Benny Goodman program, July 20 (CBS, 9:30 p.m.).

DICK POWELL, on Werner Jansen program, July 18 (NBC-Blue, 7:30 p.m.).

MARTHA RAYE, with Radie Harris on the Movie Club tomorrow, (WHN, 10 p.m.).

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

CLIFF NAZARRO and LANNY McINTIRE'S HAWAIIANS on Al Pearce show, July 20 (CBS, 9 p.m.).

MARGARET McCREA on the "Sunday Night Party," July 18 (NBC-Red, 10 p.m.).

Gen'l Transcriptions Folds

General Transcriptions Features, Inc., formerly of New York, has ceased operations, it was learned yesterday. Future plans of George Fields, president, were not announced. Norman Furman, also affiliated with the concern, is conducting his own business as usual.

Inventions on WQXR

"Can It Be Done," program dealing with inventions, made its bow at 9-9:30 last night over WQXR.

Coming Events

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

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

Aug. 4-5: Stewart-Warner Corp. distributors' convention, Edgewater Beach, Chicago.

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

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

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

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

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



● ● ● Carl Hoff has been made permanent conductor of the Al Pearce-Ford show, with Larry Marsh out of the running when the show returns to N. Y. in five weeks. Hoff was originally slated for the road tour only...Vernon Duke with Ira Gershwin will complete the music for the "Goldwyn Follies"...Chappell will close at two today because of the Gershwin funeral...Eddy Duchin will do four weeks of vaudeville after his Chi engagement and returns to the Plaza in Sept....Ferde Grofe's airings for the CBS bank sponsor fades Aug. 6 and he returns in the fall in an hour of semi-symphony music...Jerry Cooper will be back on "Hollywood Hotel" Friday after a two-week absence due to a throat ailment...Durelle Alexander will be Al Donahue's VOCALIST at the Rainbow Room starting the 28th...Horace Heidt goes to Detroit instead of Chi...Fibber McGee and Molly will do six weeks of personals...Vincent Travers will conduct Russ Morgan's band on the Phillip Morris show while the latter rests...Travers signs a contract to head his own commercial Aug. 9...Aircraftress Ethel Everett, vacationing abroad, post-cards from Switzerland for us to make a ditto trip "and add it to your Monday petty cash voucher."

● ● ● Yesterday at lunch some one said a few words which impelled silence in the noisy room...They were: "The Almighty will cast His biggest show with Jean Harlow as leading lady and Colin Clive as leading man...Al Boasberg will write the script and George Gershwin the music, with the entire production under the personal supervision of Irving Thalberg"...Ben Hawthorne, who with his cow, Bessie, conducts the "Morning Watch" at WTIC, Hartford, Conn., will be on the summer faculty of the Conn. State College...Ben, who's the great-grandson of Nathaniel Hawthorne, addressed the Faculty Club of the College some time ago about broadcasting cows (not opera singers) and they decided that the summer students also required a little info on this subject.

● ● ● Bobby Crawford regained consciousness yesterday afternoon and answered the questions of his wife, who arrived from the coast...Mark Warnow's starting date on Lucky is Aug. 14...Harry Salter's click will net him a repeat on this show...Parkyakarkus, who came east with Al Jolson to go abroad and honeymoon with Thelma Leeds, was SOS'd from the coast to start "An Apple a Day" with Joe Penner for RKO...Ice Rines is auditioning singers who will appear as gueststars on his Gruen series...Bing Crosby is bankrupting Tin Pan Alley with "inside tips" on his horses!...Ina Ray Hutton has won her concessions from the Mills office and will remain their stellar attraction...Frances Carroll, who was in readiness to succeed Ina, will be given another ork to swing...Lincoln Music moves into larger space next month...Joe Keit, who has been in the music industry for over 20 years and still knows more than many wiseacres around, should be snapped up by a firm interested in results rather than alibis...Mickey Alpert has a new Packard with a chauffeur—proving that it isn't always necessary to have a "major" wire.

