



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 12

NEW YORK, N. Y., MONDAY, JULY 19, 1937

FIVE CENTS

7 New Fall Shows on CBS

NEWS PERIODS HEADED FOR NEW HIGH IN FALL

Use of news periods for both commercial and sustaining programs will be on a larger scale than ever this fall, with the leading press associations and news services continuing to enlarge their list of station subscribers throughout the country. That the trend may also lead to different type of news presentations apart from straight news bulletins and

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Ascap is Negotiating With Foreign Societies

Negotiations are on between Ascap and newly formed performing rights societies in Holland and Czechoslovakia, according to John G. Paine, general manager of Ascap, who returned to his desk Friday after a six-week European trip. Pact between the two foreign countries will further enhance the catalog of Ascap.

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Begin Short Wave Tests Within Next Few Months

London—In accordance with discussions at the recent summer meeting of the International Broadcasting Union held in Lausanne, Switzerland, with 20 nations represented, tests will be started within the next few

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P. & G. Resumes on Coast

San Francisco—Procter & Gamble has reinstated "Woman's Magazine of the Air" over the Pacific basic Red NBC net, Monday through Friday, 2:30-2:45.

World Radio Confab

Sydney—Plans are being developed for holding the World Radio Convention here April 4-14. Institution of Radio Engineers (Australia) originated the idea, and General Secretary O. F. Mingay is handling advance details.

FIRST NETWORK SERIES FOR PEPPERELL MFG. CO.

Pepperell Mfg. Co., Boston (sheets, etc.) will start its first network series on Nov. 5 over 38 NBC-Blue network stations, Fridays, 7:15-7:30 p.m. Program was tried out on a two-

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No ET Commitments By Union After Aug. 14

In deference to potential action of the Executive Board of the AFM, which meets July 26 to take up the question of electrical transcription and phonograph record control on radio, Local 802 has requested its membership not to commit itself to the making of either ET or other disks after Aug. 14.

Action is more or less a matter of being covered in the event the Executive Board takes action which may put the musicians under a ban on recordings or the price scale jacked up, etc.

Three More Accounts to Be Set--Gross of Columbia Network for 1937 Will Top 1936 by About \$5,000,000

WLW LINE IS ADDING NEW ACCOUNTS IN AUG.

The WLW Line, will add new commercial accounts beginning in August, according to Transamerican officials, who have set four strips across the board plus other half-hour and 15-minute periods. These several hours will be augmented gradually, all according to time left open on WLW. Time situation on the 500,000 watter is the key to the sales;

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Would Ban Broadcasting Of Racing Information

Washington Bureau, RADIO DAILY Washington—A bill to prohibit transmission, by radio or otherwise, of gambling information such as advance dope on races or other events, was introduced in the Senate last week by Senator Burton K. Wheeler. The measure was referred to the Committee on Interstate Commerce.

Celler to Discuss Bill

Congressman Emanuel Celler of New York, sponsor of the bill for a government-owned radio station, will speak over WMCA tomorrow night at 9:45-10 on "A Pan-American Radio Station." Talk will originate at WOL, Washington.

With seven new shows booked for the fall and three more yet to be set, CBS bids fair to show a \$28,250,000 gross when the 1937 books are closed. This amounts to approximately \$5,000,000 more than the 1935 total. Billings are already \$3,600,000 ahead of the corresponding period of last year.

The network rate increase which went into effect last January will be felt before the end of the year, thereby adding more monies to the

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COAST ARTISTS' GUILD BECOMES EQUITY UNIT

West Coast Bureau, RADIO DAILY Los Angeles—The former Radio Artists Guild is now an integral part of Actors Equity and henceforth will be known as Radio Equity, Local No. 1. Affiliation was effected last week and affects a claimed membership of approximately 300 actors, producers,

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Advertising Rate Hike By WWL, New Orleans

New Orleans—WWL, the CBS outlet here, has raised its local advertising rates on an average of 25-50 per cent and discontinued its so-called bargain rates. A raise in national rates is scheduled for the near future, Manager Vince Callahan told the RADIO DAILY.

★ THE WEEK IN RADIO ★

... Disk Men and the AFM

By M. H. SHAPIRO

ACTION of the AFM Executive Board, inviting the phonograph record manufacturers to confer on July 26, when the board meets, does not seem to portend good news to outlets depending upon the playing of records... while the AFM's move would appear a conciliatory one, the fact is that they intend to bring pressure to bear upon the source of manufacture where the playing over the air could be controlled effectively... In New Orleans the local musicians'

union ordered orchestra leaders not to make any electrical transcriptions or phonograph records unless each contract is approved by the local...

Summer bugaboo anent accounts steering clear of the ether seems pretty well dissipated this season, with virtually no unexpected major cancellation on any of the big nets... Fred Allen re-signed for another two years, and the "Goldbergs" come back soon for Procter & Gamble for

(Continued on Page 2)

KTKC Makes Bow

Visalia, Cal.—Another new California radio station made its bow yesterday when KTKC started functioning here.

Owned by Tulare and Kings County Radio Associates, the station operates on 1190 kilocycles with 250 watts power.

Visalia is in the heart of the fertile San Joaquin Valley agricultural district.

11th for Don Lee

San Francisco—Don Lee network will add its 11th station Aug. 1 when KQW, 1,000-watter on 1,010 kilocycles in San Jose affiliates with the web. Deal was made through Lewis Allen Weiss, general manager of the network, and Ralph R. Brunton, owner of KQW. Station will receive much Mutual stuff as well as Don Lee programs.



★ THE WEEK IN RADIO ★

... Disk Men and the AFM

(Continued from Page 1)

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FINANCIAL (Saturday, July 17)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: CBS A, CBS B, Stromberg Carlson. Includes Bid, Asked columns.

WCKY Boost to 10,000 Scheduled for July 27

Cincinnati — WCKY officially dedicates its new 10,000-watt transmitter on July 27. L. B. Wilson, president and general manager, will make a short talk at 8:27 p.m. EST.

First on Southern Network

First client to sign for the new NBC-Blue southern group is Zenith Radio Corp., Chicago, for its Blue network series starting Sept. 5 at 10-10:30 p.m. Program will go coast to coast using 82 stations. Sponsor is using a number of supplementary stations located in small rural sections where prospects for the Zenith windcharger radio set are located. E. H. Brown Advertising Agency, Chicago, has the account.

Herman Bernie to the Coast

Due to Ben Bernie's American Can program originating from the coast starting this fall, Herman Bernie, who handles guest talent for the show, leaves for Hollywood the latter part of August.

KMMJ

Clay Center, Neb.

The favorite family station

a long stretch. . . Networks and stations outdid themselves in paying tribute to the late George Gershwin . . . many fine programs excellently handled. . . CBS inaugurated its Shakespeare cycle with an auspicious start and swell production of "Hamlet." . . .

Atlantic Refining Co. bought time on some 64 outlets for its football series. . . Lanny Ross signed to head new Packard show in fall. . . Transradio continues with its expansion plans and announces additional station subscribers. . . Bulk of network biz for first six months of 1937 is drawn from six fields . . . with drugs and toilet goods leading on NBC and food and food beverages on CBS. . . Passing of Senator Joe Robinson

Kennedy Commentator For Kendall Refining

John B. Kennedy has been signed by the Kendall Refining Co., Bradford, Pa., for a series of news commentator programs on WJZ locally beginning Sept. 4. Series will be heard Tuesdays and Thursdays, 7:45-8 p.m. Batten, Barton, Durstine & Osborn Inc. is the agency.

