



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 11

NEW YORK, N. Y., FRIDAY, JULY 16, 1937

FIVE CENTS

Banks in 1-hr NBC Series

20 STATIONS ARE ADDED BY TRANSRADIO PRESS

Transradio Press Service has a net gain of 20 station subscribers since June 1, according to Herbert Moore, Transradio head.

This figure includes the recent signing of such outlets as WCKY, WCAU, WLS and others. Coming into the fold shortly are WEMP, Milwaukee; KOY, Phoenix; WRNJ, Racine; WBTM, Danville, Va., and several others.

Dr. Patri's Heinz Disks Placed on 2 Stations

A series of 13 transcriptions featuring Dr. Angelo Patri, child authority, sponsored by H. J. Heinz Co. for Strained Baby Foods, will start airing July 21 on WJSV, Washington, and WAPI, Birmingham. Program will be heard thrice weekly. Maxon Inc. is the agency.

Frank P. Foster Heads Hearst Promotion Div.

Frank P. Foster, 2nd, has been appointed manager of the sales promotion division of Hearst Radio Inc., succeeding Theodore Oberfelder, who has taken a sales staff post with the New York State Broadcasting System.

Foster was formerly merchandising and sales promotion head of WINS, a Hearst station. In his new post he will supervise all sales promotion activities of the 10 Hearst owned stations.

Anning S. Prall III

Anning S. Prall, chairman of the FCC, is ill at his summer home in Boothbay Harbor, Me., according to advices received in New York yesterday.

Reverse Spitalny

Phil Spitalny, of all-girl orchestra fame, soon won't have anything on Jan Winters. Miss Winters, formerly heard on the networks and now the wife of Charles Stark, WHN salesman, is organizing an orchestra composed of men. And that's not all. Miss Winters will officiate as the conductor of the male aggregation.

ARNEW Convention

Chicago — John VanCronkrite, president of Association of Radio News Editors & Writers, is consulting with the seven directors as to most suitable week for holding first national convention which the board decided last May should be held some time in September in Chicago. CIO is making overtures to ARNEW and this issue is expected to come up at the convention.

PALL MALL IS STARTING NETWORK SHOW AUG. 6

American Cigarette & Cigar Co. (Pall Mall cigarettes) will start its first network show on Aug. 6 at 10:45-11 p.m., over the coast to coast NBC-Red network. Dorothy Thompson, recently signed by the sponsor, will head the quarter-hour.

Pall Mall now has Ford Bond on WEAJ locally and will retain the period when the new network series starts, says the agency, Compton Advertising Inc.

More Touring Scheduled For Al Pearce's Outfit

Al Pearce and His Gang, now in Hollywood for the remainder of the Ford broadcasts during the summer, will be there until Sept. 8, when he resumes his road tour through the South, working northward along the east coast.

Pearce completed 5,000 miles in his (Continued on Page 3)

Nationwide Radio Biz in May Slightly Higher Than April

May Robson Disk Series Likely to Become Live

Chicago—"A Lady of Millions," the five-a-week daytime script show being disked by May Robson on the coast for Bauer & Black, may become a live network show if successful after a test period. Blackett-Sample-Hummert is the agency.

Full-Hour Program will Start on Oct. 4 Over Basic NBC-Blue Network in 9-10 P.M. Monday Spot

WRC-WMAL DEDICATION ON NBC WEBS JULY 22

Official dedication of the new WRC-WMAL studios will be aired over the combined NBC-Red and Blue networks on July 22 at 11:15 p.m. to 12:15 a.m., with Lenox R. Lohr, NBC president, delivering the official dedication speech.

He will be followed by Chairman Hazen of the District of Columbia commission, who will voice the ac- (Continued on Page 3)

Two-Thirds Live Talent Used by Small Station

Rockford, Ill.—Something of an unusual record is claimed by WRKO, whose program director, John C. McCloy, has compiled records showing that the station, which operates 16½ hours daily on 1410 kc. with 1,000 (Continued on Page 3)

Gough Touring Southwest

Emile J. Gough, vice-president of Hearst Radio Inc., is touring the southwest to confer with Elliott Roosevelt, vice-president in charge of the southwestern division of Hearst Radio activities, and with other directors and managers of various Hearst Radio stations. Elliott Roosevelt's headquarters are in Dallas.

Chicago—American group of banks have engaged the Philadelphia Symphony Orchestra and distinguished soloists for a new full-hour show to debut over the NBC-Blue network on Oct. 4, 9-10 p.m. (EDST). List of banks who will sponsor the series is not set as yet, but it is understood that the list will be approximately the same as is now sponsoring the current half-hour series on CBS. New hour program will be heard directly opposite the CBS Lux Radio Theater Hour. The CBS bank series terminates after the Aug. 6 broad- (Continued on Page 3)

WIL IN COURT APPEAL FROM DECISION OF FCC

Washington Bureau, RADIO DAILY
Washington—Declaring the FCC rendered its decision and thereafter adopted certain findings to support its ruling, WIL, St. Louis, has filed a brief in the U. S. Court of Appeals (Continued on Page 3)

Heatter in NBC Series For Grove Laboratories

Gabriel Heatter will do a news commentator series for Grove Laboratories Inc., St. Louis (Bromo-Quinine), starting Sept. 27 over the basic NBC-Blue network. Series will be broadcast at 8-8:15 p.m. on Mondays and Thursdays, and 10-10:15 p.m. on Tuesdays and Wednesdays. Contract signed to run 26 weeks. Stack-Goble Advertising Agency, Chicago, has the account.

Pick-up

Boston — Cora Pittman, on her way home from the WBZ studios at 5 p.m. Wednesday, was attracted by the music of an organ grinder who was playing on the street.

She brought him back to the studio and Arthur Feldman, special events man, spotted him as guest on the "Little Show" 15 minutes later.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Though network business usually falls off in May, a fair increase was registered nationally by local and national business for May, as compared to the previous month, the total being \$11,325,165, the NAB announced yesterday. Increase was due mainly to a 6.7 per cent gain in (Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Court Discontinues Ascaph Suit

Federal Judge John C. Knox yesterday discontinued the suit filed by Pennsylvania Broadcasting Co., Philadelphia, owners of WIP, against Ascaph and four officers of the society, because plaintiff failed to appear when case was called.

Monopoly suit was filed in 1933 against Gene Buck, Ascaph president, Jerome Kern, E. C. Mills and Louis Bernstein. Station filed the suit in an effort to terminate its license with Ascaph which stated that the station must pay the society \$2,750 yearly plus 3 per cent of the gross earnings the first year, 4 per cent the second year and 5 per cent the third year.

American Passion Play In 2-Hr. WHBF Broadcast

Rock Island, Ill.—A splendid interpretation of the greatest of sacred dramas was brought to radio listeners by WHBF of Rock Island, Moline and Davenport, in a radio premiere Sunday of the "Passion Play of America," shown on the Mississippi Valley Fair Grounds, Davenport, July 12-16. Two hours were required for the complete radio performance of the play, with the tableaux bridged over by brief descriptions. In actual staging, a cast of 1,000 people and a stage a quarter of a mile in length were used. WHBF was the only local station carrying the drama, which was broadcast from their studios atop the Safety building in Rock Island. The narrator was Leroy Klove of Rock Island.