● ● ● Neil Schaffner, when he returns to the National Barn Dance troupe in Chicago after touring with a tent show in Iowa, will unload his trailer first at the Windy City's produce market...Iowa farmers have been paying their admittance with spring chickens and pigs besides choice vegetables...WLS, Madison, Wis., is seeking to relieve the state's Limburger cheese marketing problem...The station is endeavoring to stimulate an interest in the cheese that will lead in greater consumption of the product...Every possible angle is being used via the station to co-operate with the local department of agriculture and markets to arouse the listener's curiosity in the "forbidden delicacy."

NEW BUSINESS

Signed by Stations

WGY, Schenectady

McKesson & Robbins, Bridgeport, Conn.; Fort William Henry Hotel, Lake George; Baldwin Laboratories, Saegertown, Pa. (insecticide); American Oil Co., Baltimore; White Beach, Ballston Lake, N. Y.

KTSM, El Paso

Seven-Up Bottling Works; Chicago Engineering Works, "Modern Miracles"; Rio Grande Lumber & Fuel Co. (paint), "Strange News and Familiar Music".

KYW, Philadelphia

Bulova Watch Co., evening time signals, starting Sept. 1, through Biow agency.

WHBF, Rock Island

Martha Turner Cosmetics, Chicago; Highland Potato Chip Co., Des Moines; Mississippi Valley Fair, Davenport.

WMAZ, Macon, Ga.

Coca Cola bottling companies in Macon, Milledgeville, Sandersville, Eastman, Fort Valley, Hawkinsville, McRae and Vidalia, 130 quarter-hour disks, "Singin' Sam."

WNEW, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Carter Medicine Co., renewal, through Street & Finney; General Supply Co., through Scheer Adv'g Agency, Newark; Madison Personal Loan Inc., through Klinger Adv'g Agency; Home Furniture Co., through Schillin Adv'g Agency; Yeckes & Eichenbaum (Woozie-Woozie Melons).

Philadelphia

WFIL: Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Saratoga Ass'n for Improvement of the Breed of Horses, through Leighton & Nelson, Schenectady, N. Y.; United Industrial Union of Hosiery Workers (labor talk).

KOA, Denver

Old Homestead Bread Co., 177 one-minute announcements, and 78 15-minute transcriptions.

2 WHN Renewals

Oxydol, through Blackett-Sample-Hummert, has renewed for another 13 weeks on the Amateur Hour over WHN. C. Houston Goudiss also has renewed the "What To Eat and Why" program for an additional 52 weeks.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

HELEN KING will add her signature to contract making her judge in the new Kellogg Contest within the next 24 hours. . . . Lily Pons, who leaves for Hollywood come the end of July to manufacture a celluloid "Girl in the Cage," to celebrate Bastille Day and her Gallic antecedents out Ridgefield-way, at the Outpost Inn. . . . Guests will include Geraldine Farrar and Andre Kostelanetz (sic). . . . Rawls Hampton, the "Wise Man," is busy immortalizing his culinary philosophy in print. . . . Tome will be called "Food for Thought". . . . George Frame Brown is collaborating to the extent of contributing a few reflections anent crepes suzettes. . . . Dorothy Doncourt, who boasts Ken Murray as a brother, is out in Hollywood being entertained by him in the inimitable Murray manner. . . . Patti Chapin's getting her exercise in the "old swimming hole" somewhere in Connecticut. . . . she calls the sylvan spot "Patti's Pool". . . .

▼ ▼
Amri-Galli-Campi, coloratura soprano of mixed Teutonic and Latin ancestry, to offer a recital on WQXR's Artists' Recital program, Sunday, 2:30-3p.m. . . . The diva's authored a grand opera titled "Air Castles," combining motion pictures with stage action. . . . Jean Colbert, back from her Florida combination vacation and honeymoon, brown as the proverbial berry and fit as the famous fiddle. . . . "Bachelor's Children" Patricia Dunlap is learning to bicycle all over again. . . . Sartorial aside to blondes. . . . Dolores Hanford at WICC, effectively garbed in dark linens and floppy straws. . . . Sunda Love of "The Romance of Helen Trent" Maine-bound on Saturday. . . .

