



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 13

NEW YORK, N. Y., TUESDAY, JULY 20, 1937

FIVE CENTS

Fall Spot Business Active

TWO NEW SPOT SERIES DISKED IN CLEVELAND

Cleveland—Guild Productions has completed a series of recordings which Akron Truss Co., Akron, O., is spotting on 60 stations throughout the country. It is the first time this type of product has been advertised by ET.

Guild also has produced a series of spot recordings for Bloomfield Dress Co. of this city, to be used on 75 stations starting Aug. 1.

WIND and WJJD Sign With A. F. of L. Unit

Chicago—WIND and WJJD, Ralph Atlass stations, have signed contracts for engineers with International Brotherhood of Electrical Workers, A. F. of L. unit. Deal runs to 1939 and provides for wage boosts of 10 to 50 per cent. WGN and WCFL also are aligned with IBEW.

WFIL'S New York Office; Frank Wellman in Charge

Philadelphia—Radio activity at WFIL has increased to such an extent that Donald Withycomb, manager, has found it necessary to seek a permanent address in New York for the station. It will be at 48 West 48th St. Frank Wellman, advertising man, instrumental in organization of the Quaker State Network, a Pennsylvania regional with WFIL as key, is in charge of the new office.

New office will serve as a clear-

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Everidge Smith at KABC

San Antonio—Everidge Smith, formerly with WNBR, Memphis, has joined KABC as commercial manager.

S.P.C.A. Note

Trenton, N. J.—Ed Savidge, rural skitter over WTNJ, is having lots of fun, and providing as much to listeners, by calling their dogs over the air.

Reports have it that the dogs sit and stare at the radio, bark, and even attempt to get into Trenton radio sets to see who's paging them.

Ascap-AFM Meet

E. C. Mills, chairman of Ascap's administrative committee, and Joseph N. Weber, president of American Federation of Musicians, meet this morning on the question of Ascap affiliation with AFL via AFM. This afternoon, Ascap board meets informally, supposedly for a canvass of opinion on how members stand. Another confab is scheduled for the evening.

2 RENEWED, 1 RETURNING ON NBC CHAIN IN FALL

Two NBC accounts, Welch Grape Juice Co. and Wander Co., have signed renewals for their air shows. Welch sponsors Irene Rich on a coast-to-coast NBC-Blue network, Sundays, 9:45-10 p.m., with a repeat at 11 p.m. Renewal is for 52 weeks, effective Aug. 15. H. W. Kastor &

(Continued on Page 3)

Acme White Lead Show Switching to Blue Net

Acme White Lead & Color Works, Detroit (paints) has shifted its fall program from the NBC-Red to the Blue, taking the 5:30-6 p.m. period on the basic network beginning Aug.

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WCAU Rural Check

Philadelphia—Dr. Leon Levy, prexy of WCAU, has commissioned R. L. Polk Co. to survey the listening habits and volume of rural counties covered by the 50,000-watt CBS link here.

KOIN Employees to Get 50% of Stock in Station

Family of Anning Prall Called to His Bedside

Washington Bureau, RADIO DAILY
Washington—Family of FCC Chairman Anning S. Prall, who is ill in Boothbay Harbor, Me., has been called to his bedside. Late reports at the FCC here described Prall's condition as serious.

Extensive Schedules Are Being Approved by Sponsors and Passed On to Agencies for Placement

PENN STATE CAMPAIGN GETS UNDER WAY SOON

Plans are now being completed for a new series of broadcasts to be sponsored by the State of Pennsylvania which will begin shortly over a national hook-up. As first reported in RADIO DAILY, the new series is a part of Gov. Earle's plan to bring tourists to the state. Program will be a musical, with Music Corp. of America doing all the booking. Roy Campbell Royalists already have been signed, and it is expected that

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Van Cronkhite to Rep For New Station as Lab

Hammond, Ind.—WHIP, new 5000-watt station with a directional antenna on to Chicago, has closed a deal with Van Cronkhite Associates Inc. of Chicago whereby VCA takes over all sales and merchandising as well as complete charge of the news. Deal was concluded by John Van Cronkhite and Dr. G. V. Courier, head of the new outlet. Understood con-

(Continued on Page 7)

S. R. O. at KMCA

San Antonio—Manager Howard W. Davis of KMCA announced last week that schedules are all sold out until Aug. 1.

By HOWARD J. LONDON

After the usual summer lull in the spot broadcasting field agency activity has jumped into high-gear. Time buyers report that all their regular users of spot along with a large number of new accounts will be on the air this fall. Football leads the field this fall, with about 100 stations carrying airings of local games.

American Tobacco Co. (Lucky Strike cigarets) in October will go into every large college which has a daily newspaper and endeavor to place the college-news on the air via the local station. Schedule calls for five minute stints, Mondays through Fridays. Sponsor has already signed for Yale and will air the news over either WELI, New Haven, or WBRY, Waterbury.

Peaslee-Gaulbert, Louisville, and Wadsworth-Howland, Boston, subsidiaries of Devoe & Reynolds Paint Co., through J. Stirling Getchell Inc., in September will place a large spot announcement schedule, Peaslee will use 37 southern stations in a one-minute campaign. Wadsworth will use five-minute disks on 11 stations in New England and part of New York state.

Postal Telegraph is using live announcements on six stations (KHJ, KFRC, WNOX, WCPO, WMC, WNBR) with five to six announcements weekly. Series is signed for a year through Marschalk & Pratt Inc.