Lenore Collins in "Ann Worth"

Detroit—The leading role in "Ann Worth, Housewife," heard over WXYZ and the Michigan Network, will be changed Monday. Joan Vitez, who has played Ann Worth since the start of the drama more than two years ago, is leaving the cast to go to New York where she has had several attractive radio offers. Her place will be taken by Lenore Collins, who was selected by James Jewell, dramatic director of WXYZ, in a competitive audition in which more than 50 voices were tried for the part of "Ann Worth."

Clara Joel in Ave Maria Hour

Clara Joel, long a noted stage star, who starred in the original stage production of "Eternal Magdalen" by Robert McLaughlin, will be featured in the title role of "Mary Magdalen" on the Ave Maria Hour this Sunday over WMCA. The production, an unusually elaborate religious dramatization on the radio, will have a strong supporting cast and a special musical score arranged by Alfred Antonini, protege of Toscanini. Father Anselm, S.A., is director.

"Sunrise Hour" Now on WOV

"Lewis Charles' Sunrise Hour," a program of music and informality, dedicated to hospital patients and other shut-ins, is now being aired every Sunday at 8-9 a.m. over WOV. All musical selections played on the program are by special request.

Jack Berch in New Spot

Jack Berch and His Boys will be heard at 9:30-9:45 a.m. Monday-Wednesday-Friday over WABC-CBS starting Monday.

Set Hearing Sept. 13 For Accused Attorneys

Washington Bureau, RADIO DAILY Washington—Hearings on disbarment proceedings against Attorneys Paul M. Segal and George S. Smith have been ordered to start Sept. 13 at 10:30 in the FCC offices, before the Commission en banc.

The FCC in general session yesterday, having considered the answers filed three weeks ago by two attorneys requesting charges contained in the order previously filed by the commission be dismissed, nevertheless decided to proceed with the hearings.

Heinz Serial on WTAM

Cleveland—A new summer series titled "The Adventures of Tommy Thatcher" will be launched by Russell Pratt over WTAM starting Monday at 5:15 p.m. as a five-times-weekly quarter hour under sponsorship of H. J. Heinz Co., for Heinz Rice Flakes. Maxon Inc. is the agency.

Tommye Birch Joins Pryor

Tommye Birch, vocalist on the staff of KWK, St. Louis, for the past four years, is joining Roger Pryor and his orchestra on Aug. 9 at the Edgewater Beach Hotel, Chicago. Miss Birch in private life is the wife of Dan Seyforth, KWK director, who recently placed her under contract with MCA, which in turn negotiated the Pryor deal.

Another KWK vocalist, Harry Babbitt, joined the Kay Kyser orchestra recently.

Fred Tracy on WBIL

Fred Tracy, known to millions of radio fans in the early days of radio as "FNT," is making a comeback over the ether waves, and his outlet will be New York's newest 5,000 watter, WBIL. "FNT" and his Radio Pals will be heard over WBIL every Friday at 2:15-2:45 p.m. beginning today.

Dorothy Miller Film-Bound

Dorothy Miller has left the Xavier Cugat orchestra and returned home to Chicago, where she will study in preparation for a try at films. Meanwhile she is singing evenings with Paul Sabin's ork at the La Salle Hotel in Chi.

Bob Stephenson Joins WHN

Robert J. Stephenson is the newest announcer to be added to the WHN staff. He was formerly with WNBF, Binghamton.

COMING and GOING

VAN FLEMING, NBC producer in the San Francisco studios, returns to the job today after a 10-week vacation trip abroad. He was accompanied by his wife.

LEHMANN ENGEL, director of WPA's Madrigal Singers, leaves next Tuesday night for Europe, returning in about three weeks.

HELEN GUY of the NBC program department leaves today on vacation.

BOB COVELL of the NBC music research department leaves for Newport, home town, on July 30, taking in American yacht cup races.

HILDA WATSON, secretary to Dr. Franklin Dunham, NBC educational department, leaves for vacash July 30.

JOHN H. NORTON, NBC station relations, now resting in Bermuda, returns July 19.

GEORGE H. MILNE of the NBC Eastern engineering department leaves for Lake Hopatcong on July 23.

JACK ROSELEIGH of the "Pepper Young" cast and his family leave for North Bridgeton, Me., tonight, on two-week vacation. Pedlar & Ryan Inc., agency handling this P. & G. show, arranged to pay entire cast members at least one week salary while written out for one or two weeks, as desired.

JAMES T. AUBREY, president of Aubrey, Moore & Wallace agency, Chicago, will sail July 18 for Europe on the Rex for a combined business and pleasure trip.

FRANK RAND, chief CBS publicist in Chicago, is off on a fortnight's vacation. He planes to Boston to see his family.

IRENE RICH will fly to Chicago this weekend to appear as special guest commentator at a fashion show there.

JOHN D. FITZGERALD, CBS assistant director of public affairs, is in northern Wisconsin on a vacation.

DONALD THOMPSON, WHO production manager who is visiting in New York, will stop off in Buffalo to visit Ed Reimers, former WHO announcer, now with WBN.

RADIE HARRIS, movie interviewer for WHN, leaves next week for her yearly trek to the West Coast.

IRENE WICKER, who has moved to Connecticut for the summer, commutes to New York for her broadcast.

BILL GREEN, press representative for Rubinoff, off to Chicago yesterday afternoon. He expects to remain in Chicago for a month handling arrangements for Rubinoff's three concert engagements.

MR. and MRS. SID SCHWARTZ sail aboard the Britannic on Aug. 16 for a cruise to Nova Scotia.

CARLOS A. ZUBLIN, advertising director at Antena, Argentine radio magazine, is in New York and will make his headquarters with M. D. Bromberg & Associates Inc. Zublin is from Buenos Aires.

FINANCIAL

(Thursday, July 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Prfd., RCA 55 Prfd. B., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio, CBS A, CBS B, Stromberg Carlson.

Doelger Beer Campaign Being Placed by Winston

Leonard F. Winston Agency has been appointed to place radio advertising for Peter Doelger Brewing Corp., Harrison, N. J., makers of Doelger First Prize Beer. A campaign has already been planned for the metropolitan area, and spot announcement schedules have been placed on WHN and WBNX.

New "Gold Medal" Feature

"Gold Medal Hour," airing Monday through Friday over a CBS network, adds a new feature July 19, when the 1:45-2 p.m. period will be taken over by a show "Hollywood in Person". Under the supervision of Capt. Bob Baker, the program will present interviews with film stars direct from the movie sets in Hollywood. Each broadcast will also feature a short dramatization. Nino Martini and Jesse Lasky will be heard on the initial broadcast.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

BIRTHDAYS calendar grid for July 1937 with names in cells.

Greetings from Radio Daily

- July 16 Frank Singheiser Floyd Gibbons
July 17 Edith Dick Irma Glen William Shelley
July 18 Gay Lee Harriet Hilliard Adele Ronson

BANKS' 1-HOUR SERIES STARTING OCT. 4 ON NBC

(Continued from Page 1)

cast, then a seven-week vacation before the NBC series starts.

Program is handled through Wessel Co., Chicago. Stanley L. Wessel, commenting on published report that program was folding due to disappointment of banks in results, pointed to the expansion to a full-hour as the answer. Only complaint has been by listeners who sought more time so that more pretentious symphonic works could be given. Switch to NBC is being made because only a late hour was available on CBS and Friday night too often conflicts with symphony concerts in various cities, also in many homes it's going out night. Monday, however, is staying in night. Also 9-10 New York time is regarded as ideal hour.

Both Stokowsky and Ormandy will be featured as conductors. Soloists, both vocal and instrumental, will be revealed later by Philadelphia Orchestra. All talent is being booked through Biggie Levin, Chicago.