Signed for O'Neill Cycle

Helen Hayes, Henry Hull, Francesca Bruning and Peggy Wood, stage and screen stars, have been signed for the cycle of Eugene O'Neill plays to be presented over the NBC-Blue network next month. Miss Hayes will have the lead in "Beyond the Horizon," Aug. 2 at 9:30-10:30 p.m.; Miss Bruning in "The Fountain," Aug. 9 at 9:30-10:30 p.m.; Hull in "Where the Cross is Made," Aug. 16 at 9:30-10 p.m., and Miss Wood in "The Straw," Aug. 23 at 9:30-10:30 p.m.

Philadelphia Survey

Philadelphia—In a six-day survey conducted by Ross Federal for Bachman Chocolate, Brown & Williamson, and Mrs. Smith's Pie Co., using WFIL programs at 5:45-6, 6-6:15 and 6:15-6:30 p.m., following results are disclosed by Donald Withycomb, WFIL general manager.

Grouping all the periods, net total found WCAU first with 28.60 per cent; WFIL next with 24.34 per cent; KYW, 18.05 per cent; WJZ, 8.72 per cent; WDAS, 6.49 per cent; WIP, 4.26 per cent; WOR, 2.03 per cent; all others, 2.84 per cent; don't know, 2.43 per cent; refused information, 1.82 per cent; and incorrect replies, .42 per cent.

A street survey conducted by Lennen & Mitchell agency, prior to renewal of Tidewater Oil Co. contract on WFIL for another 52 weeks, showed that 80 per cent of their random sample listened to news via their radios and 64 per cent of these preferred the Tydol news periods over WFIL.

dealt a blow to the protagonists of the FCC as it stands . . . the Senate majority leader having introduced the bill to keep the FCC from being absorbed in the Department of Commerce . . . a few of the leading broadcasters of the country often proposed that radio hire a man of Senator Robinson's type as the so-called "czar" for many obvious reasons. . . Tire and rubber companies touted as being set for increased radio budgets.

Equity members held a meeting between themselves, one group inviting another for the purpose of talking over the organization of radio actors and possible control of ET situation also. . . Total nationwide biz in May was better than April the seasonal drop failing to come through. . .

Dog Food Account Set On 10 Stations in Oct.

Modern Food Process Co., Philadelphia (Thrivo, dog food) through Clements Co., Philadelphia, has signed a 26-week contract on 10 NBC-Blue network stations (WJZ, WBZ-A, WBAL, WMAL, WSYR, WHAM, WEBR, KDKA and WABY). Series will begin Oct. 17 at 4:45-5 p.m.

Larry Nixon Joins WNEW

Larry Nixon, who recently left WMCA, has been appointed director of special events for WNEW. Nixon will assist Richard Brooks, news commentator, with a new series of news airings scheduled to begin July 26. Brooks remains in charge of news at the station.

New position at WNEW does not mean a change in personnel, as the post of director of special events had been divided between various department heads during the past. Sid Schwartz remains as publicity director.

Writers Set With Parkyakarkus

Lee Sands and Robert Marko, radio script writers, have been placed by Herman Bernie under exclusive contract to write all material for Harry Einstein (Parkyakarkus) starting Aug. 17. They will work on the coast.

Harlan Eugene Read on CBS

Harlan Eugene Read, news commentator recently heard over BBC, Mutual and Inter-City networks, has been signed by the CBS for a special series of broadcasts concerning the European situation. Read's first two appearances over the web are set for July 26 and Aug. 2 at 6:15 p.m.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

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

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

COMING and GOING

KATHRYN CRAVENS arrives back in town late tonight from Hollywood, where she has been airing for the past three weeks. She stopped over in Chicago today long enough to make her broadcast, then continued on to New York.

BILL GOODHEART of MCA is out of town for a short vacation. Paula O'Brien, same office, left Saturday for three weeks at Cape Cod.

HENRY COX of Columbia Artists Inc. left Saturday for vacash. First stop is Quebec and then scuth to visit his folks.

REED KENNEDY, baritone on "Heinz Magazine of the Air," CBS program, has left on a two-week vacation.

JOAN BLAINE, due to a cold, delayed her departure from Chicago to New York until this week.

RUDY VALLEE and troupe, after next Thursday's broadcast from Dallas, will return to New York in time for the July 29 airing at Radio City.

MARY PICKFORD and BUDDY ROGERS sail back to California from Honolulu this week.

PHIL DAVIS of the WCAE, Pittsburgh, continuity department, is in Atlantic City.

LOUIS KATZMAN, musical director of WINS, leaves today for a vacation at Long Beach.

LESTER E. COX, president of WTMV, East St. Louis, has returned from a Maine vacation with his family.

HARRY GLICK returns today to WHN after a two-week vacation.

JOCKO MAXWELL, WLTH sportscaster, has left for Oak Bluffs, Mass., for a brief vacation.

IRVING STROUSE, Paul Whiteman's press agent, has returned from a ten-day trip with Whiteman in Fort Worth.

TED HUSING and ARCH McDONALD will be in Washington tomorrow to cover the fights from Griffith Stadium.

MAY ROBSON left Saturday on the Santa Rosa for the West Coast.

PAUL FELIX WARBURG sailed for Europe Saturday on the Rex.

BILL BURTON of the Rockwell-O'Keefe office left Saturday for a week's vacation at the Martha Boswell farm in Peekskill, N. Y.

PERCY WINNER, RUSSELL NORDSTROM, HENRY DOHERTY, FRANK SCHIELE and FRANK LE PORE, all of NBC press, off on their vacations.

JOHN McCORMICK, manager WKRC, Cincinnati, back at his desk after visit to CBS New York headquarters.

E. W. BUCKALEW, KNX sales promotion head, will be in New York sometime this week. He will remain east for a month and will be located at the CBS offices.

WILLIAM FEINBERG, secretary of Local 802, A. F. of M., left Saturday for a two-week rest at his summer home, Beacon, N. Y. (he doesn't expect to be called back more than 10 times during the two weeks.)

WILLIAM A. ROBERTS, sales representative of Station KRLD, Dallas, visits New York the last week in July on a vacation trip.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR yant 9-9746

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

SEVEN NEW FALL SHOWS FOR COLUMBIA NETWORK

(Continued from Page 1)

CBS coffers. Some of the large CBS clients were protected by old contracts when the new CBS rates were announced last fall.

Sponsors who have definitely signed for new fall periods are Lever Bros., Lehn & Fink, Heinz, Fisher Body, Pet Milk, Ford and an unannounced sponsor for the Tuesday 8-8:30 p.m. time. Prospects include the annual 26-week Carborundum series and Ward Baking series. Carborundum has been a CBS client since the network was started and lately used the 7:30-8 p.m. spot on Saturdays. Ward has used CBS facilities for the past five years and according to the agency, Fletcher & Ellis Inc., indications are that Ward will be back on the air again this fall. Ward spends the bulk of its advertising appropriation in radio.

The other prospect, Pittsburgh Plate Glass Co., announced sometime ago that it would sponsor a network show this fall. The first series put on the air by this client was heard over CBS.

Starting dates for the new accounts follow: Pet Milk on Oct. 2 will take a half-hour Saturday night period. This is in addition to the CBS daytime shows.

Lehn & Fink on Oct. 4 starts a Monday through Friday, series, 4:45-5:30 p.m. Program will be broken up into quarter-hours and will promote Lysol, Pebecco toothpaste and Hinds Cream.

The Ford Sunday Evening Hour returns Sept. 12 at 9-10 p.m. over 93 stations. The Ford show now in the spot shifts to Saturdays, 9:30-10 p.m. All Ford radio accounts are on CBS.

Lever Bros. returns the Al Jolson show to the air on Sept. 7.