▼ ▼
Helen Nolan of CBS publicity department at home with a cold. . . . June Aulick of that outfit, who's been vacationing on the coast with Kathryn Cravens, the "flying commentator," expected back on Monday. . . . Wonder how Florence Marks of NBC Press is getting on up at Martha's Vineyard where the lucky lass is enjoying a month's loaf with husband Bosley Crowther and baby Bozzie. . . . Dorothy Wilkens, vocalist with Peter Kent's New Yorker orchestra boasts a repertoire of over one thousand songs. . . . Allie Lowe Miles, who conducts a women's club program over WOR Mondays and Wednesdays, has accumulated over 300,000 pieces of mail in the course of her ether labors. . . .



LEON CHURCHEON, program director of KYA, brought his "Do you want to be an announcer" idea to KEHE for release over CRS on Tuesday night. Visit here necessitated by the hundreds of ambitious tyros who had applications in at KEHE and were unable to leave town for a tryout.

Broadcasting Service Association Ltd. has contracted for 65 of the "Frank Watanabe and the Professor" transcriptions for Australia, through Dr. R. L. Power.

KMTR has a new remote from the Knickerbocker Hotel, 5-6 p.m. Mondays through Friday, with Jimmy and his Saddle Pals, Colonel Volney James and Uncle Herb Land, plus a surprise guest each night.

Rudy Cornell's analysis of the "lead" newspaper story each day in his "Behind the News" period on KMTR is clicking and productive of much favorable comment.

★ "Quotes" ★

WALTER CASSEL: "Many of radio's executives believe that the trend of bigger radio programs is toward Hollywood. It is true that many of the big programs already originate in Hollywood studios, but I believe that the great change will not come about until television is in use for the public. At that time sponsors, more than ever before, will be seeking picture people with good looks, talent and personality. When this, not too far off, condition exists Hollywood will possibly be the greatest center in these United States for Radio-Television broadcasts."

DOROTHY LAMOUR: "Far-sighted radio broadcasters are developing the stars of tomorrow in the film colony. Radio leaders realize the significance of the approaching advent of television. Hollywood, which once was the vantage point of picture stars, is rapidly becoming the most important radio testing ground in the country. Television talent may not be garnered from established picture stars, but it will come from Hollywood."

BARRY McKINLEY: "When television finally arrives upon the scene, I wonder how radio executives will sell the time during luncheon and dinner hours? The vast majority of dialing millions would have no inclination to tune in and watch a broadcast while eating. A sponsor would be foolish to prepare a colorful program at such an hour!"



JACK PEARL, the famous
Baron Munchausen
of the Radio

PACKARD
LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forever more. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. . . . \$15

DICTOGRAPH
PRODUCTS CO., INC.

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

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

PROMOTION

Scriptfolio Campaign

An intensive promotional drive is being started this week by Star Radio Programs Inc. on behalf of its new service, "Star Scriptfolio", a comprehensive library of continuity to serve both commercial and sustaining needs of the smaller stations. The continuities were originated by Burke Boyce and a staff of program writers and designers.

In connection with the drive, Star is releasing a descriptive brochure which describes the features in the "Scriptfolio," lists several station comments, and contains first pages from the seven half-hour programs, 30 musical announcement leads and 20 commercial tie-ins as samples. The brochure's slogan is "It's not what you play—It's how you play it!" The idea being that when transcriptions are broadcast, they should be accompanied by well-written continuity that gives the local program director the chance to build his own showmanship into the program, giving it local appeal. Star released the "Scriptfolio" every week, and the new promotion drive is under the direction of W. C. Gartland.

Brochure on Jewish Market

WLTH, New York, is readying an eight-page brochure titled "Mrs. Cohen Goes a-Buying," covering results of a survey made by Ross-Federal Research Corp. The study was conducted with grocery dealers, located in the five boroughs, who were asked the question: "If you were a food manufacturer and wanted to sell your product to the Jewish people in New York, which do you think would be the best way to advertise?" The results conclusively pointed out that out of a total number of 102 interviews 86 mentioned "Over a Jewish Radio Station."