Willard M. Kiplinger, Washington business analyst, will again be heard, and one other regular speaker yet to be selected.

WRC-WMAL Dedication On NBC Webs July 22

(Continued from Page 1)

ceptance of the new studios. Postmaster General James Farley and James Roosevelt will speak for the administration, and Senator Wheeler will represent Congress. Other speakers scheduled are Anning S. Prall, FCC chairman, and Judge Eugene Sykes, chairman of the FCC broadcast division.

The U. S. Marine band will open the ceremonies just as they did in 1923 when NBC first started operations in Washington. Frank Black and his NBC symphony orchestra and chorus will fill in between speeches with musical interludes from the New York studios. An All-American program will be presented.

Bootleg Music Raid

Raid on a printing plant yesterday by Arthur Hoffman and John Wiener of Music Publishers Protective Ass'n resulted in two arrests and several thousand copies of song sheets containing infringements of copyright being confiscated. Arrest was made by a plain clothes man from the headquarters staff assigned to work with Hoffman. Those taken into custody were Patrick B. Mulkern and his wife Mrs. Lucy Mulkern, who were arraigned before the U. S. District Attorney and held for the Federal Grand Jury on Aug. 15.

NEW PROGRAMS—IDEAS

New Twist to Quiz Program

Golden Brothers Inc., dealers in Ambri-Coal, White Plains, have changed the face of their Quiz Quest programs heard Tuesday nights at 9-9:30 over WFAS, White Plains. Program set-up now permits entire listening audience to participate in each show, rather than just a sextet of selected listeners.

Twelve questions are asked, with plenty of time given to write them down. Listeners are invited to submit their replies by mail, or by personal delivery, to Golden Brothers' store. Winners are awarded valuable merchandise prizes, comprising articles for home-usage such as silex coffee-makers, toasters, camp-grills, etc. Winners names, and correct answers are broadcast the Tuesday following, preceding the new set of questions. Frank A. Seitz and Ran Kaler handle the show.

Golden Brothers' second weekly

WFAS show has been moved to Saturdays at 3 p.m. The first 30 minutes is an all-request recorded show, a segment of the famous WFAS "Celebrity Club" feature. Second half hour is a Kiddie Klub, aired from the stage of the Colony Theater, White Plains. The Saturday feature is broadcast in behalf of Golden Brothers' dealership in Kelvinator Electric Refrigerators.

Blue-Blood Dog Club

KLZ, Denver, is starting a blue-blooded dog owners' club with youngsters between 7 and 16 who own registered dogs eligible for membership. Plans call for monthly meetings with an expert to talk on dog affairs, such as training and care. Once a year it is planned to have a dog show for members only. Membership cards will be issued.

Two-Thirds Live Talent Used by Small Station

(Continued from Page 1)

watts day and 500 watts night, uses on an average 66.6 per cent live talent and 33.4 per cent transcriptions.

McCloy gives the following breakdown of programs as typical of a week's broadcast schedule:

	Per Cent
Total commercial	17.5
Sustaining	82.5
Commercials before 6 p.m.	13.6
Commercials after 6 p.m.	3.9
Sustaining before 6 p.m.	55.8
Sustaining after 6 p.m.	26.7
Mechanical Reproduction	33.4
Live Talent	66.6
Agriculture	4.85
Civic	7.05
Dramatic	4.49
Educational	1.61
Household	2.71
Music	10.78
News	9.43
Religious	5.28
Entertainment—(including many features containing portions of educational, household, and sports interest)	50.01
Miscellaneous	3.79

Honoring Dr. Goldman

Dr. Edwin Franko Goldman, noted bandmaster and composer, will be feted on the occasion of the 25th anniversary of his founding of the Goldman Band during a special broadcast from his present Daniel Guggenheim Memorial Concert Series on The Mall in Central Park next Wednesday, 9-10 p.m. over the NBC-Blue network.

WFAS Boosts Polo Turnout

White Plains, N. Y.—A sharp upturn in attendance was realized by the Blindbrook Turf & Polo Club, Purchase, N. Y., following inauguration of spot announcements over WFAS. As a result, the club has extended its order from a trial series of eight 50-word spots to a monthly run of 26 broadcasts.

WIL in Court Appeal From Decision of FCC

(Continued from Page 1)

for District of Columbia. Appeal was from a denial by FCC of an application by WIL for facilities of 1250 Kc., 1000 watts, with unlimited hours of operation and the granting of such facilities to Star-Times Publishing Co., St. Louis.

Brief alleges that findings were not made by FCC itself or by Broadcast Division or by any board authorized to make such findings, but that they were in fact made by the FCC law department. Brief raises contention that such findings cannot, by a minute entry of Broadcast Division, become findings of the Commission. Asserting that procedure followed in this case is contrary to established practice of other federal administrative boards, commissions and agencies, WIL asks that Commission itself be required to determine facts before making final decisions. Commission has until Sept. 20 to file answer.

NBC Shifts Boston-Phila. National Sales to N. Y.

In an effort to simplify the handling of local and national network sales in Philadelphia and Boston, NBC on Aug. 1 will close the national network offices in these two cities and handle all national sales contacts from the New York office.

After Aug. 1, Jack Hammann, who has been handling both national and local sales in KYW, Philadelphia, will become general sales manager of the station and will service only local accounts. A similar shift will be made at WBZ-WBZA, Boston-Springfield, where Gordon Ewing will become sales manager of the station.

NATIONWIDE BIZ IN MAY SLIGHTLY ABOVE APRIL

(Continued from Page 1)

local time sales which made up for the usual decline.

Radio advertising continued to show the greatest gains in advertising volume of any major medium as compared to corresponding periods last year. Gross time sales for May were 32.5 per cent ahead of May, 1936, and regional network volume gained 21.9 per cent. National network volume was off 2.3 per cent and national non-network .6 per cent.

Total non-network advertising rose 2.4 per cent over April and 33.6 per cent over May, 1936. The increase was due mainly to a 4.7 per cent gain in volume for the clear channel stations. Regional stations showed the greatest gain. The New England and Middle Atlantic area experienced the most marked gain of any section.

In rendition field, live talent showed the only increase of importance. Live talent showed the only gain in national non-network field, but transcriptions increased to greater extent in local field. As against last year total live talent increased 41.7 per cent; transcriptions, 25.1 per cent; records, 9.4 per cent, and announcements 29.1 per cent. Announcements in national field and live talent in local field showed greatest gains over May, 1936.

Retail advertising amounted to \$1,333,180, an increase of 6.4 per cent over level last month.

More Touring Scheduled For Al Pearce's Outfit

(Continued from Page 1)

tour for Ford, broadcasting en route from Detroit, Chicago, Denver, San Francisco and Los Angeles. Theaters and auditoriums played averaged a seating capacity of 2,800 and primarily the free show was for Ford dealers, employes and relatives. Usually no seats were available for outsiders. In all, 22 cities were covered in 28 days and itinerary worked out perfectly, with Pearce being unable to report so much as a train missed or a piece of baggage lost. Dorothy Haas of Fanchon & Marco offices was along as press contact and company manager.

JEAN PAUL KING Says:

"Running around town from station to station and program to program as I do, I find the Telephone-Secretary an invaluable aid in keeping my days straight."

NATIONAL RADIO REGISTRY

415 Lexington Ave. at 43rd Street
New York City
Telephone-Secretary
Doris Sharp

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Royal Dutch Products Corp. (mustard), N. Y.; Empire State Purchasing Co. (gold redemption), N. Y.; Blindbrook Turf & Polo Club, Purchase, N. Y.