H. J. Heinz, which now sponsors three half-hours daily, Mondays, Wednesdays and Fridays, 11-11:30 a.m., will take the 11:15-11:30 a.m. spots on Tuesdays and Thursdays on 58 stations. The Tuesdays series begins Aug. 3 and the Thursday series on Sept. 2.

When Kolynos moves out of the Tuesday, 8-8:30 p.m., on Aug. 6 into the Friday 8-8:30 p.m. spot now occupied by Bisodol, another sponsor will move into the Tuesday niche. Time has already been sold, presumably for another Sterling Products account because the half-hour directly before is sponsored by Bayer Aspirin.

Fisher Body will take a one-time shot on Aug. 31 at 8:30-9 p.m. to announce the Fisher Body Craftsman's

NEW PROGRAMS—IDEAS

WHK-WJAY Safety Campaign

United Broadcasting Co.'s two Cleveland stations, WHK and WJAY, last Friday announced a concerted drive in cooperation with leading local and civic figures to cut down the number of deaths due to all kinds of accidents—the city's traffic death toll alone having reached a new high of 114 deaths in six months. This is the first non-commercial radio safety campaign in the city and will include regular radio appearances of officials of Cleveland Fire and Police Departments. According to H. K. Carpenter, General Manager, and John T. Vorpe, Production Manager, the newly inaugurated Traffic Violators' School of the Cleveland Police Dept. will be an important feature of the WHK, series which is to start Thursday at 6:30 p.m., EST and be aired weekly. In the school, traffic violators are enrolled by compulsion, and by means of blackboard and chalk they will be thoroughly drilled in fundamentals of Cleveland traffic code.

Opening program will feature Mayor Harold H. Burton, Police Chief George Matowitz and Fire Chief James E. Granger. The National Safety Council and Elliott Ness, Cleveland Director of Public Safety, have promised full cooperation, and Carl Smith, director of local division of National Safety Council, will supply material for factual part of broadcasts.

On same day, WJAY will begin a five-minute daily series of safety hints by Patrolman Carl Schultz, traffic division of Cleveland Police, and Lieut. William Fergus of the Fire Department, who will be heard alternately. Schultz will take for example an accident which happened the day before, describe what happened and tell how it could have been avoided. Fergus will tell how to prevent fires and go into detail on elimination of fire hazards.

This concerted drive has already been highly praised as a real and worthwhile service to the public served by the two stations.

Guild awards. Program will come from Detroit where convention is being held this year.

Camel is another account which will increase its time on the network. On Sept. 28 show expands to full-hour, Tuesdays, 9:30-10:30 p.m.

To make room for some of these shows, shifts will have to be made. Other programs are moving because sponsor desires a different period. Shifts are: Personal Finance back to its old 10:30-11 p.m. spot on Sept. 28; "Myrt & Marge" Monday through Friday show sponsored by Colgate-Palmolive-Peet (Super Suds) to a morning time, 10:15-10:30 a.m., beginning Aug. 2; Gillette and Texas Co. on Sept. 26 swap the late spots each has been using for its Sunday repeat broadcasts, Texas getting the 11-11:30 p.m. period and Gillette the 12 midnight to 12:30 a.m. hour.

"Your Good Health"

Carl F. G. Meyer Jr., vice-president of the long established drug house of Meyer Brothers Drug Co., St. Louis, is the director of the current series of informative programs entitled—"Your Good Health," which are heard every Monday night at 6:15 over KWK.

During each of his weekly appearances, Meyer brings to the microphone a prominent physician or chemist, to discuss interesting new developments in the world of medical and drug science.

"Your Good Health" is dedicated to the family physician, and devoted to the object of keeping the public informed of each week's progress in the never ending struggle of science and medicine.

Pet Peeve Program

Listeners get a chance to air their pet peeves through WAAF's (Chicago) new program "There Ought to Be a Law" every Friday afternoon. Listeners send in their pet gripes. The cases are prosecuted by "Mr. Peeve," evidence is presented by re-enacting each crime, and judgment is handed down from the bench after the presentation of incriminating evidence.

Odd Facts from Library

Donald Kohlstedt, head of the Kansas City Kansas Public Library, is airing a Friday afternoon quarter hour of odd facts and scientific information for KCKN which is titled, "Popular Science."


Wedding Anniversaries

WDAF, Kansas City, has inaugurated a daily early morning sustaining feature in which all persons who have been married more than ten years will be saluted on the date of their anniversary. The program which is known as the Wedding Anniversary Party will feature transcribed music and is conducted by Fred Weingarh.

Gene Austin Set for 39 Weeks

West Coast Bureau, RADIO DAILY
Los Angeles—Gene Austin signed by Young & Rubicam for full 39 weeks of the new Joe Penner-Cocoma series. Gene currently appearing at Sardi's.

"We Paducah boys stand together! I'm speaking of the COLONEL FROM KENTUCKY I knew him when!"



THE COLONEL FROM KENTUCKY MONDAYS 3-3:30 (EDST) WABC COLUMBIA NETWORK

John J. Cook

NEWS PERIODS HEADED FOR NEW HIGH IN FALL

(Continued from Page 1)

stories is indicated in the activities of several news organizations such as United Press, Transradio Press Service, Van Cronkhite Associates and others.

United Press radio news officials are definitely of the opinion that the coming style in news presentation will be away from straight talk, and are making plans accordingly. Transradio is hurrying work on its new recorded feature news presentation, while Van Cronkhite Associates continue to develop an already enlarged scope of news angles. United Press has passed the 170 station mark for its list of subscribers.

Transradio had a 20-station gain since June 1. Herbert Moore, Transradio head, is of the opinion that news sponsorship this fall will reach the peak of this type of broadcast. He bases his opinion on numerous talks with both sponsors and agency executives.

Transradio Press is also seeking to infuse new ideas in news presentation and is acting as a clearing house for its subscribers, passing along whatever new ideas are developed. Clients are now receiving effective examples of tie-ins and methods of handling programs. Canadian and Hawaiian outlets are beginning to go heavy for news. New Canadian Transradio clients include CFCF, Montreal; CRCT, Toronto; CJCR, Winnipeg; CJOR, Vancouver, and CFCN, Calgary. KGU, Honolulu is also a newcomer.

WLW Line Is Adding New Accounts in Aug.

(Continued from Page 1)

since WLW has a strong line of commitments, the WLW Line, with outlets in Pittsburgh, Philadelphia, and New York, is being careful of its own commitments and promises.

COMMERCIAL MANAGER of small station desires connection with more progressive station. Experienced production man, announcer, and an A-1 salesman will consider proposition with any progressive station. Salary no object. BOX A-102, RADIO DAILY, 1501 Broadway, New York City

There is no Substitute for Coverage



Take Nothing for Granted—Investigate

SYRACUSE, NEW YORK



BUDDY ROGERS is cutting his Hawaiian vacation-honeymoon short to return for huddles with several advertisers and agency executives interested in new Fall shows.

Wen Niles, brother of Ken Niles, announcer, and announcer himself, was announced by Ken Stuart, announcer-emcee of "Listen Ladies," as guest announcer on that program Thursday, according to an announcement of Fred Jones, KEHE releaser of press announcements.

"Screen Children's Magazine," new KHJ program featuring juvenile screen celebrities, has been temporarily discontinued, after being heard for two weeks, to permit of lining up "names" well in advance. Resumes on August 3.

Harrison Holliday, KFI-KECA general manager, told group of writers at Authors Club luncheon all about classic boners and "fox passes" that slipped over the mike to palpitating listeners.

Bill Gay, formerly announcer WMBD, Peoria, Ill., has been added to KNX announcing staff.

Lynn McManus of J. Walter Thompson's New York office added to the local set-up and will function on the Werner Janssen-Fleischmann program.