The issuance of the brochure is part of the systematic promotion plan now under way in putting before agency time buyers the convincing facts about the Jewish market. Also being prepared is a folder "Ten Reports a Week" which tells about the outstanding results attained by the Marshak Maltmolak Company in their broadcasting over a span of two successive years.

Two WMT Tieups

Leo F. Cole, merchandising manager for WMT, Cedar Rapids-Waterloo, has just completed two merchandising campaigns tying the local dealers and the dealers around the state in with the products being advertised over the air.

In conjunction with the Tom Moore cigar announcements offering a golf ball for 15 cigar bands, Cole sent out letters calling dealers' attention to this campaign and urging them to "tie UP with this campaign and your customers will tee UP with U. S. Nobby golf balls."

Large window placards calling attention to the News programs sponsored by Jack Sprat food stores have

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 51 in a Series

WSVA—Harrisonburg, Va.

550 Kilocycles—500 Watts

FLOYD WILLIAMS, Owner and Gen. Mgr.,
CHARLES P. BLACKLEY, Commercial Mgr.
W. L. LYNCH, Chief Engineer

WSVA, though a comparatively new station, has made marked progress in serving the rich Shenandoah valley of Virginia. The station was established June, 1935, and has been operating since then under the able guidance of its progressive manager, Floyd Williams, who has adhered to a policy of building shows around local talent. Some of the programs which started when the station commenced operation are still on the air today.

As the station's territory, which is largely rich rural area, is surrounded by mountains, some of the more powerful outside stations are unable to put in a good signal, particularly during the daytime. Hence, the station's advertisers are in the fortunate position that many listeners are obliged to tune in WSVA for radio reception.

In addition to the regular studios and offices in Harrisonburg, sales offices are maintained in Staunton, Va. Present plans contemplate modern equipment and studios in the very near future.

VIEWPOINTS

Urges Singers to Learn How to Play Instruments

"Learn to play an instrument if you would become a famous singer." Most singers think they are well prepared for a career once they can hit certain notes, read music and use their vocal organs properly. But actually, there is more to singing than that. You should be able to add to a melody in a harmonious manner and you should have a feeling for proper timing. These things come to you only after studying a musical instrument that has led you into such fields as counterpoint, phrasing and harmony.

"Most of the most popular singers have found this out. Perhaps you've never heard them but nevertheless they all play one instrument or another. A few such singers are Rudy Vallee, Breen and deRose, Neila Goodelle, Vaughn DeLeath, Walter Cassel and Jean Sablon."—DOROTHY DRESLIN.

just been distributed to every Jack Sprat dealer in the coverage of WHT and are being displayed in prominent places in each dealer's store.

New Slant on Surveys

In a booklet titled "You Can Have It," WOR gives some new slants on audience surveys, the result of a series of studies made for the station in the past year by Crossley Inc. and Clark-Hooper.

Booklet contends that "it doesn't matter whether an audience survey ranks your program first, second or

Ability to Speak Lines Important for Vocalists

"It is important for a vocalist to be able to speak lines. The trend seems to be for singers to be masters of ceremonies, or at least to announce their own numbers. Lanny Ross, James Melton, Rudy Vallee, Jerry Cooper, Grace Moore and Nelson Eddy all do their own announcing, and sponsors seem to like the idea.

"No longer can a sponsor get away with a ruse such as was perpetrated on the old Showboat program, when Allan Joslyn was the speaking voice of Lanny Ross and Rosaline Greene spoke the lines for Muriel Wilson. Singers must speak for themselves. The public wants to hear their voices in speech as well as in song.

"Singers are studying voice now, and the new crop of shows that will be harvested during the summer and in the fall should definitely establish most of the top-notch vocalists as comedians, masters of ceremonies and actors and actresses. Who knows, they might even give the commercials?"—JANE PICKENS.

third; the point is, how many people are listening to the program."