WBRY, Waterbury, Conn.

Connecticut Refining Co. (Benzoline), 5-minute UP broadcast and baseball guessing contest.

KTSA, San Antonio

Coca Cola, "Refreshment Time with Singin' Sam"; Sabinas Brewing Co.

Chicago

WGN: Idaho Fruit & Vegetable Adv'g Commission, through Botsford, Constantine & Gardner.

WIND: Newberry Motor Sales, sports talks, through Kenley Engelson.

Dinehart in "Twelfth Night"

West Coast Bureau, RADIO DAILY

Los Angeles—Alan Dinehart has been chosen by NBC to play Orsino in "Twelfth Night", next of the Shakespearean plays in which John Barrymore and Elaine Barrie will appear Monday night over the NBC-Blue network. Miles Mander, John Fee, Erin O'Brien Moore and Hans Conried also will be in it.

GUEST-ING

LESLIE HOWARD and ROSALIND RUSSELL, interviewed by Kathryn Cravens, July 19 (CBS, 2 p.m.).

TEX LEWIS and his Lone Star Cowboys, on Gulf program, July 18 (CBS, 7:30 p.m.). Booked by Central Artists Bureau Inc.

JESSICA DRAGONETTE, on Floyd Gibbons "Your True Adventures," July 22 (CBS, 10 p.m.).

ANN PENNINGTON, on "Grand Stand and Band Stand," today (WMCA, 2:30 p.m.).

MARGARET MCCREA and CLAUDE RAINS on Sealtest Sunday Night Party, July 18 (NBC-Red, 10 p.m.).

FRED HILDEBRANDT, KATHLEEN HEALY, ROSE MARIE, BOB ADAMS and GREGORY MATUSEVITCH, on "Spotlight Revue," July 19 (WOR, 3 p.m.).

JAMES W. BARRETT, president and editor of Press Radio Bureau, on Charles Henry Ingersoll's "Public Service Forum," July 18 (WOV, 6:30 p.m.).

PAUL CAVANAGH, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

EDMUND LOWE and OLIVIA DE HAVILLAND, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU on same program, July 29.

ANN SOTHERN, on Chase & Sanborn Hour, July 18 (NBC-Red, 8 p.m.). ALICE BRADY, on same program, July 25; NELSON EDDY, Aug. 8.



● ● ● Beatrice Lillie and Broadway Merry-Go-Round depart from the airwaves July 21 and show is expected to come back in the fall before the comedienne leaves for England...Del Casino was divorced from his sustainings because of his Woodbury contract (which runs for over a year) and Noxzema commercials...Connie Boswell has five more dates on the Ken Murray show and Frances Comstock is set for one... Woody Herman leaves the Willows the 22nd to come to Brighton Beach, and Lee Shelley follows the day after into the Pittsburgh rendezvous. Herman is set for a fall date into the Normandie...Benny Meroff is a holdover at Hunts Plaza, Wildwood...A. L. Alexander has had his option picked up for another Red Book series on the "Good Will Court" angle...Sid Schwartz is doing a swell job for WNEW breaking "class" mags and Hearst papers...Songwriter Sam Coslow is slated to be honored on the Johnny Green show with a "Cavalcade of Coslow" tunes... Ralph Wonders is signing (Baby) Rose Marie to Rockwell-O'Keefe management...Lou Martin and aggregation go into Leon and Eddie's...Aileen Stanley is clicking across the Big Pond via a weekly BBC show... Though Shep Fields told intimates that he's playing in Boston, the maestro really is pulling a "Garbo" at Schroon Lake.

● ● ● "We must not grieve but rather mourn our country's loss." Thus did Rabbi Wise, in part, eulogize over the remains of George Gershwin in Temple Emanu-El before an assemblage of 2,500...Addressing the deceased's mother, he said:... "The world claimed him—but he remained your boy"...It was a dignified and worthy farewell to a genius...People of all races and color were permitted admittance until the main floor and gallery were filled...Celebrities did not seek to gain attention, many refusing the seats in the reserved section...Ascap members had their own place...Ed Wynn, Guy Lombardo, Jack Bregman, Joe Young, Al Jolson, Harry Hershfield, W. C. Handy, Oscar Hammerstein, Alfred McCosker and Jimmy Walker were but a handful we spotted...Flowers covered the casket and flooded the large temple...Colored folks from the "Porgy and Bess" company cried...Mayor La Guardia, stirred by Rabbi Wise, shed tears.

● ● ● Al Jolson, Parkyakarkus, Martha Raye and Victor Young's orchestra have been signed to return for the Rinso sponsor Sept. 7...Bobby Crawford will leave the hospital next week...Gordon and Revel will sneak into town next week...Reason for Larry Marsh being off the Al Pearce show is that he is busy handling the Rex Chandler-Ford shows on Sundays because of the latter's illness...Edgar Bergen has bought a home in Beverly Hills, but Charlie McCarthy will escape paying an income tax...Will Rockwell will shortly announce his reason for resigning as head of Millar Music...Within 15 minutes after an appeal for blood donors was flashed via WOR the other day, 17 people volunteered...Johnny Hauser and his swell ork from Grossinger's were given a late spot on MBS...Travers starts next week on the Russ Morgan bandstand for three shots.

● ● ● Starr Yelland, WMT, Cedar Rapids, Ia., sports announcer, was airing the auto races and this being the first time handling such an event, he made arrangements to ride the track at top speed with Ted Horn, big-time racer. After two laps, Starr yelled for help, claiming that he had enough "color" to last him a lifetime... "From now on, I'll do my assignments without becoming intimate with the subject...Methinks I'll stick to my horse. That track is just one big curve," he concluded.

ORCHESTRAS
MUSIC

HOWARD BARLOW, on his next Sunday "Everybody's Music" program with Henry M. Neely as commentator, over CBS at 3-4 p.m., will present the world premiere of the third musical work in the series of six being written by as many members of the Columbia Composers' Commission. Composed by Aaron Copland, it is tentatively titled "Music for Radio", and listeners will be invited to participate in a contest to pick a permanent title for the musical work.

Guy Lombardo and his orchestra on Sunday will introduce the latest song number by Carmen Lombardo, titled "In A Little Carolina Town." Advance reports are that it's another hit for Carmen.

Ernest Tubb, guitarist, is doing a weekly sponsored program on KONO, San Antonio, with Merwyn Buffington, who yodels as well as strums.

Horace Henderson, brother of Fletcher, is airing over WBBM, Chicago, with his ork from Swingland.

Marine Ballroom of the Steel Pier will be the scene of Will Osborne's CBS broadcasts during the Atlantic City engagement. The famous director and his versatile musicians go on the air via WPG Tuesdays and Thursdays at 11:30 p.m., following the famous "breaking of the waves" program from the ocean end of the pier.

Don Albert and his orchestra have been added to the cast of the MGM Movie Club and will bow on the new series this evening at 8-9 p.m.

The Perole String Quartet, one of the best known chamber music groups broadcasting weekly, and the only quartet of major importance on the air throughout the summer, will commence an ambitious project, cycles of Beethoven, Mozart, Brahms, and Schubert, over WOR on Sunday at 11:30 a.m. to 12:30 p.m. Directed by Joseph Coleman, the Perole Quartet has been broadcasting over WOR for seven years. It was organized in 1927 and made its formal debut at Town Hall in 1930. The present personnel consists of Coleman, first violin; Max Hollander, second violin; Lillian Fuchs, viola, and Ernst Silverstein, cello.