Anderson Co., Gary (Sleetmaster), has signed 28 stations for a six-week schedule to begin late in October. Quarter-hour programs will be heard on WOR and WIND. Transradio is

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Films Dig In

Films and radio are due for closer alliance next fall, with deal now reported set for M-G-M studio to supply a \$25,000 weekly show produced by Bill Bacher for Colgate-Palmolive-Peet. Paramount also expected to have an air show again in fall, while Warner Bros. are radio expanding via Trans-american.

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Monday, July 19)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

WRR Ups News Coverage

Dallas—With both other Dallas stations newspaper-owned, Managing Director John Thorwald of WRR has placed more vigorous stress on news coverage, airing 29 weekly 15-minute news periods personally handled by Phil Hopkins, prominent local commentator, as news editor. Station uses Transradio, varied syndications and staff-produced matter. Listener response has been excellent.

Richfield Coast Series

Richfield Oil Co. of Calif., through Hixson-O'Donnell Inc., Los Angeles, will place "Richfield Reporter" on the NBC-Red Pacific network beginning Aug. 15. Series will be heard Monday, Tuesday, Wednesday and Friday at 10-10:15 p.m. (PST) and Thursday at 10:15 p.m. (PST).

David Carter Out

West Coast Bureau, RADIO DAILY Los Angeles—David Carter has resigned as publicity director for CBS. Hal Rorke succeeds him.

RADIO EVENTS, INC. AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES 535 Fifth Avenue, New York, N. Y. From script to production—that's extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Rows include It Looks Like Rain, Where or When, Sailboat in the Moonlight, Gone With the Wind, Merry Go Round Broke Down, September in the Rain, There's a Lull in My Life, Whispers in the Dark, I Know Now, Stardust on the Moon, Having Wonderful Time, The You and Me That Used to Be, A Message from the Man in the Moon, Love Is Never Out of Season, Miller's Daughter Marianne, Satan Takes a Holiday, So Rare, Strangers in the Dark, You're My Desire, All God's Chillun Got Rhythm, First Time I Saw You, Stop, You're Breaking My Heart.

Ray Perkins Program Intended as Laboratory

"Hi There, Audience!" the new Ray Perkins sustaining program on WOR-Mutual, is in the nature of a laboratory from which it is hoped to develop fresh ideas in material, production and personnel, according to Perkins.

The program recently was shortened from an hour to a half-hour at the request of Perkins, who says that, although he realizes a show working under the restricted budget and other handicaps of a sustaining is "sticking its neck out plenty", ultimate results are expected to prove worth while.

Lowell Thomas' Arab Guest

Lowell Thomas, who goes in for unusually colorful guests occasionally on his NBC-Blue network Sunoco newscasts, presented a scholarly Arab last night. Aneen Rihani by name, the guest made some pointed remarks, in precise English, about the Palestine controversy.

Martin J. Porter Promoted

Martin J. Porter, formerly radio editor of the N. Y. Evening Journal, has been appointed assistant to the editor of The American Weekly, Hearst magazine supplement. The Journal's radio department is now handled by Dinty Doyle, who moved over to the evening sheet from the N. Y. American when the latter paper was absorbed.

Oliver Owen Kuhn Dead

Oliver Owen Kuhn, director of the National Radio Forum, one of the first non-commercial radio broadcasts, died Sunday in Washington. Kuhn was also managing editor of the Washington Star.

Plenty Early Listeners Found in WTMJ Survey

Milwaukee—In a survey to determine number of listeners during early morning hours, WTMJ, the Milwaukee Journal station, reports its investigators found that between 6 and 7 a.m. 23 per cent of radio sets were turned on; 7-8 a.m., 40 per cent; 8-8:30 a.m., 56 per cent, and 8:30-9 a.m., 59 per cent. Only 1 per cent had sets on before 6 a.m.

It was found that 17 per cent of radio set owners tuned in for morning devotional services.

Holdup Aired While It's Hot

Muncie, Ind.—Five minutes after a major robbery occurred at the height of the early afternoon shopping period, listeners to WLBC were hearing all the details. The WLBC special events department brought witnesses to their microphones, which were located in the corridors of the office building and in the offices of the Independent Discount Corp. E. Pierre deMiller, news director; Francis "Jake" Higgins, special events announcer, and Otis Roush, chief announcer, handled the interviews. Donald Burton, owner, and a staff of engineers, handled the remote equipment. WLBC gave its listeners the complete description of the robber and all the details before the police had determined exactly what had happened. This is believed to be the first broadcast of its kind.

Transradio Philly Move

Philadelphia—While KYW is preparing to move to its own site, WCAU given over the 8th floor of its studio building to house the local bureau of Transradio Press. Harold Parr, transferred from Boston, will be in charge. Transradio also adds WCAU to its clientele this week.

COMING and GOING

ALFRED H. MORTON, manager of NBC owned and operated stations, and CLAY MORGAN, promotion head, go to Washington today to attend WRC-WMAL dedication ceremonies on Thursday.

WALTER WINCHELL and BLAYNE BUTCHER left for Hollywood last night. The Jergen's Journal will originate from there next Sunday.

MRS. ALLEN T. SIMMONS, wife of the owner of WADC, Akron, and MR. and MRS. JOHN AITKENHEAD, chief engineer, sailed from New York on Saturday for a West Indies cruise. They will return Aug. 1.