New P. & G. Contest

Procter & Gamble have announced a new contest to promote the sale of American Family Flakes and American Family Soap. Contest, run as a weekly affair, offers new Studebaker cars with 1,000 gallons of gasoline as a first prize. Contestants must finish the sentence "I like American Family brand because—" and must send in a wrapper from both products.

ORCHESTRAS MUSIC

DUKE ELLINGTON and his orchestra will play the Palace theaters in Chicago and Cleveland on July 30 and Aug. 6, respectively.

Cab Calloway and his Cotton Club orchestra return July 30 from their tour. They play a week at the 125th St. Apollo, then begin work immediately in a new feature picture for Republic.

Kenny Baker introduces four new Warren and Dubin numbers in his first starring picture, "Mr. Dodd Takes the Air," Mervyn LeRoy's latest production for Warner Bros. The tunes, written especially for the film, are: "Remember Me?" "Am I in Love?" "Here Comes the Sandman" and "The Girl You Used To Be." These songs, which are being released by M. Witmark & Sons, comprise what many believe to be one of Warren and Dubin's most delightful scores.

Hudson-DeLange orchestra, with vocalist Nan Wynn, will close a big season at Playland Casino, Rye, N. Y., on Aug. 7 and start on a theater tour.

Lucky Millinder and the Mills Blue Rhythm Band will be featured at Loew's State Theater on Broadway the week of July 22.

Andy Iona and his Hawaiians are being heard several times weekly over WOR-Mutual, coast-to-coast, from the Hotel Lexington in New York. It's in keeping with the vogue resulting from the popularity of Harry Owens' song, "Sweet Leilani."

Arturo Toscanini, celebrated Italian maestro, will open NBC's third season of programs from the famous Salzburg Festival in Austria with the first act of Verdi's Opera, "Falstaff," to be heard July 26 at 2:05-2:40 p.m. over the NBC-Red network. The second Salzburg opera "The Magic Flute," will be broadcast July 30.

Dick Powell will sing three songs from two of his new pictures on Werner Janssen's program over the NBC-Blue network Sunday at 7:30 p.m. Two of them, from "Singing Marine," are "You Can't Run Away From Love" and "I Know Now." The other number, "On With the Dance," is from "Varsity Show," a picture not yet released. Loretta Lee, regular blues singer of the program, will sing "Dinah" and "Mama Inez." Janssen will conduct his 38-piece orchestra in a medley called "Music That Washington Knew," the "Pan American Rhapsody," which includes a "hot" arrangement of "La Cucaracha," and Dvorak's "Largo."

Roland Jordan Joins NBC

Roland W. Jordan, formerly with KOA and KLZ, Denver, has joined the NBC engineering department as maintenance engineer.

RADIO PERSONALITIES

No. 51 in the Series of Who's Who in the Industry

JIMMIE JEFFERIES, radio director of Tracy-Locke-Dawson Inc., advertising agency of Dallas, and a leading comedian in the South, won an amateur contest in the dim, dark past when he was 17 years of age, thus catapulting into a career that has made him famous on the stage and more recently in radio. Magazines and scores of his fans have rated him in the field with Jack Benny, Kenny Baker, Fred Allen and Fibber McGee.

Plumpish and affable, Jimmie is the victim of much ribbing on the Dr. Pepper Pepper-Upper show, the variety program heard every Sunday over the Dr. Pepper Dixie-Network of 23 major radio stations in the South. He is also the star of the Dr. Pepper Cadet program for children heard five afternoons each week over WFAA, Dallas.

Only once did Jimmie leave his native South—in 1935 when he emceed NBC's morning hit parade for a year. About New York, where he was more than moderately successful, he says with typical good humor, "I've had plenty." He remains deaf to offers from North and East.

Jimmie admits a pardonable fondness for Southern fried chicken, Southern hot biscuits, Southern girls and Southern carbonated beverages.

Asked what was his favorite sport, Jefferies said—dueling! The gag man explained: "Dueling saves time because you need only two seconds!"



Likes the South—and the South likes him.