"Listener Speaks" Folding

"The Listener Speaks", sustainer, fades from the Mutual network after tonight's airing. Broadcast was originated 2½ years ago by Sid Schwartz, publicity director of WNEW.

"Wifesaver" in Shorts

Allen Prescott, the "Wifesaver" of the air waves, and Fred Niblo, motion picture director-producer now an NBC executive, are readying for production a series of shorts based on the "Wifesaver" program.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DOT HAAS postcards from Chicago, at the end of a long and satisfactory tour with the Al Pearce gang, made in their interests and those of Fanchon and Marco: "It was a superswell trip, but over too soon....I'll be calling you any day now"....It's about time.... Jean Colbert goes back on the Winchell radioffering Sunday to remain indefinitely...."The Pretty Kitty Kelly" opus, now on a five day a week schedule, to be aired at 10 a.m. instead of 1:15 p.m. starting July 19, has Arline Blackburn, "Pretty Kitty" herself, frantically testing alarm clocks on account of the earlier rising hour....Lois Lorraine, CBS press department lass, can't decide whether to go south on that long-awaited vac.... Jessica Dragonette's musical protagonist on the Palmolive program, Met warbler Charles Kullman, commutes from his Connecticut summer home on the Sound, importing Ripleyan tales concerning scaly denizens of the briny (fish to you).... while Jessica swears by her town apartment as a summer resort....Insists it's the coolest spot in N. Y.

▼ ▼

Frankie Basch's question on the "Street Forum" program this afternoon will be one the rest of us have been revolving in our minds for several days....she'll ask bystanders what they think Gershwin's outstanding tune was....Neat touch that, Ed East and Ralph Dumke presenting the femme winners of the "Sisters of the Skillet" jingle contest with orchids, while the lads rate carnation boutonnieres when they go to theater....Ida Bailey Allen who's made a career of kitchens, takes 25 hours to prepare a script that airs for an hour, with 12 hours for the actual writing, 6 for typing, 2 for editorial work and the final polishing job taking up the remainder of the time.

▼ ▼

Out in San Francisco the producing field's being temporarily invaded by the distaff side, with Anita Bolton, secretary, subbing for Boss Pierce, now on vacation in the Sierras....Anita's acting producer on the Western Farm and Home Hour for NBC....Aileen Stanley, warbler of ditties of sophistication for BBC goes international, after signing for a Continental tour embracing the British Isles and the French and Italian Riviera.

★ Program Reviews ★

"CAN IT BE DONE?"

Sustaining
WQXR, Wednesdays, 9-9:30 p.m.

NEW INVENTIONS INTERESTINGLY PRESENTED AND PASSED UPON BY BOARD.

Not only is the fascination of newly devised gadgets presented in entertaining fashion on this new program, but the concise discussion of the ideas presented and the intelligent evaluation of the devices by a board of judges place the program on a higher plane than mere amusement.

The emcee presents each inventor and his gadget, elicits a few remarks on how the idea was born, questions him about its practicability and the results of tests, then asks the board, selected for the occasion, to give its opinion. If the opinion is favorable, a certificate of merit is awarded the inventor. If unfavorable, the inventor is invited to come again, with listeners also privileged to write in their reactions. An electrical transcription of the program serves as evidence to help establish the inventor's rights in his device.

Chairman of the board at the first session was Ray Gross, inventor-cartoonist. Inventions presented included a roller-shade stopper, a rug which can be inflated into a couch, a thermostat cover, a cookie cutter, a pencil sharpener and an auto headlight reflector. During an intermission Gross was questioned regarding other possible inventions for which there is a demand.

Whole program was very efficiently handled, with everything to the point. Walter Greaza was the announcer.

Soviet Fliers

At 10:45-11 o'clock Wednesday night, NBC-Red network originated a broadcast from the Officers' Club at March Field, near San Jacinto, Cal. Ken Carpenter, one of the Coast's ace announcer, emceed the special event and had the three record breaking aviators on hand who waffed a few words of greeting in native tongue to Russia and these were later translated by a representative of the Soviet government who acted as interpreter, etc. U. S. Army general handed out a bit of an official welcome and praise and the farmer on whose field the plane landed gave his version of the arrival and subsequent phone call to inform the army post at March Field.

Attempt was made to have a two-way conversation between the three Soviet fliers who made the trip recently from Moscow to British Vancouver, and the three new arrivals. The former are en route to Europe on the Normandie. Conditions over the Atlantic made reception impossible and it was given up quickly. Quarter-hour period however was a special event of more than usual interest and color.

"MID-SUMMER NIGHT'S SERENADE"

with GoGo deLys and
Freddie Rich's orchestra

Sustaining

WABC-CBS network,

Wednesdays, 10:30-10:45 p.m.

MELODIC PERIOD SPOTTED WITH OLD-TIME TUNES THAT HELP SHOW ALONG.

Taking over the former Babe Ruth time, GoGo deLys, backed up with the able music of Freddie Rich's orchestra, bowed in with a 15-minute musicale fitting the title of the show, "Mid-Summer Night's Serenade". However, it appeared that the orchestra should have been given a moment of its own, instead of swinging from one GoGo song to another without an interlude. She sang "Kitchi-Mi-Koko Isle", followed by a ballad, "Gone With The Wind", and "You're My Desire". In the latter, ork did play a few bars before GoGo came on.

George Gershwin's "Somebody Loves Me" was delivered the way the composer wrote it. Ending the show with another old-timer, "Exactly Like You", rounded out a well-balanced 15-minutes of evening music coming from a studio instead of a remote spot. Apparently idea is to appeal to idlers in parked autos, couch sitters, etc. This is the correct formula, dividing the period with new and old songs, for reminiscent purposes in the late evening.

"Cavalcade of Music"

The DuPont "Cavalcade of Music" program on Wednesday night, over WABC-CBS at 8-8:30,—switched its scheduled Rodgers and Hart tribute to that of Gershwin, whose music was originally scheduled for next week's show. Don Voorhees orchestra played many of the best known Gershwin tunes, with Conrad Tibault, baritone, coming in for some of them. Narrator highlighted the late composer's career, making but one error, chronologically, in giving 1923 as the year it was first played in concert by Paul Whiteman at Aeolian Hall. (Feb. 12, 1924, was the date.) Toward the close a short but apt eulogy was paid Gershwin as one who had taken his place in the "cavalcade" of America. Program, as usual, which does not interrupt for credits, closed with the value of research in bringing to light more and better uses of various natural and chemical products.

"Broadway Melody"

Col. Jay C. Flippen had a right smart guest lineup on Wednesday evening's "Broadway Melody Hour" over WHN-WOR. First there was the stuttering comic, Harry Savoy, who made a sensational hit on the Eddie Cantor program just after Parkyakarkus left, but for some reason didn't remain on the Cantor show. Savoy brought his same hilarity to Flippen's program, and it must have cased many listeners to wonder why

AGENCIES

J. WALTER THOMPSON CO. has again been appointed to handle the advertising appropriation, about \$225,000, for Washington State Apple Advertising Commission, Wenatchee, Wash.

BOTSFORD, CONSTANTINE & GARDNER agency, Seattle, is expanding, with addition of a new radio production, script and statistical department. The important new radio section is headed by Caryl Coleman. In the general expansion, the agency has taken much larger Seattle quarters in the 814 Second Ave. Bldg., and has also added other important staff members. Keith McCormick, formerly manager of Seattle offices of Stewart McIntosh agency, has joined the Botsford staff as account executive. John Kalbach has been appointed to assist in the handling of production and research, and Ella Lehr, formerly of the San Francisco Call-Bulletin, has been named to head the new home economics department.