Eddie Peabody and his KFWE show intact, with Arthur Bryan added comic, goes into the Paramount Theatre on July 29 for a possible two weeks. House orchestra stays, with Gene Bren, youthful maestro who bats frequently for Rube Wolf, probably waving the stick. It is rumored that Eddie will play "St. Louis Blues."

Ted Bliss, KHJ, off to Yosemite and the Redwood country for the annual two weeks with pay.

Eddie Fitzpatrick and his orchestra and "The Playboys" combination have been busy waxing for Standard Radio's pop library.

Jimmy Vandever off to his favorite hideout for one week. All the time he can spare from his "Meet Some People" chore.

Jerry Danzig, who conducts the "Let's Visit" program with Dave Driscoll from New York over the Mutual network, is in town for a short stay. Danzig will broadcast three shows from KHJ while on the Coast.

"Sycamore Street," heard five days weekly on KHJ-Don Lee at 10:30-10:45 a.m., now is sponsored three times weekly by Golden Bear Coffee Co. Deal runs for thirteen weeks, meanwhile remaining two stanzas continue sustaining.

Frank Cunningham, one time sports-news commentator and continuity editor for the defunct Interstate Broadcasting System, has turned his hand to screen writing and just sold an original, "Coast Guard Patrol," to Warners. Cunningham is Hollywood correspondent for Foreign Press Syndicate also.



A REPORTER WITH A CONSCIENCE!

● ● ● The plaudits paid the memory of George Gershwin prompted a Main Streeter to remark that "as usual, George wasn't respected in living as he is now!"...Which started a brawl, because Gershwin was applauded and honored at all times...Funny thing about the entertainment world where every one is "pushing" others out of their way to reach a goal...Take the Jack Bennys and Jack Pearls, both top-notch comedians in radio, stage and pictures...When Benny gets a new show, picture, etc., Jack and Wini Pearl go wild with joy. Ditto on the vice versa situation...The nite before the Benny sailing, we met the foursome and told them of Bobby Crawford's illness. Pearl and Benny turned white and offered to run to the hospital...Pearl then says that he'll see us Friday and Benny takes us aside and whispers, "The Baron is lying again. He thinks I don't know that Wini and he are sailing with Mary and myself tomorrow for Europe."...Pearl figures the comic is giving us a scoop—instead of a surprise!

● ● ● At the Gershwin services some one points out a phony parading down the aisle and says, "he's so crooked, that when he dies, they'll have to screw him into the ground"...Which got us to thinking about a singer reaching the heights slowly, with only one fear in life—that people in the business will say he's developed a "Buddy Clark complex"...From a job as a clerk on Wall Street, he came to work at the Hollywood Rest, where on his \$40 salary he supported a family of 9 kids...Then he clicked via sustainings and only recently asked people to buy 10 per cent of himself for \$1,000 but found no takers...Today he's the singing star of big commercials and still supports his family in Brooklyn and personally lives at a \$12-a-week hotel...He's got the "moxie" to succeed...Del Casino can't miss reaching the heights in every field. Words and music are from the heart!

● ● ● It's nice hearing that Vivienne Segal (who is doing great at the Jones Beach operettas) is being considered for three air shows this fall... Also that WFAS, White Plains, finds that their "Drive with Safety" campaign sponsored by the Mayflower stations is receiving the co-operation and interest of grammar and high school children, who are brought before the mike in street interviews, and voice their opinions of what's wrong in traffic regulations...Tommy Dorsey's father is ailing in Pa., with the swingsler rushing there nightly...Willie Farmer, who conducts the ork in the Sunken Gardens of Radio City, found himself in a peculiar spot the other nite... NBC finally discovered what a great aggregation he had and were all set to give him a coast-to-coaster. The evening was lovely—until 15 minutes before he took to the air—when a downpour shut him off the airplanes on his debut...On threatening weather, you'll find Willie fingering coins, elephants, etc., lucky pieces, so that it won't rain!

● ● ● From WHB, Kansas City, Mo., comes word of a swell show aired recently...Show was called, "Filling the Bread Basket of America" by Dick Smith, with Norvell Slater, announcer, taking a portable unit with Nelson Rupard at the controls, into the wheat fields of Kansas City, and interviewing farmers reaping their crop...Discussing bandleaders, artists and music publishers, Vincent Travers says: "When you're off the air—you get the AIR"... Rubinoﬀ returns Sept. 26 to the airwaves...Hollace Shaw is being screen-tested by Paramount...Where did Vick Knight get 16 friends on the coast?...Consensus is that Abe Lyman will remain on the coast longer than six weeks!...From WNOX, Knoxville, comes the story of a person walking into the auditorium and asking when the tickets were going on sale. Announcer said that tickets would be sold at 11:30 next morning...which prompted the intruder to protest because he had to get to a town that nite...He thought the playhouse was a railroad depot!



JASON F. WHITNEY, president of Chicago City Opera, is to reveal plans for fall in an interview with June Baker on WGN, Wednesday. Tom Fizdale of Ferris & Fizdale, who have landed the opera account, reports that opera company is considering broadcasting this year.

Basil Loughrans, Lord & Thomas radio production chief, to New York to wax some more "Neighbor Jim" platters for Montgomery-Ward at RCA studios. M.W. is now using 77 stations.

Angelo Raffaeli, WJJD tenor, has departed for his new post at WLW, Cincinnati.

Helen Morgan, appearing at the Chez Paree, has been engaged to do a guesster with Harold Stokes on his "Melodies from the Sky" over WGN-Mutual, Wednesday night.

Bobby Brown, program director of WBBM-CBS, departed for six weeks in Europe.

Gene O'Connor, formerly of WGN sound effects, now is traffic manager.

Betty Bennett of Bennett and Wolverton on NBC is playing in a stage show at Chicago theater this week.

Virginia Payne (Ma Perkins) plans to spend August in Bermuda.

Charlie White, old time boxer, planning a return to the air with his "muscle sense" reduction program.

Willard Farnum of "Tale of Today" is back from a three-week vacation in home town of Mankato.

Fibber McGee and Molly do a guest turn on the National Farm and Home Hour today.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, and Gilbert McClelland, NBC press department, on sick list.

Courtney Savage, producer of "Arnold Grimm's Daughter," back in town after trip to Minneapolis to consult with General Mills.

Phil Bowman is directing "Manhattan Mother" at WBBM while Bobby Brown is in Europe.

3 New Soloists on WHBF

Rock Island, Ill.—Three new soloists of big-time calibre are recent additions to the staff of WHBF. They include Katherine M. Russell, formerly with Ted Weems' orchestra and once a featured soloist at WLS, Chicago; Leo Hart, who was tenor soloist with the Dubuque University a capella choir, and Lee Mason, who has been singing in Chicago and is best known to radio fans hereabouts as "Miss Carrene" and "Miss Teledial."

WHBF has over 20 artists of this calibre now on its list.

Al Bernard in New Series

Al Bernard ("Gentleman from the South") and the Melodeers Quartet start a new series of songs and comedy over the NBC-Blue network on July 27, to be heard Tuesdays and Fridays at 5-5:15 p.m.

Coast-to-Coast

MEMBERS of the internationally famed California Camera Club were recent guests of KSFO's "Camera Club of the Air" at a regular weekly Camera Club broadcast. The station's Dante Barsi Swingtette supplied the action for the candid camera enthusiasts. "Camera Club of the Air" is written and produced by J. C. Morgan and announced by Joe Walters. The voice of the camera is created by Jack Moyles. Program is aired Thursdays at 8:45 p.m.