☆ Program Reviews ☆

"Hammerstein Music Hall"

Reinald Werrenrath, one of our very best baritones, gave a beautiful rendition of "Homing" as the headline item on last Tuesday night's Ted Hammerstein program over CBS. A close runner-up was Abbey Mitchell, Negro vocalist, who put over "Wid da Moon, Moon, Moon" very nicely. Ann Pennington, the noted dancing darling of musical comedy, sang a couple of popular numbers and topped them off with a dance, while Charles Magnante tickled his familiar accordion. Comedy was provided as usual by Jerry Mann, who has just completed his first year as the comedian of this program and deserves a hand on that score alone. Jerry has done some good radio trouping in the course of these twelve months, making the most of good material when he had it and often succeeding even with poor stuff. Radio should hear plenty more of him as time goes on.

Ben Bernie

Bringing along a couple of his amusing dialect songs, Italian and Irish, Gus Van visited the Ben Bernie program on the NBC-Blue network Tuesday night and added much to its entertainment. Van is one of those tried and true artists who should be on the radio more regularly. Another bright spot of Bernie's Tuesday show was Lucy Monroe, who treated the listeners to two fine vocal selections. The Vass Family also continues to be a delightful item on the Bernie menu. And the old maestro himself is maintaining his excellent form week in and week out, the heat notwithstanding. Same goes for his whole aggregation and for announcer Alois Havrilla.

"Enemy of the People"

Federal Radio Theater's latest presentation in its Ibsen cycle, a one-hour version of "Enemy of the People", offered Tuesday night at 9 p.m. over WQXR, was a little bit of a letdown from the previous presentation. Though the parts were very clearly read by the cast, the staging seemed to be missing a bit on the emotional cylinders. Furthermore, this is one of the Ibsen plays that does not have quite the force today that it had earlier in its career. It's a social drama wherein an honest barrister, seeking to enlighten his fellow citizens regarding injustices and to assure their welfare, is fought and branded a lunatic by his mercenary brother and a few other rich and influential persons.

"Symphony In Rhythm"

As delectable a course of dinner music and vocals as you'd want to hear was caught over WOR-Mutual on Tuesday evening at 8:30-9 p.m. Emanating from the WGN studios in Chicago, with the WGN Dance Orchestra under the direction of Harold Stokes, and a well diversified assortment of vocalists judiciously interspersed, the program was a continuous source of high pleasure. Melodiously rhythmic, restful and relaxing as well as entertaining to the ear and stimulating to dancing feet, it hit the spot on all counts.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

WTNJ

"... There is a battle for RADIO DAILY in this office every morning, each trying to see who is going to be the first with the latest news regarding the broadcast industry."

Edward D. Clery
Vice-president.

WESG

"... In RADIO DAILY you have a mighty fine newspaper which, in my opinion, no one in the business can afford to be without."

Dale L. Taylor
Manager

KMMJ

"... Almost without realizing it, I have come to look forward every morning to receiving RADIO DAILY. Keep up the good work."

Randall Ryan
General Manager.

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

PHILADELPHIA

WFIL engineer Frank Kern is the poppa of 8 pounds of lovely girl.

Gil Babbitt, columnist for Radio Press, local fan weekly, doing a chatter stint over WIP.

Allen Franklin, newest addition to the WFIL sales staff, takes over the "Old Salt" fishermen's program and is adding another daily stint to his broadcasting activities. Starts a daily "Cozy Corner" program of homey philosophy and chatter.

Stan Lee Broza, WCAU program director, back from a week's vacation.

Hugh Watson will spend his vacation in Harrisburg.

Benn Alley, WCAU tenor, plans to release several new songs which he has recently written with Doris Havens, who plays the organ on his nightly broadcasts for Household Finance.

Murray Arnold, WIP director of public relations, off to a vacation period at Long Island. But he's back in the studios every night at 7 p.m. to do his "For Men Only" broadcast, sponsored by the P. B. White & Co., men's tailors.

Howard Jones, WIP news editor, back from an auto vacation through the entire south.