WAYNE S. SWANSON has joined the W. L. Post Advertising Agency as an account executive.

such a funny comedian is not heard in a regular spot.

Gus Van was another guest, doing a few song numbers expertly. Then there were Helen York, Joe Martin and Ethel Shepard, vocalists, and Irving Aaronson's orchestra, as well as Flippen's femme stooge, Mousey. It was one of the brightest half-hours of the series to date.

"Little Moments With Big People"

Doug Allan's usual quarter-hour program on WINS was stretched out to a half-hour Thursday at 1:30 p.m. in order to present a dramatization of the life of the Rev. R. Anderson Jardine, the "poor man's pastor" who performed the Duke of Windsor's wedding ceremony. The Windsor event, of course, received emphasis in the dramatization, which was quite well handled and brought in Mrs. Jardine and several other characters. It made a very interesting 30 minutes.

Briefly

Walter O'Keefe was lots better on this past Wednesday's "Town Hall Tonight" than he was in the first week of his summer stint in the Fred Allen spot on the NBC-Red network. The more they let O'Keefe do a show in a style that fits his ample talents, the better the show will be.

Beatrice Lillie holds to a consistently high level in batting out the sophisticated comedy Wednesday evenings at 8 over the NBC-Blue network. And she gets effective feeding from the effeminate stooge in the cast.

WMCA's tribute to George Gershwin at 9:30 p.m. Wednesday was one of the most interesting of the special programs presented in honor of the late composer. Gene Buck, Sid Gary, Harold Arlen, Harry Hersfield and others participated, with Nat Brusi-loff's orchestra playing the music.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Entire New Equipment Is Installed at WJW

Akron — The engineering staff of WJW, with installation of an ultra-modern custom-built control desk, designed and built by the station's technical department, have completed the job of putting in entirely new equipment, from hi-fidelity transmitter to microphones, use of which adds greatly to quality of service rendered to WJW coverage.

The new control unit is a semi-horseshoe organ console shape, and from it the operator controls the studios and remotes, as well as the transmitter, itself, while an auxiliary rack contains all audition equipment. Full inter-locking microphone relays are augmented by an emergency manual patch-board, to obviate interruption of service.

Novel innovations include an electric clock and telephone dial set flush in the panel, and telephone equipment and a compartment for low-level amplifier in the upright standards of the desk.

Finished in black crackle with battleship grey panels, the whole is a compact unit exceptionally easy to "ride" according to the boys who are doing it.

Rules for Television Playwrights

Berlin — The television play "Detective Inspector Jenkins," recently televiewed here in the television cinemas in various parts of Berlin, was transmitted through co-axial cables without any technical interferences. The actors and the producer, too, did their work well. No curtains needed be dropped between the scenes. In moments when the background had to be changed, some leading actor was placed directly in front of the pick-up apparatus and his picture was transmitted in a close-up. The light shadows of stage-hands flitting to and fro behind his back were scarcely visible to the public. The actors experienced a novel kind of stage-fright, since they had to adapt themselves to the side-scene of the stage as well as to the close-ups usual in film studios whilst playing in the dark and being scanned merely by a beam of light.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and
Equipment Corp.

WE FURNISH

Electrical Lighting Equipment
of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

Station Improvements

Cleveland—The FCC has just approved the installation of a new 470 foot vertical antenna for WTAM, the 50,000-watt NBC station here. Bids are now being received for the construction of the radiator. It is expected that the New York executive offices will let the construction contract for the new WTAM studios late this month. Job must be completed by January 1, 1938, because lease on present quarters expires at the end of the year.

Chicago—Construction permit for installation of a new transmitter, erection of a vertical antenna, and move of transmitter from Elgin, Ill., to Rohlwing Road, two and a half miles southeast of Schaumburg, Ill., and studios from 445 N. Michigan Ave. to 441 N. Michigan Ave., is requested by WGN in an application filed with the FCC.

Utica, N. Y.—WIBX has submitted application to the FCC covering modification of construction permit to install new transmitter and vertical antenna, change of power and move

of transmitter, requesting extension of completion date to Sept. 10.

St. Paul—KSTP has applied to the FCC for a construction permit for a new transmitter and installation of directional antenna for day and night use, along with increase in power to 50 kilowatts day and night.

More Remote Rig Units Are Developed at WLBC

Muncie, Ind. — Clemes X. Castle, WLBC engineer, in charge of developing new remote rigs for the station, has completed three more units. This gives WLBC five remote rigs now available for use.

KDKA Antenna Replaced

Pittsburgh—KDKA has completed the installation of its new vertical antenna which replaces the one which was blown down last winter as it was nearing completion. Tests are now going on and it is expected it will be in operation by the first of next month.

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

Re. 20,442—Automatic Control for Audion Amplifier. Stuart Ballantine, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.

Re. 20,446—Negative Resistance. Edward H. Yonkers, Jr., Chicago.

2,086,546—Oscillograph. Roscoe H. George, West Lafayette, Ind., assignor, by mesne assignments to RCA.

2,086,566—Static Limiting Device. David G. McCaa, Lancaster, Pa., assignor to Alan N. Mann.

2,086,578—Electron Discharge Device. Arthur L. Samuel, Orange, New Jersey, assignor to Bell Telephone Laboratories.

2,086,579—Electron Discharge Device. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories.

2,086,595—Electric Wave Translating System. Sidney E. Anderson, Maplewood, N. J., assignor to Western Electric Co.

2,086,601—Modulating System. Robert S. Caruthers, Mountain Lakes, N. J., assignor to Bell Telephone Laboratories.

2,086,602—Modulating System. Robert S. Caruthers, Jackson Heights, N. J., assignor to Bell Telephone Laboratories.

2,086,615—High Frequency Wave Meter. Gastave L. Grundmann, Westmont, N. J., assignor to RCA.

2,086,718—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,086,742—Radio Receiving System. Hans Scharlau, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,086,892—Frequency Monitoring Device. Loy

E. Barton, Collingswood, N. J., assignor to RCA.

2,086,899—Keying System. Stuart E. Currier, Erlton, and Edwin C. Ballentine, Moorestown, N. J., assignors to RCA.

2,086,905—Radio Transmitter Apparatus. John Evans, Riverside, N. J., assignor, by mesne assignments, to RCA.

2,086,904—Frequency Multiplier. John Evans, Riverside, N. J., assignor, by mesne assignments to RCA.

2,086,914—Condenser. Lyman G. Ketcham, Brooklyn, assignor to Teleradio Engineering Corp.

2,086,918—Method of Frequency or Phase Modulation. David G. C. Luck, Woodbury, N. J., assignor to RCA.

2,086,919—Oscillator Frequency Regulation. Donald W. McIlhiney, Great Neck, N. J.

2,086,926—Deflecting Circuits. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.

2,086,961—Method for the Wireless Transmission of Sound Films. Kurt Schlesinger, Berlin, Germany.

2,086,964—Current Measuring Means. Francis H. Shepard, Jr., Rutherford, N. J., assignor, by mesne assignments to RCA.

2,086,976—Antenna System. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,086,985—Weld-Splash Shield. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments to RCA.

2,087,063—Demodulator. Brunson S. McCutcheon, Princeton Township, N. J., assignor to Alan N. Mann.