JOHN THORWALD, managing director of WRR, Dallas, is sojourning in New York after attending an FCC hearing in Washington.

JOHN S. YOUNG paid a visit to WSPR, Springfield, Mass., on Saturday. He left the following day for Norway, Sweden and Russia.

DANNY DANKER, J. Walter Thompson vice-president in Los Angeles, boarded the Santa Fe on Saturday for a three week confab at the home office in New York.

CHARLES (IGOR) GORIN is off to Honolulu for a week's vacation.

MILTON BERLE leaves for Hollywood in October.

LOIS RAVEL goes to the Coast next week to appear on the Ken Murray show.

JERRY BELCHER heads for the Coast to air his "Our Neighbors" show from there next Sunday.

EDDIE MATHEWS of the Major Bowes Capitol Family leaves for a two-month concert tour in Mexico.

CARL RAVELL left yesterday for Kentucky.

ELEANORE (PAT) HURLEY, secretary to G. W. Johnstone of WOR, has left for Lake George on two-week vacation.

E. C. MILLS, chairman of the Ascap administrative committee, was back at his desk yesterday, from trip to Coast.

ALEXANDER KEESE, maestro of the Pepper Upper program orchestra, returns to Dallas from vacation in time to direct Sunday's program over the Dr. Pepper Dixie Network.

New Series on WHN

The Drew Brothers (Nino, Morton and Ed), novelty vocal trio who were featured in California, are now appearing weekly in a new series of programs broadcast every Tuesday night via WHN at 9-9:15 p.m. The trio, who feature novelty songs in a program called "Rendezvous with Rhythm," until recently appeared on NBC.

Angelo, the Italian tenor, is being heard over WHN in a new series of programs, which started last night at 10:45-11. The broadcast will originate in Cincinnati via the WLW line.

Harry Glick, vacationing the past two weeks, returned to WHN yesterday morning with his program of exercises.

Fran Allison Leaving WMT

Waterloo, Ia.—Fran Allison, for the last four years a member of the Waterloo staff of WMT, leaves to join the NBC program staff in Chicago on July 26. Miss Allison will be heard as featured singer in a number of Blue network shows, including Club Matinee and Breakfast Club, as well as twice weekly in a program of her own.

WANTED: ANNOUNCER

who can really sell. Sober, dependable, experienced. Submit references, photograph, recording of voice if possible. Must be enthusiastic, hard worker. Good opening for right man. BOX A-103, RADIO DAILY 1501 Broadway New York City

FALL SPOT BUSINESS SHOWS MUCH ACTIVITY

(Continued from Page 1)

being used on WOR on Saturdays following football broadcast. On WIND football scores are being aired each Saturday. Weather reports are being used on the other stations once a night, six to seven times weekly. Stations are WNAC, WEAN, WTIC, KDKA, WHAM, WCKY, WHO, KFAB, WFAA, WFIL, WFBR, WRC, WRVA, WMC, WTCN, KSD, KOA, KTHS, WOKO, WGN, WFBM, WJR, WTAM, WTMJ, KMBC, KVOO. Schwab & Beatty Inc. placed the account.

Lydia E. Pinkham Medicine Co., Lynn, Mass., is another radio prospect. Erwin, Wasey & Co., just appointed to handle the entire account, reports that radio will be used either on a test basis or a full schedule.

Akron Truss Co., Akron, through Guild Productions, Cleveland, has just released a series of spot announcements to be placed nationally on 60 stations. Another client of Guild Productions, Bloomfield Dress Co., Cleveland, has a 75-station campaign of spot announcements, promoting Mme. Renauld dresses.

United Drug, Boston (Rexall stores), in October will launch its semi-annual Rexall one-cent sales campaign. Series placed by Spot Broadcasting for Street & Finney will be placed on 200 stations. Series, as usual, runs one week on a station with five quarter-hours for each station.

In the football field Atlantic Refining has announced its 65 station list. Kellogg has signed some but is looking for more. N. W. Ayer & Son has both the Atlantic and Kellogg accounts. Socony-Vacuum Oil, which has bought the Yale games for New England and New York City, is another sponsor on the look-out for more good football games to be broadcast.

The largest sponsor of transcriptions, Chevrolet Motor Co., is preparing to make recordings for its renewal which will take the air in late August. Campbell-Ewald Co. has this account.

Brown & Williamson, which has a large number of stations broadcasting sports programs in the interest of Avalon cigarettes, has signed renewals for seven of the stations plus the Don Lee network, which is plugging Viceroy cigarettes. Don Lee renewal goes into effect this week. WFIL, KSTP, WTMJ, WSB, KOIL, WFBM, WSJS are the seven stations whose contracts have been renewed for 13 weeks. BBDO has the account.

NEW PROGRAMS—IDEAS

"Treasures Next Door"

"Treasures Next Door" is one of the new features heard over WGL, Fort Wayne, every Friday evening at 8 p.m. Each week a group of aspiring players interested in the art of radio technique present the works of some famous writer. Last week the players presented a synopsis of "The Spy" by James Fennimore Cooper. The objective of the series is to try and interest people in reading some of the many books to be found on the shelves of local libraries. Other selections to be previewed will be "The Autocrat of the Breakfast Table," by Oliver Wendell Holmes, "The Legend of Sleepy Hollow," and "The Man Without a Country." The series presented in dramatic form are under the direction of Bill Davies.