Announcer Al Stevens is the new custodian of the WFIL Morning Bulletin Board, first program on the schedule.

Ray Fitzgerald, WDAS songstress, has forsaken the local airlines and is now auditioning in Gotham.

BOSTON

Keyes Perrin is the name of the new announcer at WBZ-WBZA. He comes from WPRO, Providence.

Charlie Vassal, WBZ control operator, on a vacation motor trip through the Blue Ridge Mountains.

With the coming week-end WBZ will loose five of its force on vacations: Archie McDonald, announcer; Cora Pittman, secretary; Jay Slocum, salesman; Evelyn Billett, sales department, and Harry Goodwin, publicity.

Lew Whitcomb, WEEI publicity man, expects to be back at the office for a few hours each day beginning today.

ONE MINUTE INTERVIEW

TED LEWIS

"Radio has made its popular music fans actually fickle. No sooner does one get to like a new song when another one comes along to capture his fancy. I think there is need on the air for a program that features songs of a few years back. We all like to hear them again. It's a shame to bury a song that enjoyed great popularity and then lost it because of the mad pace radio has set."

★ Coast-to-Coast ★

DARRELL V. MARTIN, radio's pioneer editor, has returned to the Pittsburgh Post Gazette desk after a vacation spent at the Great Lakes Exposition in Cleveland. During his visit, Martin paraded through Ohio streets in James Melton's 1910 White touring car which Martin testifies can actually "do 50". Martin is now trying to promote a race between Melton's 1910 White and Ted Weems' 1905 Reo which Weems claims can "do 60." During Martin's absence, the Post Gazette radio column was written by his brother, Ken Martin, popular Pittsburgh bandleader. This is Darrell Martin's fourteenth year as a radio editor. He wrote his first column for the Pittsburgh Gazette Times in 1923.

Benne Alter, "Movie Man" at WMT, Cedar Rapids, Ia., now enjoying his vacation and according to all reports is spending his time without a radio. Did slip over long enough to visit studios in Chicago.

Dave Olsen, who has been on vacation, returns to the Grandpa and Snuggins program on WCAE, Pittsburgh, on Sunday. During his absence announcer Carl Dozer did a bit of pinchhitting.

Walter Thompson, recently of Philadelphia, is the latest addition to the WCAE engineering staff.

Pat Patterson, WCAE's former P.A., paid a brief call at the studios this week. He was on his way to his Minnesota home for a vacation.

Agnes Moorehead, NBC dramatic actress, and Teddy ("Blubber") Bergman, NBC comedian, will reinforce the Rippling Rhythm heckling crew for the third consecutive week on Sunday over the NBC-Blue Network. They will join Bob Hope's stooge-in-chief, Honeychile (Clare Hazel); Shep Fields, the program's maestro, and Del Casino, regular tenor of the cast, in a South Sea Island comedy sketch written by Hope for the program.

Hans Christian Adamson, one of the most prominent members of the Museum of Natural History staff, has been added to the group preparing the WABC-Columbian network's new scientific series designed for young listeners, "Adventures in Exploration," heard Tuesdays at 5:45-6:00 p.m.

Temperatures of air and water at Sheboygan's north and south side beaches are broadcast twice daily under sponsorship by WHBL, Sheboygan, Wis. A legislative review is a weekly feature, presented by Atty. Randall Miller of Sheboygan.

"Hog Hollow Meetin'", rural variety show on WHBL, Sheboygan, will move out-of-doors for one night next

month when it is the grandstand attraction at the Sheboygan County Fair in Plymouth. The cast of about 25 will be moved to the fairgrounds for the evening.

Directly from the stage of the old Opera House in historic Central City, Col., NBC will present two programs of the Sixth Annual Central City Play Festival, on Saturday at 4:30-5 p.m. and on Tuesday at 5:30-6 p.m., EDST, over the Red Network. Ruth Gordon, Dennis King, Sam Jaffee, Walter Slezak and Sheila Barrett, supported by a concert orchestra under the direction of Waldo Williamson, composer and conductor of the Civic Symphony Orchestra of Denver, will be heard in the two broadcasts.