Bob Bradley, recent tenor discovery brought to New York from Denver for the "Heinz Magazine of the Air" broadcasts while baritone Reed Kennedy is on vacation, will be heard Wednesday on the CBS program, singing several solos as well as vocal choruses with B. A. Rolfe and his orchestra. Irene Beasley is on today's program.

Jocko Maxwell, WLTH sports commentator, had a "Joe Medwick Day" on his Sports Parade program Saturday, honoring Joe Medwick, St. Louis Cardinals' star outfielder and batter.

Young's Harmonizers program, sponsored on KCKN by the largest department store in Kansas City, Kas., receives more requests for old favorite songs than any popular program receives for modern tunes.

Kitty Conti and Les Lindow of the WCAE staff in Pittsburgh resume work today, while Salesman Bill Schroeder starts his vacation. Gif and Harry Bixbee will vacation with their parents in the White Mountains. Their father, former chief engineer at WCAE, recently acquired a speed boat capable of doing 60 miles an hour.

An epic battle for the fiddle playing championship of Pennsylvania, plus picturesque fights for the state titles at hog-calling, clog and jig dancing, ballad singing, country auctioneering and tall story telling will be heard over CBS on July 31 at 4:30-5 p.m. Program will originate at the third annual Pennsylvania Folk Festival in the Memorial Stadium at Bucknell University, Lewisburg, Pa.

KDYL, Salt Lake City: Myron Fox, announcer, leaving July 26 for a two-week training at Monterey, Cal.; Fox is first Lieutenant in the U. S. Army Reserves. . . . Assistant Production Manager George Dixon Snell, who also writes novels and short stories, received word that two of his stories were selected by the critic Edward J. O'Brien for his yearbook, "Best Short Stories of 1937." . . . Frank Austin, Announcer, spending vacation in the Wasatch Mountains. . . . S. S. Fox, president, and Fred Horwitz, salesman, on coast for couple of weeks.

James Crocker, director of the Greater Texas and Pan-American Ex-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 52 of a Series

WNBX—Springfield, Vt.

1,260 Kilocycles—1,000 Watts

COLONEL HARRY C. WILDER, Chief Executive

A YEAR ago, WNBX, Springfield, Vt., was a record-playing, early signing-off 1,000-watt station, with its location on the Vermont-New Hampshire border about its only advantage. Today, six months after a change of management, each month shows a substantial revenue increase. Its new management, headed by Colonel Harry C. Wilder, who also handles WSYR, NBC-Blue outlet in Syracuse, changed not only the methods but the results as well.

Wilder commissioned Leighton & Nelson, Schenectady advertising agency, to make a complete survey of the station. L. & N. supplemented the station's staff with a trained personnel; eliminated hillbillies, outmoded transcriptions and phonograph records; organized an artists service bureau, which included holding auditions, and established planned programs.

Key point in the success of the new WNBX is the system whereby definite hours of the day and night bring forth various types of programs best adapted to the listening public.

The new studios and new setup were recently dedicated appropriately with live variety shows featuring prominent people of the Twin States of New Hampshire and Vermont, as well as prominent radio artists, popular in that territory, such as Colonel Jim Healey and Bradley Kincaid.

WNBX is now tie-ing in with the Mutual, Yankee and Colonial networks, bringing the best of the tri-network sustaining programs. The hosts of vacationists patronizing New England in the summer months thus can hear dance music. Home games of the Boston big league clubs are broadcast under the joint sponsorship of General Mills (Wheaties) and Socony Vacuum Oil.

WNBX is a typical example of the service that can be rendered, both to public and patron, if properly handled.

position radio station, was married last week to Elizabeth Rea of the amusement staff of The Dallas Morning News.

WTNJ, Trenton: Rupe Werling, salesman, is writing two weekly radio columns for Trenton newspapers. . . . Harry McIlvain, program director, and announcer George Cahan are celebrating; both broke 100 last week on a Trenton golf course.

Jackie Coogan, now touring the states with his dance orchestra, spoke to KIDO listeners the other evening when he was interviewed in KIDO's new studios. With a quick look around at the pleasant and comfortable furnishings of the main studio, Jack exclaimed to Manager C. G. Phillips: "Boy, I'd like to stay here for the night!"

Annual Southeast Missouri Motor Boat race, held on the Mississippi River at Cape Girardeau will be broadcast by KFVS, Cape Girardeau, Mo., on July 25. Participants in the races will speak and an account of the race itself will be given by the Roving Reporter of KFVS.

"The Family Man," WTMV's No. 1 morning show written and aired by Woody Klose with Paul Godt as accompanist, suspended for the summer last week while Klose and Godt vacation.

Kenneth Eccleston of Binghamton, who won a Grand Union Co. (chain stores) radio contest and a trip to New York, also has landed an announcer's job at WBNF, Binghamton.

Bill Elliott today takes over the "Town Topics" on WICC, Bridgeport. Same station will have Olga Baclanova in an interview tomorrow at 2:15 p.m.

Buick Motor Co., Flint, has already received congratulatory letters and postcards from 11 countries in praise of the Braddock-Louis fight sponsored by auto firm.

The Public Affairs department of KMOX, St. Louis, with Jerry Hoekstra as director, is presenting a series of programs from Jefferson Barracks during the 30-day encampment of the C.M.T.C.

A trio of internationally famed yachting authorities will assist Ted Husing in the intricate task of covering the America's Cup races off Newport, R. I., starting July 31. CBS network listeners will hear Sherman Hoyt and Edward P. Foster, American experts, and John Scott Hughes, Great Britain's outstanding boating authority in addition to Husing's descriptions of the more exciting phases of the races.

"Meet the Maestro," a program of recordings, has been inaugurated each Sunday morning at 9:45-10 a.m. over WIBU, Beaver Dam, Wis. Each week the program pays a tribute to a leading dance orchestra.

The Superior, Wis. offices and studios of WEBC have been completely modernized and additional facilities installed. W. C. Bridges is general manager.

AGENCIES

ABBOTT KIMBALL, chairman of the board of Kimball, Hubbard & Powell, Inc., has resigned that position to open his own office at 250 Park Ave. The present agency name will continue unchanged.

NORMAN FRANKEL, radio director for the Freitag Advertising Agency, Inc., Atlanta, for more than three years, expects to locate in New York again permanently. He was formerly a newspaperman here. In his post with the Freitag firm, Frankel handled some elaborate merchandising and promotion campaigns, also did considerable commercial script writing.

LEON MEADOW has resigned from the J. Walter Thompson agency to join Blackett-Sample-Hummert, Chicago, effective Aug. 2.

Ascap is Negotiating With Foreign Societies

(Continued from Page 1)

The Congress of performing rights societies held in Paris last month was more or less routine, said Paine, with mutual problems being discussed for the most part.

Strongest impression, generally, was the cooperative attitude of the European governments toward their author, composer and publisher organizations. French government for instance appropriated 300,000 francs for entertainment of the visiting delegates to the confederation gathering.

French government offered this year 3,000,000 francs to the French performing rights society for use of its catalog over the government stations. Complete protection is the by-word, and in Italy where composer rights are virtually under the protection of all law enforcement officers the head of the state cultural branch of the government takes an active interest, with similar officials doing likewise in other countries.

Public domain music in Italy, for instance, is never really public domain in the full sense of the word. When a copyright runs out, the work is the property of the people, but the government collects royalties, using the performing rights society as its collection agency.

New Washington Studios Equipped for Television

Provisions for television have been made in the new WRC-WMAL, Washington, studios which will be officially opened Thursday evening. Located in the Trans-Lux Bldg., with Kenneth Berkely as general manager, the plant is one of the first in the country to be equipped with actual visual broadcasting apparatus.