2,087,073—Radio Receiver. Rogers M. Smith, Merchantville, N. J., assignor to RCA.

Tube Tester Developed For Radio Servicemen

As a result of a careful survey and analysis of today's serviceman's needs, Philco Radio & Television Corp. engineers have developed a high-quality, low-cost, complete, new 1938 Philco Model 066 Tube Tester, which gives an absolutely dependable test because it applies a check that covers all characteristics of the tube at once.

To meet the real demand for an accurate tube tester that would definitely tell the dealer or serviceman whether a tube is good or bad, Philco's Tube Engineering Department developed a circuit that proved especially gratifying because of its accuracy. Then, in preparing the chart that goes with the tester to show the readings for the different types of tubes, Philco engineers have actually tested and recorded the readings on more than 50,000 tubes. The tube chart is based on these tests.

New KSFO Transmitter In Operation Next Month

KSFO, San Francisco, expects to have its new 1,000-watt General Electric transmitter in operation next month. The transmitter, located on the bay, will be housed in a new building with vertical antenna. Jimmy Middlebrooks of the CBS engineering staff is acting as technical advisor to the station during installation of the new equipment.

John Riley on Vacation

New Haven—Engineer John Riley of WELI leaves this week on vacation. Destination unannounced.

Radios for Arctic

Commander Donald B. MacMillan, who recently left Gloucester, Mass., aboard the Gloucester fishing schooner Gertrude L. Thebaud, on a 6,000-mile Arctic expedition, the ship being equipped with a specially designed Zenith code-and-radio transmission and receiving apparatus, will make stops on his present Expedition at Sydney, N. S., and at a string of Moravian mission stations along the Labrador coast, where he will distribute Zenith radios and Windchargers. The latter generate electricity from wind power. In numerous northern posts which have no dependable source of electricity, the wind is expected to take over the job of electrification and running radio.

PROMOTION

WCCO Written in the Sky

A promotional stunt unique in the annals of Northwest broadcasting was staged by WCCO when the station's call letters were written against the blue sky high above the heart of Minneapolis. Speeding at nearly 200 miles an hour in his single-seated pursuit plane, Colonel Arthur Goebel, "Phillips 66" skywriter and winner of the 1927 Dole flight from San Francisco to Hawaii, wrote the gigantic letters at an altitude of 10,000 feet.

During the time he was cutting capers in the air, Goebel was also taking part in a two-way broadcast relayed over WCCO. The two-way communication was accomplished by W5XAR, a portable aircraft station installed in Colonel Goebel's plane, and W5XAS, a portable mobile station installed in a specially built car. Both of these stations are crystal controlled and operate on 31,600 kilocycles. Handling the microphone in the car was Clellan Card, ace WCCO announcer.

During the two-way test broadcast over WCCO, Colonel Goebel described his maneuvers in the air, gave his altitude and weather conditions, and described the view from his vantage point.

Readin' and Writin' Contest

Bob Provan's program, "Readin' and Writin'," heard Tuesday evenings at 10 o'clock over WDRC, Hartford, Conn., has proved to be a most popular feature judging from the many entries in the contest which Bob has been running. Readin' and Writin' asks listeners to submit lists of words to be spelled and pronounced and the station has received a gratifying response, hearing from people all over the state who believe they have lists of words which are pretty puzzling. Each week an electric desk clock is given away to the person submitting the best list of words in the opinion of the judges who are members of the station's staff. So far, five clocks have been given away in this interesting contest. An interesting excerpt from one of the fan letters received reads as follows:

"I have been very interested in your Readin' and Writin' program and have learned something in every program I was able to hear. Spelling was never very hard for me, but pronunciation—oh, oh! You see, when I was young I was alone so much and read so much, guessing at the way the words should be pronounced. Anyway, who stops to pronounce words when reading an interesting story? Then as I grew older, words came to intrigue me as I wove them into a few stories, a good many articles, and of late years, advertising work and contests."

"Lone Ranger" Wins Award

"The Lone Ranger" produced in the studios of WXYZ, Detroit, for broadcast over a nation-wide hookup three times weekly, has been selected for the annual award given by the C.I.T. Safety Foundation for the radio program contributing most to traffic safety. The award, a bronze plaque appropriately inscribed, will be made during the "Lone Ranger" program July 23 by John W. Darr, vice-president of Commercial Investment Trust Inc., of New York, creators of the C.I.T. Safety Foundation. The award will be made to King-Trendle Broadcasting Corp., owners of WXYZ and creators of "The Lone Ranger" program.

Doug Arthur Assigned

Doug Arthur, former announcer at WTNJ, has been given a new program of recordings and time signals at 7-7:45 a.m. every morning, Monday through Saturday, over WNEW. Arthur, a staff announcer for the past few months over WNEW, handled the "Make-Believe Ballroom" for Martin Block during the latter's vacation. Morning spot will be sold for spot announcements only until fall, when a regular sponsor is expected to take over the full show.

Robert Rounseville on WOV

Robert Rounseville, tenor, appearing in the Broadway musical, "Babes in Arms", will be heard on "Good Morning Revue" heard Tuesdays and Saturdays at 11 a.m. starting next week over WOV here and WRAX, Philadelphia.

Paramount Signs Bolton

Joe Bolton, baseball announcer for WHN, has been signed as chief sports commentator for Paramount newsreels. He assumes new duties, in addition to broadcasting commitments, in two weeks. Bolton has been doing special chores for Paramount for the past three years, but has never been under contract.

Cash Awards for Program Ideas

WNEW will pay cash awards to staff members submitting the best program ideas, it was announced yesterday by Manager Bernice Judis. Shows must have commercial value, and winners will receive award when the show goes on the air, and another cash prize when and if the program is sold. All employees of the station are eligible.

Gogo DeLys to the Coast

Gogo DeLys, CBS singer, leaves for Hollywood tonight to make a special appearance on the Ken Murray broadcast Wednesday night. Miss DeLys will stay on the coast for an unlimited period. Deal was set by Mack Davis of Columbia Artists Inc.

Bob Howard Back on WHN

Bob Howard, Negro singer, has returned to WHN and will be heard seven days a week at midnight.

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

WPTF

"... We feel that RADIO DAILY is filling a very definite need in an excellent manner. Please accept our congratulations."

Richard H. Mason
Manager.

SMALL-LANDAU COMPANY

"... I have learned to rely a great deal upon RADIO DAILY, and think it unquestionably the most valuable publication in the field."

Peter DeLima

ATLAS PICTURES CORPORATION

"... Hats off to RADIO DAILY! It is a great little newspaper, and one that is surely needed by all the executives in the radio industry."

Bruce Gallup

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



★ Coast-to-Coast ★



NILES TRAMMELL, NBC vice-president; O'Neal Ryan, v. p. of Blackett-Sample-Hummert agency; Hays MacFarland, head of agency by that name, and Attorney Norman Pritchard are on a fishing vacation in Canada. Expect to return Aug. 1.

Realsilk has decided to drop radio for rotogravure and other newspaper advertising this season. Leo Burnett agency handles account.

Fibber McGee and Molly have turned down offer to play Chicago theater week of July 23. They're all tired out from movie making and want to get acquainted with their youngsters. Ted Weems, however, will play the theater that week.

Harold Clizbe, formerly a member of WBBM's Cheri and the Three Notes, has left the air to go into business at Council Bluffs, Ia. He has been replaced by Lee Gillette, formerly of Campus Trio.

Buckingham Gunn of J. Walter Thompson's radio department and Janet Fargo of WBBM Continuity department are home from their honeymoon.