Piano-Conversation

Exploiting an old vaudeville gag, Merrill Bennion, emcee of KDYL's Old Fashioned Community Sing, broadcast Sunday nights, 9:30-10 p.m. MST, from Salt Lake City's Liberty Park Open Air Theater, and Les Weelans, piano-playing announcer, conduct a "piano-conversation" as a feature of the sing. Idea is for emcee to ask pianist questions, and piano answers by playing appropriate titled songs.

Another variation of the piano-program is the presentation on KDYL, in which Les Weelans, piano wizard and announcer, conducts a pater-and-piano stanza including a description of the number just before he plays it—and a query concerning the title. Program jogs listeners' memories and pulls plenty of requests. "What's the Name of That Song?" is heard Mondays, Wednesdays and Fridays at 8:15-8:30 a.m., MST.

Interview City's Visitors

A new sustaining program called "People and Places with Gail Northe" has been launched by Ralph Nim-

mons, program director of WFAA, Dallas. The program features interviews by Miss Northe with interesting people visiting in Dallas and will cover outstanding events of the Greater Texas and Pan-American Exposition.

"Your Home and Mine"

"Your Home and Mine," new program heard over KFRU, Columbia, Mo., each Wednesday and Friday evening, is designed to help the home-owner with the problem of maintaining his home, front lawn to garden, cellar to attic, also to aid the man and woman building a new home. Answering all questions and bringing to the WFRU listener all the latest developments in home maintenance is "The Builder," who has as his assistant on the program a personality known as "Miss Home-Builder."

Agricultural Forecasts

Farmers of Missouri who wish a broad perspective of the markets of the future are listening to the broadcasts of E. A. Logan, senior statistician of the U. S. Department of Agriculture, over KFRU each Friday at 12:45 noon. Through intensive research on the part of his staff, Logan broadcasts over the Columbia, Mo., station each week the fluctuations of the market in the past under conditions similar to the present; hence, the Missouri farmer can look to the future with a knowledge of the past—"Forewarned is forearmed."

"Know Your City"

A new series of programs has been inaugurated over KFVS, Cape Girardeau, Mo., titled "Know Your City." Broadcasts are conducted from different points of interest of Cape Girardeau. The Municipal Swimming Pool always furnishes many interested spectators and participants in the broadcasts.

Richard Maxwell in New Spots

CBS has changed the schedule of Richard Maxwell, in "Songs of Cheer and Comfort." In the future he will be heard Monday, Wednesday and Friday at 9:15-9:25 a.m., Tuesday and Thursday at 9:30-9:40 a.m. and Saturday, 10-10:15 a.m.

KOIN STAFF TO RECEIVE 50% OF STATION STOCK

(Continued from Page 1)

period the employees stuck by the ship in grand manner exerting their efforts toward the perfection of the institution.

Present stockholders of KOIN have diverted about half the stock to a pool of shares available to employees. Only those who have been with the station one year or longer will participate in the plan.

2 Renewed, 1 Returning On NBC Chain in Fall

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Sons Advertising Co., Chicago, is the agency.

Wander Co. (Ovaltine) renews "Little Orphan Annie" on Sept. 27 for 14 weeks, which carries the series out to the end of the year. Program is heard on NBC-Red, Mondays through Fridays, 5:45-6 p.m., for eastern listeners and at 6:45 p.m. for mid-west tuners. Blackett-Sample-Hummert Inc., Chicago, has the account.

General Mills Inc., Minneapolis (wheaties), will return "Jack Armstrong," script show, to the air on Sept. 27 over 15 NBC-Red stations, Mondays through Fridays, 5:30-5:45 p.m. Blackett-Sample-Hummert Inc., Chicago, has the account.

Penn State Campaign Gets Under Way Soon

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a vocalist and orchestra will be set before the end of the week. Guest talent will also be used. The network, as lined up to date, calls for a 58 station web on CBS. Starting date and time have not been divulged. Barnes & Aarons, Philadelphia, is the agency handling the account.

Acme White Lead Show Switching to Blue Net

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29. Smiling Ed McConnell, Larry Larsen, a choral group and Palmer Clark's orchestra will be the talent. Series is signed for 52 weeks through Henri, Hurst & McDonald Inc., Chicago.

BETTER BROADCASTS for BETTER BUYERS

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Member of the Performing Right Society Limited, London, England.

BRITISH-AMERICAN PRODUCTIONS, INC.

509 Madison Ave., New York ELdorado 5-0381

FOREIGN Transcriptions in Production for Australia, New Zealand, Gt. Britain, Latin-America.

CONSULT US IF YOU HAVE SALES PROBLEMS IN THESE MARKETS
12 YEARS EXPERIENCE

B.A.P. Inc.—"HALL MARK OF SHOWMANSHIP!"



GENE CARMAN, well known writer and producer, long affiliated with prominent local agencies, resigned his berth as production manager of the C. P. McGregor organization last week, to devote his entire time to scripting and building shows for advertisers and agencies direct, and reports several important commissions now in work.

Betty Grable and John Payne, with Wilbur Hatch orchestra, set by KNX for sustainer labeled "Song Time," Saturdays at 3:15.

Ken Carpenter will interview horse players and just plain sightseers from Dubuque and Ottumwa at Del Mar track for NBC on three successive Fridays.