Cast in CBS "Caesar"

Claude Rains, Raymond Massey, Walter Abel and Reginald Denny will head the cast of "Julius Caesar," the CBS Shakespearean presentation on July 26 at 9-10 p.m.

★ Program Reviews and Comments ★

Robert L. Ripley in "CARAVAN OF TRUTH"

with B. A. Rolfe's orchestra

General Foods

WJZ—NBC-Blue Network, Fridays, 9-9:30 p.m.

Benton & Bowles

DEBUT OF ENTERTAINING SHOW MARKED BY AMATEUR SOUND EFFECTS, WITH ROLFE'S MUSIC TOPNOTCH.

Robert (Believe It or Not) Ripley made his debut Friday in a new series for General Foods (plugging "Huskies," cereal) after a vacation in Alaska. Ripley first gave some interesting far north facts to Ford Bond, the announcer, then dramatized one of his "Believe It or Not" features dealing with a man who had been executed by a firing squad in Mexico and lived to tell about it. In fact, the man was interviewed by Bob immediately after the sketch. Though the acting and material was fine, poor sound effects spoiled things somewhat. The hoofs of horses, for instance, sounded like the clinking of teeth.

B. A. Rolfe and his orchestra did much with "September in the Rain," "Around the Marble Arch" and portions of the "Tales of Hoffman," the latter following a dramatization by Ripley's company of how the first operetta came into being. For the commercial, Ripley used Vince Richards, the tennis champ, who had a part of his boyhood enacted and then told how his entire family ate "Huskies."

This new series, with Ripley emceeing even the musical numbers of B. A. Rolfe, giving a few notes about the tune, etc., is without a doubt the most interesting show brought to the airwaves by the "Believe It or Not" fellow.

"Kraft Music Hall"

Bob Burns' second program in the Kraft summer series last Thursday

night was somewhat better than the first. For one thing, there seemed to be a more balanced distribution of Burns among the various guest stars, all of whom were very good.

James Stewart of the films did an amusing bit of crossfire with Burns. Jose Iturbi provided a distinguished bit of piano playing. Fortunio Bonanova, "the Clark Gable of South America," sang pleasantly and swapped a few cracks with emcee Burns, and then there was a particular bright spot in the person of Dorothy McNulty, a talented comedienne who also sang "You Made Me Love You" in a sweet style.

Johnny Trotter's orchestra and the Paul Taylor choristers again did themselves credit in their musical end.

"Vallee Varieties"

Emanating from three points—Dallas, Hollywood and New York—last Thursday night's Rudy Vallee show was highlighted by the comedy chatter of Joe Cook, who has learned fast in radio and is now among the best of the airwave wits.

Jack Arthur and the Gauchos, male chorus of 24 voices trained by Lynn Murray, stood out in vocal work, and the chats between Vallee and Governor Allred and Corinne Griffith were interesting. Fay Wray and Richard Cromwell appeared in a trivial playlet, "The New Yorker," piped in from Hollywood. Joe Laurie, Jr., also was in his usual spot.

"Hollywood Hotel"

Harriet Parsons stepped in last Friday night to pinch hit for vacationing mother Louella on this CBS hour, and she did exceptionally well. Parsons Jr. displayed considerable wit and snap in the little introductory sequence before presenting a skit of the film "Broadway Melody of 1938,"

with Robert Taylor, Eleanor Powell, Sophie Tucker, Buddy Ebsen, Billy Gilbert, George Murphy, Judy Garland and Igor Gorin taking part. The regular members of the "Hotel" cast, including Frances Langford, Jerry Cooper, Raymond Paige's orchestra, Ken Niles and the delightful telephone voice known as Sally, all did their usual good work. The film "preview" was just so-so.

Kenny's Kids

Nick Kenny's Saturday morning kiddie hour on WMCA, with Uncle Charlie conducting, provided a surprisingly bright musical revue when caught last Saturday. Quite a number of unusually talented youngsters paraded their talents in the course of the hour. Topping the list was Morte Rappe, who displayed a voice of good quality and a very effective style of delivery in the singing of "Two Rocking Chairs." Jimmy Flynn, singing "When the Poppies Bloom Again"; Mary McHugh, in "Rose of No Man's Land"; Alan Milo, singer of cowboy songs, and the youngsters who warbled "When Irish Eyes Are Smiling," "Vienna Dreams," "Let's Sing Again" and "Nobody Asked Me to Play," as well as a cute Mae West imitator, all were excellent. Zeke Manners was a caller. Show is sponsored by Dr. Brown's Celery, handled by Carl H. Schultz Corp.

Johnny Hauser Orchestra

From the Grossinger Country Club Playhouse at Ferndale, N. Y., over the WOR-Mutual network on several occasions weekly comes the music of Johnny Hauser and his orchestra. When last caught, Friday afternoon at 3:30-4 p.m., the versatile Hauser did some passable vocalizing of "In My Cabin of Dreams," "My Rosetta," "Chinatown" and "My Blue Heaven," in addition to conducting and handling the announcements. He also

presented a guest singer, Leo Fuld, who did right well by a popular Viennese number, which he sang in German as well as English, while a femme singer put over "Where Are You?" and a male group contributed further vocalizing.

There was a graceful amiability about the program, giving it a sort of nice informal touch.

"Your Invention"

Opening sequence in Sam Hammer's "Your Inventions" program over WMCA last Friday night sounded awfully much like a sock at another inventors' program which made its debut last week. Sam holds claim to being the first in the local field with a show of his type, the latest broadcast being his fourth, and his program differs from the newer one in several respects. One is that only patented inventions are aired. Basically, however, and in so far as the entertainment is concerned, both shows depend on interviewing the inventors and eliciting descriptions of the new gadgets, all handled in serious fashion and quite entertainingly. Sam's fourth broadcast was as interesting as earlier ones, with an apparent plentitude of new and novel gimmick available for airing.

Fred Tracy

New York's pioneer radio announcer, Fred Tracy, who also has knocked around in vaudeville, theatrical publicity, etc., returned to the metropolitan scene Friday over WBIL at 2:15-2:45 p.m. with a variety program put on by a batch of assorted talent. There was quite a bit of singing of songs, old and new, by talent that was pretty good on the whole, especially considering that they had only the help of a studio piano. Tracy should be able to build this up into a very pleasing show.

BOSTON

NBC here plans some new sustaining shows for network consumption. Rakov and a 15-piece band may present two shows weekly.

Edward Hall is filling in for Harry Goodwin of WBZ's press department while latter vacations.

New control operator at WEEI is Al Teacherman, from Pawtucket.

Tony Russell, WBZ baritone, will do a 10-minute program each Thursday 6:35 p.m. over the NBC-Blue network from the studios of WBZ.

WEEI feeding three pick-ups a week of Bob Crosby from the Ritz Roof to the CBS network.

Fred Cole of the WBZ sales promotional staff away from his desk a few days because of illness.

The time of Jean Abbey's program on WEEI waves has been changed from 9:30 to 10:45 on Monday morning beginning the 26th. Jean just recently returned from her honeymoon.

Scott Furriers signed for three weekly 15-minute spots on WEEI.

Coast Still Speculating On Bacher's Successor

West Coast Bureau, RADIO DAILY

Los Angeles — Rumors regarding Bill Bacher's successor on Hollywood Hotel are flying up and down the Boulevard. W. B. Lewis, CBS vice-president, is reputed to have turned down the berth, but the fact remains that he and L. Ward Wheelock, head of F. Wallis Armstrong, are knee deep in conferences today. Probability is that no announcement will be made until Wheelock returns to New York, and in the well known meantime Ken Niles and Diana Bourbon will carry on with the former Bacher organization. Diana Bourbon's vacation was summarily cut short en route to New York and she flew back from Pittsburgh.