John Lair of WLS to Mt. Vernon, Ky., for funeral of his aunt.

Dick Chindblom, WBBM assistant program director, back from vacation in Yellowstone Park.

Everett Mitchell, senior NBC announcer here, back from Rocky Mountain State Park.

Edna Odell and Milton Charles are the talent in a new program being sponsored by Chicago Milwaukee Steamship line on WBBM through W. W. Garrison & Co.

Bernardine Flynn (Vic) will be written out of the "Vic and Sade" script for a while soon, due to a coming blessed event. Paul Rhymer, author of the script, also headed for papahood.

Bess Johnson, the Voice of Lady Esther, and Estelle Mendelsohn, copy writer for the account, have already moved to Lord & Thomas though Stack-Goble continues to collect on the account until Sept. 1.

Leading role of Princess Pat's "A

WPA's "Music at Nine," on WMCA at 9-9:30 p.m. Tuesdays, starting next week, will skip a broadcast on Aug. 3. Lehmann Engel, director of the Madrigal Singers, who are featured in the four weeks' program, sails for Europe right after the first broadcast and returns to conduct the Aug. 17 show. Oliver W. Nicoll of the Radio Division is in charge of the first presentation, and James Selwood will handle the July 27 and Aug. 10 shows.

Stuart Steelman, tenor of the Song-fellows quartet on WHO, Des Moines, will marry Alice Marquis at Colfax, Ill., on July 23.

Harry Long is a new member of the announcing staff at KOL, Seattle.

Tony Stanchfield and his group of entertainers are being heard twice weekly on KAST, Astoria, Ore.

Tale of Today" is being written out for the present, since no one satisfactory has been found to replace Joan Blaine who has gone to New York.

Isabel Randolph, NBC character actress and dialectician, is doing a series of spots on the Fibber McGee show.

Vacationists from "National Barn Dance": Glen Welty, musical conductor, leaves July 22 for his old home in the Black Hills. Henry Burr to visit his birthplace in New Brunswick, Canada.

Announcer Paul Dowty, WBBM, back from motor tour of 2,200 miles in one week.

Harold Safford, program director; Earl Kurtze, manager artists bureau; George Cook, treasurer of WLS, to Indianapolis making arrangements for WLS programs from State fair. WLS also lining up shows for Wisconsin and Illinois State fairs.

Sherman Ellis, Princeton grad, has joined program department of WBBM.

Roger Krupp, CBS mikeman, back at work after illness of fortnight.

Cumberland Ridge Runners leave the Drug Trades show on WJJD, July 19, for a month's vacation with the Pickard Family pinch-performing.

Stella White is new on WIND continuity staff.

Olan Soule, who just wound up assignment on "Couple Next Door," is polishing off a dramatic show which he hopes also to star in, produce and handle the announcing.

Paul Luther to describe Arlington Classic and Futurity for CBS on July 24 and 31.

Bob McElwain, WLS promotion department, and Sophia Germanich, soprano, will be married July 31.

Chuck Haynes and Ray Ferris who started in radio with Gene Arnold and NBC Minstrels, are back at WLS teamed with Christine, a soprano, as vocal trio.

"Flying High," new Friday night studio diversion of WPG, Atlantic City, is exhibiting quite a bit of originality as presented by Ray Morgan and Ralph Shoemaker, staff announcers.

Sterling V. Couch, program director at WDRC, Hartford, Conn., returns from vacation this week. G. Arthur "Pete" Peterson of the commercial department is going. Ditto Walter Haase, studio manager.

Hec Chevigny is the author of "A Lady of Millions," which May Robson is disking for Bauer & Black. Cast supporting Miss Robson includes Nan Leach, Earl Ross, Charlie Long, Arthur Van Slyke, Capt. William Royal, Martha Wentworth, Ted Bliss, Gerry Buckner, Sonny Ladoux, Elbert Gondero and Vangie Bilbie.

CBS Short Wave Revision

CBS's short wave station to South America and Europe began operating on a new time schedule yesterday. Each week-day programs will be transmitted to Europe at 7:30-10 a.m., 3-5:30 p.m. and 6:30-7 p.m. Programs sent to South America on these days will be heard at 10-10:30 a.m., 5:30-6 p.m. and 7 p.m.-12 mid. Sunday schedule calls for two broadcasts to be transmitted to each continent. European dialers can catch programs at 8-10 a.m. and 1-4 p.m. South America programs will be transmitted from 5-6 p.m. and 7 p.m.-12 mid. On the Sunday broadcasts to South America, frequencies used will be 15,207 kc. and 11,830 kc.

"Movie Pilot" to Sign Off

Hudson River Day Line terminates its summer series of "Movie Pilot" broadcasts on WEA-F, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., after the broadcast of Aug. 13.

COLUMBUS

Bill Wallace, WCOL chief announcer, is on vacation.

C. M. Everson, general manager of WHKC, is vacationing at Marinette, Wis.

John Agnew, asst. program director of WHKC, vacationing in Canada.

Philco is buying two 15-minute night programs at WBNS, in addition to the Boake Carter broadcasts.

WBNS has contracted the Judy Heating & Ventilating Co. for a year of regular spot announcements.

WHKC's "Hob-Nobbers," vox pop program, has been sponsored for the next five weeks. Fred Joyner, announcer and night supervisor, and Rose Kaye, society and club editor, are the hob-nobbers.

GERTRUDE BERG's five-year contract whereby Procter & Gamble will sponsor "The Goldbergs" involves a cool million dollars. Deal whereby Miss Berg will write and produce the show, also play a part, was made by Donna Harshberber of the NBC Artists Bureau. Agency is Compton.

Alice Prindle contralto, and Lewis TeeGarden, reader, are the principals in the new Orange network show, "Slumbertime," heard three times weekly.

Verna Osborne, soprano well known in the East for her work on NBC, has joined the staff of KFWE and will be featured with Leon Leonardi's orchestra on "Ask Mr. Hollywood," new Tuesday 9 p.m. feature.

South Sea Boys, Hawaiian combination, now heard over KRKD at 4:30 p.m. daily.

KEHE has added Three Simmons Sisters to the cast of the California Swing Minstrels, Wednesdays at 9 p.m. Cast already boasted Miller and Mantan, Ollie May Lane, the Four Tones, Lucille Hall, Bill Alexander, Spencer Williams Jr. and the Sheffield Singers.

"Miniature Magazine," KMTR feature produced by Arthur Purcell, has been moved from a morning spot Saturday to the 8:00-8:15 niche on Thursday nights.

Larry Kent and his crew busy waxing for Brunswick.

Charles Ruggles, Lionel Stander and Pat O'Malley set for comedy spots on Camel show of July 20 and 27 and August 3, respectively, by J. Savington Crampton of William Esty Co.

Annual encampment at Bohemian Grove, playground of cosmopolitan Bohemian Club in San Francisco, tomorrow, magnet for Earle C. Anthony, Harrison Holliday, Syd Dixon and Walter Bunker, NBC producer. Anthony already in San Francisco en route to the doin's on the Russian River.

ONE MINUTE INTERVIEW

JOHN F. PATT

"You must, above all, realize that radio is as big as its service to its listeners. We can't expect to maintain purely a commercial enterprise. The listener's general wishes for entertainment and information come first. Then, we sell advertising space. My motto for radio is always 'Think first of the listener'. He's the man who keeps us in business."



John B. Gambling first read reports from a newspaper in 1927, and thereby claims to have been radio's first news commentator?