Popular Gilmore Circus turned over to Botsford, Constantine & Gardner agency, with John Weiser producing and Cliff Clark continuing as Gilmore representative.

KMTR has new Monday through Friday sustaining 15 minutes, 4:15-4:30, with Steve Allen, accordion, and Barry Davis, baritone, selling their wares.

Ken Stuart, who has been handling "Listen Ladies," transferred to his first love, production, at KEHE, and will be succeeded in his former spot by Al Poska, while Mel Angle, announcer of "News by Air" becomes stooge announcer and foil for Joe Twerp on "Cosmopolitan Revue."

John Clarke, KNX news editor, and Virginia Cummings, Paramount publicity, slipped one over on their friends by a plane elopement to Las Vegas.

Lou Small, KEHE commentator on business trends, goes California Radio System, commencing tomorrow, Monday, Wednesday, Friday at 8:15 p.m.

Ethel Davis, well remembered Broadway comedienne of another day, makes her West Coast radio debut over KEHE via "Listen, Ladies" today. Miss Davis was starred in many Broadway musicals and should be a natural for radio.

Son of the inventor of the patented mail-bag-catching device in present-day use, Gail S. Hamilton, will play the role of his late father in a dramatic sketch woven around the life of the inventor cheated of a fortune by tragic circumstances, written by Clinton Jones for the Postal Players over KEHE at 8 p.m. today.

Ken Carpenter and Buddy Twiss so aviation minded following interviewing Russian North Pole flyers at March field that they are making a stratosphere flight in an army Lockheed on Friday. Will short wave their experiences and sensations to KECA, with NBC spreading over the Blue network, 12:45-1 p.m.

KFAC presenting new serial based on incidents in the life of Marie Antoinette, Fridays at 7-7:30 p.m. Produced by Celeste Rush, with Lou Merrill in the lead.

● ● ● Shaw Newton has resigned the vice presidency at Brooks, Smith, French & Dorrance to go with Morse International... Frank Parrish had a heart attack at the Paramount the other day... Leon Navara, signed with CRA, goes into a wired spot within two weeks... The Jack Bennys, on their return from abroad, will adopt another child from the "Cradle"... Benny Fields is up after a serious tooth infection... Rose Blaine is up at Grossinger's Playhouse... Al Shayne has been renewed at the Pavillion Royal for an indefinite period... Mutual's "Let's Visit" show will shortly be commercialized... Bert Block in St. Louis is looking for a femme vocalist... Hillbilly Zeke Manners' maw is handling the bookings and business for Frank Wallace, Mae West's long lost hubby... Ben Bernie, on his return to the coast, will register at a DRAMATIC ACADEMY!... Joe Rines, who gets the Gruen show, is organizing a new orchestra... Joe Lewis goes into Ben Marden's Riviera following Eddie Garr... Joe Cascarella, pitcher for the Cincy Reds, is around town pleading for an air show so that he might quit baseball... Goodman Ace was ordered to take up golf by his doctor. The first day on the links, he appeared with —an adding machine!

● ● ● During the recent recall campaign against the mayor of Joplin, Mo., WMBH held its own burlesque election campaign for mayor—basing its presentation on the ancient history method of a mayoralty recall... Station had Maxine Devaney of the staff tell Bruce Quisenberry her campaign platform with her manager Honest John Hamilton Farley... She was introduced as Madame Candidate Pandora, Pinfeather... For opposition, Morris Eisen and Al Amundsen, also of the staff, represented Patrick O. Klotzmeyer... Maxine's platform was "to put all men in shorts—to show them as they are"... While Morris presented a plan to solve the free sparking problems of a troubled city... Entire show was aired from the city's streets.

● ● ● Henry Spitzer, music tycoon, has negotiated with RKO on the coast for Lew Brown and Ray Henderson's music... Confirming our lead of the 13th, Raymond Paige succeeds Johnny Green on the Packard show, marking the former's first appearance on NBC... Shep Fields turned down the Billmore spot... Frank Masters has been renewed for 13 weeks on the Edgar A. Guest series... Atlas Radio Corp. is throwing a "coming out" party at the Astor tomorrow afternoon... Jerry (Club 18) Krieger will share songs with Vivian Marshall and Johnny Russell on the Jay Freeman airing tonite... Walter Winchell came into Lindy's at lunchtime yesterday—wearing smoked glasses!... Because of the kidding on the crop he was sprouting, Roger Doulens was forced to remove the soup-strainer... Jean Paul King has bought a piece of the Wharf Theater at Provincetown, Mass... Milton Berle, after seeing "New Faces" for the sceighty-eighth time, finally discovered what was wrong. It seems that RKO made a mistake—and sent the "trailer" out as the feature!

● ● ● Irving Poznan, former baseball writer and now scripiter for WTMV, East St. Louis, is taking physical culture courses at a gym. Says Poznan: "I gotta have muscle to satisfy some of these advertisers"... The other evening at KDKA, Pittsburgh, Hostess Gertrude Heck received this phone query: "Is that fishing program on your station?"... "Why I don't know what you mean," sparred Miss Heck... "Oh, you know—that Dragonette show," he explained... "But what has that to do with fishing?" "Well," came the reply, "can't Jessica Dragonette?"... Ouch!

JOHAN BLAIR, head of John Blair & Co., and George Bolling, soon to head New York office, are on a southern swing, visiting stations at New Orleans, Beaumont and Houston.