WGNC Adds Two Announcers

Gulfport, Miss.—Bob Johnson, formerly of WJBW here, and Bill Rohmer, formerly of WAHA and WFOR, have joined WGNC here as announcers.

"Crazy Quilt" on WMBS

Charles Michelson, eastern representative for Earnshaw Radio Productions, has placed "Crazy Quilt," the new Earnshaw musical variety transcription series, on WMBS, Uniontown, Pa. This makes the 17th station using the show.

Wedding Bells

Margaret O'Connor, secretary to John Royal, NBC vice-president in charge of programs, was married Friday to William McCaffrey of Hesse & McCaffrey, the booking agents. McCaffrey at one time was employed in the NBC Artists Service.

Mine Disaster on Mutual

Mutual System, through the facilities of its Cincinnati affiliate, WLW, last Thursday broadcast by means of a short wave transmitter a 15-minute program consisting of interviews with mine officials and the lone survivor of the mine disaster at Sullivan, Ind.

SAN FRANCISCO

Howard Wilson, KROW sales chief, off Friday to Vancouver, Lake Louise, Yellowstone Park. Wife accompanies him on the 2-week vacation.

J. Ray Conlan, KYA sales staff, Reno-lopod recently with Frances Duffy.

Bert Buzzini, KYA mikeman, back from three weeks in N. Y.

Anita Bolton, assistant to Jennings Pierce, is producing the "Western Farm and Home Hour" daily now that Pierce is on vacash.

Wallace Ruggles, sound man, and Warren Andresen, studio engineer of NBC's ether plant, down in H'wood inspecting quarters there.

Betty Bell, KYA traffic manager, breathing the ozone of the great open spaces for the next two weeks.

Eleanor Jackson, narrator, and Gaylord Carter, debuted a new talk-show on KGGC and KLS.

Bill Grove substituting for Harry LeRoy, KGGC sportscaster, who is out with flu.

PROMOTION

Sendoff for New Studios

Along with a series of special programs from WRC-WMAL, Washington, in celebration of its new studios, the printed word and other exploitation methods will be employed to bring the event to the attention of the local public.

A distributing crew will place an eight-page rotogravure paper, tabloid size, into every home and apartment in Washington. Print order calls for 135,000 copies. Remainder will be sent out via direct mail all over the country.

On dedication day, next Thursday, 1,000 balloons, half red, half blue, will be released from atop the new studio building. Cards will be attached which ask the finder to return to the NBC studios for a possible award. Over 25 prizes contributed by NBC and local merchants will be attached to the balloons. Grand prize will be a trip to New York and a tour of the Music Hall and Radio City.

Local Merchants will also publicize the event through special window displays built around an NBC display piece.

Sponsor Plugs Sportscasters

Hyde Park beer has spread the picture of one of its Sportscasters over the length and breadth of St. Louis in an extensive billboard campaign to promote their Sports programs over KWK. Ray Schmidt, who handles one of the Hyde Park Sports Reviews, occupies the billboard space this month. His picture will be removed at the end of that month to be replaced by Johnny O'Hara, who is also on the list of sportscasters, through the medium of an early evening sports broadcast.

The brewing company sponsors all wrestling and boxing descriptions at KWK, as well as bankrolling several nightly periods of sports gossip, to say nothing of a full hour of light entertainment, "The House Party at Otto Hasenpfeffer's," every Saturday night at 10:30.

During the baseball training season, the sponsor sent O'Hara to the Cardinal training camp, at Daytona Beach, Fla.; and Schmidt to the camp of the St. Louis Browns, at San Antonio, for a series of direct broadcasts of training dope.

Quotes from Reviews

A new series of promotional material based on reviews of its shows in the daily papers is being prepared for distribution by WMCA.

The series consists of transcripts of comments from radio editors printed on colored post cards with cartoon illustrations to fit the subject. These cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

CBS Shakespeare Contest

Columbia Broadcasting System has arranged for a contest with high schools in connection with the current Shakespeare cycle. The first

Begin Short Wave Tests Within Next Few Months

(Continued from Page 1)

months to obtain data on short wave problems for presentation at the International Radio communications Conference in Cairo next year. Tests are to be made at the request of the inter-Continental meeting recently held in Bucharest by the Union, when a committee prepared a program of tests involving the close collaboration of American stations.

Representatives of BBC here and CBS, NBC and RCA from New York were among those who attended the Lausanne conference. It was decided to invite the Commonwealth of Australia to arrange the fourth Inter-Continental Concert, to be broadcast in the Spring of 1938. Investigations were also made into the possibility of an exchange of gramophone records of historical interest for broadcasting.

The technical committee again considered aspects of the problems affecting the operation of European long and medium-wave and short-wave stations. It reaffirmed that it had not been possible to solve the several serious cases of interference in the long waveband by the Lucerne Plan, or by arrangements with other radio services. In the medium waveband, a higher stability of certain transmitters could make possible the reduction of existing interferences.

Bearing in mind future improvements in the European bands, the committee has confirmed the advantage resulting from the adoption of synchronized transmitters for national systems, as compared with the system of waves shared among different countries. In addition, the committee has continued its regular studies of microphones, studio acoustics, and anti-interference campaigns in cooperation with the *Comite International Special des Perturbations Radiophoniques*.

The next meetings of the Union will take place towards the end of the year at Nice. Their principal object will be to draw up the Union's final recommendations to the forthcoming International Radiocommunications Conference at Cairo.

Coast Artists' Guild Becomes Equity Unit

(Continued from Page 1)

writers, continuity editors and sound effects men.

Officers are: Norman Field, President; William Lawrence, first vice-president; Duane Thompson, second v.-p., and Thomas Freebairn-Smith, third v.-p. Ralph Scott is secretary and Donald Wilson treasurer. Board of governors to be elected shortly.

prize, \$250, will be paid to the student writing the best critical essay on the series. 15 second prizes consisting of volumes of the bard's works will also be awarded. Best letter from every school will be selected and sent to the national judges who will make the final selections. Contest was arranged through the cooperation of leading school authorities.

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

WTMV

"... All in all, I think RADIO DAILY is a publication that the industry as a whole has needed for quite a few years, you and your staff are doing an excellent job, and I wish you tremendous success in every way."

Woody Klose

WNBH

"... You will be glad to know that we consider RADIO DAILY the best investment we have ever made, and no publication receives more thorough perusal in our offices."

Sol Chain

KMOX

"... May I take this occasion to compliment RADIO DAILY and the editors for a mighty fine paper. I have found your publication most interesting from the first."

Harry W. Flannery

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

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Community Broadcasting Co., Toledo. CP for new station. 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Telegraph Herald, Dubuque, Ia. CP for new station. 1340 kc., 500 watts, daytime.

WKBB, Dubuque. CP for new equipment, move transmitter and install new antenna. 1500 kc., 100 watts, 250 watts LS., unlimited.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. Special experimental authorization for new station. 1370 kc., 10 to 100 watts, unlimited time synchronously with WLLH.

WLMU, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts daytime.

APPLICATIONS DENIED

Voice of Greenville, Greenville, Tex. CP for new station.

Ted R. Woodward, Kingsport, Tenn. CP for new station.

KGFF, Shawnee, Okla. Mod. of license to change frequency and power.

EXAMINER'S RECOMMENDATION

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime, be granted.

WBCM, Bay City, Mich. Mod. of license to 1410 kc., 500 watts, 1 KW. LS., unlimited.

HEARINGS SCHEDULED

Sept. 28: Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 21: WMBH, Joplin, Mo. Mod. of license. 1380 kc., 500 watts, unlimited.

Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited.

Juan Piza, San Juan, P.R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

First Network Series For Pepperell Mfg. Co.

(Continued from Page 1)

station hookup WSB, Atlanta, and WRDW, Augusta, down south and proved very successful. Dr. Karl Reiland, who headed the test series, will be heard in the network series. At the start program will originate from New York then shift to WSB studios. Batten, Barton, Durstine & Osborn Inc. placed the account.

Joins WNOX Sales Staff

Knoxville—W. J. Kappes, Jr., has been added to WNOX, Scripps-Howard Radio Inc. local sales staff.

ONE MINUTE INTERVIEW ALEXANDER GRAY

"When television finally does come, it will call for a brand new technique as far as singing goes. Singers with stage and screen experience will, of course, have the edge on those lacking this experience, but everyone will have to learn the new style of presentation. There is a very strong possibility, I've been told, that television may alter, in a technical way, the actual sound of a man's voice."

ORCHESTRAS - MUSIC

PERCY GRAINGER, composer-conductor, and Dr. Joseph E. Maddy, president of the National Music Camp will conduct the National High School Orchestra during the National Music Camp concert next Sunday, 10-11 p.m., over the NBC-Blue Network. The broadcast will come from Interlochen, Mich.

Harry Rosenthal, society orchestra leader, now at the Versailles, has been signed by Artists Management Bureau Inc. for management and publicity. Paul Whiteman, associated with Artists Management, arranged the contract.

Bob Lawrence, Paul Whiteman's tenor, singing with Billy Rose's Aquacade in Cleveland, broadcasts every Sunday on the NBC "Tapestry of Melody" show.

Jimmy Brierly, now singing with Paul Whiteman at the Casa Manana in Texas, was booked for three local sustaining shows in a week out of Fort Worth, on behalf of the "Frontier Fiesta."

The King's Men, appearing twice weekly over NBC's Blue network, are being prepared by Artists Management for several Fall commercials. They were formerly with Paul Whiteman.

"In an Old Forgotten Garden" composed by Jack Ward, staff organist at WMCA, was sung on the air for the first time Thursday at 5:00 p.m. during the "Grand Stand and Band Stand" program. Jerry Baker, tenor, offered the rendition of the number, accompanied by Lee Grant's Champion Orchestra.

The "Kings' Jesters" and their orchestra inaugurate a new series over WOWO today when they begin airing from Fairview Gardens, Lake Manitou, Ind. Each Monday and

Wednesday this popular "sing-play" group will serenade from this resort spot at 10:45-11:15 p.m., and Fridays at 11 p.m., CDST.

Vincent Pirro, accordionist, recently featured with Paul Whiteman's band, has been engaged as the new instrumental soloist with Jenó Bartal's orchestra in the Georgian Room of the Hotel Piccadilly.

Zella Layne, NBC's contralto sustaining artist, vocalizing with Ellis Kimball's band at Topsy's Roost now that Kimball lost Mary Ann Harris, his former canary to Frank Buck, his trombonist, who nixes the warbling act.

Mickey Alpert's orchestra from the Riviera; Mitchell Ayres and his crew from the Hollywood Restaurant, plus N.T.G.; Val Ernie and ork, also from the Riviera, and Lee Mosley and his colored combo from Barnes Tavern have been added to the WNEW "Dance Parade," 9:30 p.m.-2 a.m.

Vincent Lopez and his orchestra are in Detroit for a weeks' engagement at Westwood Gardens, fresh from a record-breaking two weeks put in at Denver's Lakeside Park. The Lopez crew will be back East to open at Piping Rock for the racing season at Saratoga on July 26.

Final summer bookings have been made for Shep Fields' "Rippling Rhythm" orchestra. After a few one-nighters Fields will appear at Manhattan Beach, and thence to the New York Paramount Theater.

Ted Lewis is doubling this week between the Hotel Astor Roof and Manhattan Beach. His "Rhythm Rhapsody Revue," with a bevy of variety entertainers, is likewise appearing at both spots with the band.

NEW BUSINESS

WNOX, Knoxville

Philco, Boake Carter, three times weekly; Postal Telegraph, four daily announcements, one year, through Marschalk & Pratt; Armour Fertilizer Works, one year, through Gutschaldt-Humphrey agency; Pinex, through Horton, Bagley & Hoyt agency; Institute of Electrical Research, through Critchfield & Co.; Thoray Laboratories; Dr. W. B. Caldwell, one year, through Cramer-Krasselt agency; Coca Cola bottling works; Seven-Up Bottling Co.

WOR, Newark

Doyle Packing Co. (Strongheart dog food), Newark, through Charles Dallas Reach agency, Newark; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan; Anderson Co. (Sleet Master), Gary, Ind., through

Schwab & Beatty Inc., Transradio news with Dave Driscoll; S. Gumpert Co., Inc., Brooklyn, through Rose-Martin Inc.

WBZ, Boston

Baldwin Laboratories (insecticide), through Yount Co., Erie, Pa.; Mass. Savings Bank Life Insurance, through A. W. Ellis Co., Boston; Narragansett Racing Assn., Pawtucket, through Chambers & Wiswell, Boston.

KFVS, Cape Girardeau

Montgomery-Ward, "Neighbor Jim," thrice weekly, 26 weeks.

WGNC, Gulfport

Coca-Cola bottling works, 15-min. transcriptions, five times a week, 26 weeks.

GUEST-ING

EFREM ZIMBALIST, FLORENCE EASTON and TEX O'ROURKE, on "Magic Key of RCA," July 25 (NBC-Blue, 2 p.m.).

RAY HEATHERTON, DESIREE TABOR and MITZI, on Chamberlain Brown revue, today (WMCA, 1:30 p.m.).

CLYDE BARRIE, supported by Modern Male Chorus of 16 voices under direction of Lynn Murray, on "Heinz Magazine of the Air," July 21 (CBS, 11 a.m.).

HELEN MORGAN, on Harold Stokes "Melodies from the Skies," July 21 (Mutual, 10:30 p.m.).

RICARDO CORTEZ, GENE AUTRY, RUSS BROWN and DOROTHY LIBAIRE, from Hollywood, and JOE COOK in Dallas, on Rudy Vallee program originating at Dallas, July 22 (NBC-Red, 8 p.m.).

BETTINA HALL, HARRY McNAUGHTON, 3 MUSICAL NOTES, a piano team, and CARSON ROBISON and His Buckaroos on Harry Von Zell's Gulf Show, July 25 (CBS, 7:30 p.m.).

LIONEL STANDER, on the Benny Goodman Swing School, July 27 (CBS, 9:30 p.m.).

HERBERT EMMERICH, Deputy Governor of the Farm Credit Administration, on government series, July 21 (CBS, 9:45 p.m.).

VICTOR MOORE, on "Hollywood Showcase" initial airing, July 24 (CBS).

MARY PICKFORD, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

BENNY DAVIS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

RUSSELL MARKERT, director of Music Hall's Rockettes, on "For Men Only," tonight (WHN, 8:30 p.m.).

MISCHA LEVITZKI and WYN MURRAY, on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.).

CHANNING POLLOCK, on "Heinz Magazine of the Air," July 26 (CBS, 11 a.m.).

FIFI DORSAY, MAY McKIM, VERA NIVA and BILLY BLAKE, on "Broadway Melody Hour," July 21 (WHN-WOR, 8 p.m.).

WWL Appoints Ad Manager

New Orleans—W. P. Beville has been appointed advertising sales manager of WWL here.

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SUN	MON	TUE	WED	THU	FRI	SAT
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Greetings from Radio Daily

July 19

Merlin H. Aylesworth
Irene Hubbard
Walter Wicker