Twenty Georgia public school students, talented audition winners in the Atlanta Journal School of the Air, were week-end guests of NBC in a visit which was climaxed yesterday by a television demonstration in the NBC studios and a personal greeting from Lenox R. Lohr, president of NBC.

Dick Bell, announcer at WBNS, Columbus, is having his vacation and appendix removed at the same time.

WTMV, East St. Louis, Ill.: Woody Klose, program director, doing night news shift in addition to other duties, due to Gene Hogan vacationing in Ozarks . . . Paul Godt, organist, airing the Majestic Theater Community Sings from the theater again . . . Johnny and Joe, guitar act, making records of their programs this week for use while they're on vacash . . . Fred Moegle, chief announcer, received a baby chicken via mail as his commission for selling 300 of them for a "Trading Post" listener.

Jack Kelly, national sales representative for WCOL, Columbus, is resting for two weeks at Great Lakes.

Bobby Kornheiser has replaced Norman Kaphan as WHN photographer during the latter's vacation. Kaphan is expected to return July 26.

WISN, Milwaukee: Therese Meyer, organist, vacationing at Three Lakes, Wis. . . . Harold Kissinger, violinist, will motor around during his leisure days. . . . Ted Robinson, saxophonist with studio ork, and George Brander, guitarist, will visit Chicago. . . . Art Eisler, pianist, now at Twin Lakes, Wis.

WDNC, Durham, N. C., has started a novel series of Bob Van Camp's Organlogues from Page Auditorium on the West Campus of Duke University. Lee Vickers does the commenting.

Frank Jarman (WDNC manager)

SAN FRANCISCO

Marjorie (NBC) Gray, an expert horseman, spent her vacation on a dude ranch.

Janet Baird, interviewer on NBC's "Magazine of the Air," back from Hollywood.

Fred Henry, formerly KNX, Hollywood, joins the KJBS announcing staff. Also to produce programs.

Josef Hornik, KGO maestro, aims to please. He recently sent to Vienna for a copy of a tune on request of a fan.

Van Fleming, former producer of NBC's "Carefree Carnival," who suffered a nervous breakdown and has been on a tour of Europe for some months, back to home studio.

Kathleen Wilson of "One Man's Family" trying to get vacation reservations to Alaska. Winifred (Teddy) Wolfe, same sketch, in the Northwest for hers.

Pierre Monteux bows off the Standard Symphony Hour broadcasts today, with Alfred Hertz taking up the baton on the 22nd.

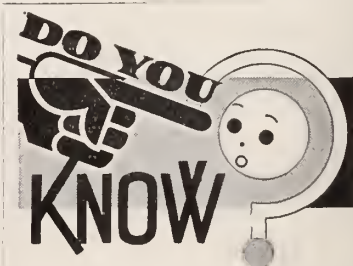
NBC sews up the Jack Winston band airing from the Bal Tabarin ritery, thus taking over every major night spot except the Fairmont Hotel. Their Deauville Club wire went into action Wednesday night with Frank Castle's ork swinging out over the Calif. Blue net.

and the bride will visit Wilmington, N. C., during vacation, starting Aug. 9. Lee Vickers and Red Dalton take their rest-up July 19; Woody Woodhouse and Kay Lee, July 26; Bob Stratton, Aug. 2; Tom Loeb, Aug. 23, and Al Harding, who will be married, Sept. 13.

Rosemary Dillon, member of the cast of "The Adventures of Ace Williams" network show, started her radio career a few years ago when she pawned her diamond ring in Dallas to obtain railroad fare so that she might receive a radio audition in Chicago.

Mary Lou Meyer, one of the "Smoothies," girl singing trio, at WWJ, formerly known as the "Three of Us" at WSPD, Toledo, will marry George W. Thompson of Toledo, Aug. 7.

George Pickard, announcer at WSPD, Toledo, is touring Michigan with wife and son on vacation.



Phil Regan was a member of New York's finest during one of the big crime waves—and he used to go to sleep counting black sheep.