Vivian della Chiesa, soprano, beginning her own 15 minute program with Roy Shield's ork over Blue network at 7:45 tonight.

Annette King, Breakfast club songstress, and Walter Blaufuss, NBC ork leader, are having their song, "The Moment I Met You," published.

Truman Bradley's daily comment program for American Family is moving from 12:30 to 1:45 p.m. on WBBM effective Aug. 2.

Kirk Douglas has replaced Lynn Cole as singer on the WBBM Lavena series Sunday nights. Cole went to WLW.

John Shelton is leaving WBBM sales staff July 26 and joining WOR's Chicago sales staff.

Bill Krenz, Breakfast Club pianist, and Al Spiegel, NBC cellist, off to Mikana, Wis., for two weeks' fishing.

Joe Wolverton, NBC pianist, expecting an heir.

Burridge Butler, president of WLS, has taken over editorship of the Prairie Farmer, of which he is publisher, since Clifford V. Gregory has left for post with Wallace's Farmer in Des Moines.

Ozzie Nelson and Harriet Hilliard opened at the Palace theater on Friday. Harriet returns to Hollywood and more film work at end of engagement here.

College Inn will have Little Jackie Heller and Frankie Masters' band starting July 28. Al Trace is there now.

Dick Jurgens is slated for four week engagement at the Trianon ballroom starting July 31.

Bess Johnson gave a party for Evans Plummer and about 50 associates at Drake Hotel. Plummer left over week-end by motor for the coast where he will head Radio Guide's office.

WLBC to Air from Fair

Muncie, Ind.—A large array of talent and unique programs are being lined up by WLBC for the 85th Great Eastern Indiana Muncie Fair to be held the first week in August. WLBC will originate many of the programs direct from their own studio building on the fairgrounds. One of the features to hit the air-planes will be the broadcast of the harness races from the fastest half-mile dirt track in Indiana. Remote pick-ups from all buildings and exhibits will be made during the week the fair is in progress.

Bobby Dolan Renewed

Robert Emmett Dolan, musical director of the Sunday Night Sealtest Party, has been renewed for an additional 13 weeks on that show.

**ORCHESTRAS
MUSIC**

DEL COURTNEY, bandmaster, after closing a Detroit run, arrived in Oakland, Cal., yesterday to wed Mary Ann Bradley, leaving immediately thereafter for Louisville, where Courtney's band opens Friday.

Ken Moyer and his ork replace Bud Waples at the Gunter Hotel, San Antonio, and will air over KABC. Waples goes to Dallas.

A novel 25-piece juvenile balalaika orchestra under Col. Luke Bakootas will debut Sunday on WICC, Bridgeport.

Fred Waring, who begins a return engagement at a San Francisco theater this week with his famous Pennsylvanians, will be interviewed over a Pacific Coast NBC-Red Network tomorrow at 2:00 p.m. PST by Janet Baird on the "Woman's Magazine of the Air."

Willow Grove Park, Philadelphia, spotting name bands for single nights to battle-of-music it with Jim Fettis. Will Osborne started the parade.

Closing of the Hotel Walton roof garden, Philadelphia, has Paul Kara leaving and WIP yanking out the remote lines.

National Ass'n of Music Merchants trade exhibit at the Hotel New Yorker, July 26-29, will have the largest accumulation of musical instruments ever housed in one place.

Opening broadcast of Jack Winston's orchestra at the Bal Tabarin in San Francisco was heard over an NBC-Red Network on Saturday. Ivy Cole, formerly with Henry King's orchestra, and Betty Baker are the new vocalists with Winston's band.

Henry Halstead and his orchestra have been set for an indefinite period at the Hotel Muehlebach, Kansas City, starting July 23. Deal made by Leo Salkin of CRA office in Chicago.

Harold Stern booked at Atlantic City's Million Dollar pier for week of July 31. Following Stern, music of Johnny Hamp, Clyde Lucas, Don Bestor and Jack Denny dated for short stays. Bookings set by CRA.

Hudson Lelange ork plays the Million Dollar Pier Aug. 21-27.

Marvin Frederic and ork have had their contract extended at the Commodore Perry Hotel, Toledo. Band, booked by CRA, features Romany Trio and is heard twice weekly over NBC-Blue.

"Ghosts" on WQXR

Ibsen's "Ghosts" will be presented by the WPA radio division over WQXR at 9-10 tonight.

**WFIL's New York Office;
Frank Wellman in Charge**

(Continued from Page 1)

ing house for program traffic and time commitments, WFIL being actively affiliated with the Mutual, WLW line and NBC-Blue networks; also to coordinate the work of Edward Petry, WFIL's national rep, in agency and sales contact; promote the Quaker State regional to agencies to better advantage, and place the station in a position to buy better talent for local shows.

Withycomb told RADIO DAILY that three big accounts are ready to spring big variety shows on local listeners this fall, bringing New York name talent here for the productions. There is also a possibility that at least two of the accounts will seek a chain outlet for their shows.

WADC Staff Additions

Akron — Recent staff additions at WADC include Bob Morton and Paul Van Deusen, to the engineering staff, and Ray Spencer, Bob Hansen and Bill Casselman, announcers.

Larry Suhadolink, engineer, resigned to join CBS in New York.

Jerry Frakes in Denver

Denver — Jerry Frakes, late of WLW, and well-known for his work on the NBC Tums Show as well as the Mutual Net, has been subbing for Bob Bradley at KLZ. Bradley, as KLZ's romantic tenor, has been "guesting" on the "Heinz Magazine of the Air" from CBS' New York studios.

Allen T. Simmons Buys Plane

Akron—Allen T. Simmons, owner of WADC, recently bought a new five place Reliant Stinson plane, which will be delivered next month. It will be the fourth plane he has owned, and he'll use it on his many business trips to New York, Chicago, Washington, etc.

WBOW Flies to Mine Tragedy

Terre Haute, Ind.—Horace Capps, production chief at WBOW, chartered a private plane and flew to Sullivan, Ind., scene of the Baker Mine disaster last week. WBOW had a full staff of announcers and engineers on the job for full coverage of the incident.

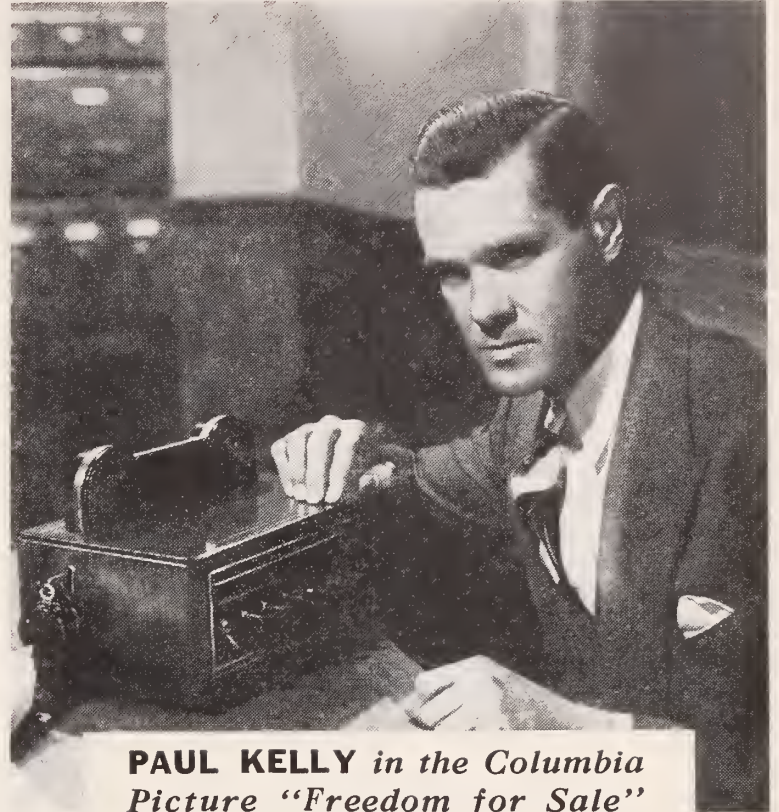
Cliff Webster Quits CRA

West Coast Bureau, RADIO DAILY

Los Angeles—Cliff Webster, associate manager of Hollywood office of Consolidated Radio Artists, has resigned the berth he took over last October with the opening of CRA local office. Webster was formerly business agent of the Los Angeles musicians union.

Griffin Sponsors Ohio Games

Columbus—Griffin Mfg. Co. has arranged for WCOL to carry all Ohio State University home football games this fall.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph
**INTERCOMMUNICATING
SYSTEMS**

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• DICTOGRAPH •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

☆ Program Reviews and Comments ☆

Columbia Workshop

Entering its second year, the Columbia Workshop series of dramatic shows, directed by Irving Reis, continues its experimental work, further enhanced for the present with special permission of Ernest Hemingway to adapt some of his stories. This first Hemingway short story, "50 Grand," aired Sunday over CBS, gives an intimate cross section of the life in a training camp and the thoughts of a boxing champ who is on the wane. The champ knows he can't win, but is determined to give the fans a good show—but he also determines that he might as well make some money out of the fact that he will lose the fight. If he loses he stands to make an additional \$50,000 by betting against himself. Waging a stout but losing fight, he suddenly realizes that he has an opportunity to lose the bout without being knocked out and fouls his opponent. The struggle to put up a good fight and clinch some money for the wife and kids makes an interesting slant.

Reis as usual, injects his inimitable sound effects and modern style of direction. The staccato raps of the punching bag, the bouts with sparring partners, the talk between them, the crooked fight promoters who visit the camp, the ringside atmosphere later, the newspapermen sending in their stuff, the radio commentator, etc., broadcasting the fight is strikingly presented with musical background and effects symbolic of such an event.

At one point it seemed that the sound effect symbolizing the passing of various rounds was somewhat repetitious and might have been altered slightly from time to time. However the total effect was impressive and the whole production moved forward smoothly and entertainingly. This CBS 7 p.m. spot has much for those who appreciate an extraordinary dramatic production. Cast was exceedingly good.

"Magic Key of RCA"

A highly enjoyable novelty feature of "The Magic Key" on Sundays over the NBC-Blue network is the summer series of oldtime song dramatizations written by Edmund Birnbryer.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

BIRTHDAYS

Greetings from Radio Daily
July 20

Irving Fields Teddy Black
Jimmy Tansey Harry Horlick
Lucille Neil

They are no sketchy affairs, but truly elaborate presentations with a production background that sounds quite expansive and proves very effectively entertaining. The series started two weeks ago with "Only a Bird in a Gilded Cage," and last Sunday the offering was "The Man Who Broke the Bank at Monte Carlo," dramatized with a fetching note of romance, adventure and Monte Carlo color.

Another chief item of last Sunday's "Magic Key" was Oliver Wakefield, the English comedian, who was given quite a slice of time and who made it quite amusing. He's currently appearing at the Rainbow Room. Jean Sablon again sang a few numbers in his individual style, and the piano specialty by Fairchild and Carroll was good. Marian Anderson's vocalizing by short wave from South America was somewhat marred by atmospheric interference.

"Ave Maria Hour"

This Sunday evening half-hour aired over WMCA by the Graymoor friars at Garrison, N. Y., set something of a precedent in religious radio dramatizations last Sunday when "Mary Magdalen" was put on, with the noted stage star, Clara Joel, in the title role. With dramatic frankness, the story told how Mary humbled herself to seek the help of her rich and influential former "boy friends" in an effort to save Jesus from being sentenced by Pilate and crucified.

It was quite the most ambitious and interest-compelling production yet attempted by the "Ave Maria" group, and the cast, which had a number of familiar Broadway voices in addition to that of Miss Joel, was efficiently directed. Besides the excellence of the staging in the dramatic end, there was a similar improvement in the musical portion of the program.

"Public Service Forum"

Charles Henry Ingersoll's half-hour form on WOV last Sunday evening had an unusually interesting guest in James W. Barrett, president and editor of Press Radio Bureau, whose subject was "News of Yesterday, Today and Tomorrow." Barrett not only has a rich and extensive background to draw upon, but his voice and manner of talking are very well attuned to radio requirements. In other words, he would make a first-rate radio commentator.

Ingersoll (the man who made the watch that made the dollar famous) makes a good forum host. He presides over the session in a way that is most favorable to the guest.

Nola Day

Debutting in her own NBC-Blue network program, at 8:15-8:30 Saturday night, Nola Day regaled listeners with an engaging contralto voice and

a graceful facility in selling songs. She did "Where or When," "Tomorrow is Another Day" and "Love is Never Out of Season," all very well suited to her style. In between, the proficient Norman Cloutier and his orchestra tooted "It Goes to Your Feet" and "The Lady Who Couldn't be Kissed." Though the program was more or less typical of its kind, it also rates a better than average mark in its class.

In addition to the Saturday spot, Miss Day also will be heard Wednesdays at 7:15-7:30 p.m.

Milton Berle

Milton Berle, the up and coming film actor, had a pretty good time with Ben Bernie as his guest Sunday night over CBS. Some of their quips were a little too close to the shop from the standpoint of general listeners, but on the whole it was a snappy set-to between Berle and Bernie. Incidentally, the Gillette razor show has held to a better average score since it condensed into a half-hour, minus the community singing, and moved to an 8 p.m. spot. Wendell Hall, Tommy Mack, Bert Gordon, Jolly, et al, all doing well.

"Spotlight Revue"

A good workmanlike job of emceeing was turned in by Fred Hildebrandt on this WOR program caught yesterday at 3-3:30 p.m. He had a good troupe of artists working with him, including Rose Marie (the former Baby), who went to town with "St. Louis Blues"; Kathleen Healy, comedienne, in chatter that spanned New York, London and Paris; Bob Adams, talented baritone; Elliott Sisters, harmonious warblers, and Gregory Matusevitch, adept at accordion and other instruments.

Briefly

Elinor Sherry, WOR songbird, gets better and better by the week. Also sounds more and more like an Ethel Merman. Her singing of "Mad About the Boy" and other numbers last Saturday afternoon, with Louise Wilcher accompanying, was very delectable. Miss Sherry also made a nice partner for Walter Ahrens on Sunday afternoon, with Bob Stanley's orchestra as background.

Mario Cozzi, who's been missed on the airlines lately, filled a Saturday afternoon spot on WEAF-NBC Red. with the Honti orchestra as background. Cozzi's singing of "Chloe," in his rich baritone, was the program's high-light.

Buffalo Broadcasting Corp. sent another of its highly entertaining half-hours of variety over the CBS network last Saturday afternoon. Outstanding item was Lee Morse, who delighted the ears with her singing.

The lively orchestra and other entertainers also were tops.

Ted Lewis, remoting from the Astor Hotel Roof, makes listeners wish for a regular radio program starring the "Is Everybody Happy" maestro; a musician and showman who is still going as strong as ever.

Montana Slim, Texas Jim Lewis and other cowboy singers had better watch their laurels. A nine-year-old youngster, "New York" Levy Santora of the Horn & Hardart Sunday morning children's hour on CBS, already can croon a western ditty and hold a yodeling high note like an old-timer from the grazing country or the Kentucky mountains.

Just so listeners won't forget that he's still connected with the show, Eddie Cantor popped in for a few words on Sunday's CBS Texaco program. It was good to hear his voice again. Eddie is vacationing and filmmaking till September. Meanwhile, Eddie Stanley, Jimmy Wallington and the rest of the gang are doing a swell job.

The "Home Songs" program on NBC-Red thrice weekly, with Alden Edkins and Gertrude Foster as vocalists and John Winters at the organ, are very congenially rendered affairs. Good artists and pleasing selections.

Jack Berch and the Boys, who started a new thrice weekly schedule for Fels-Naptha at 9:30 a.m. yesterday over CBS, are a very cheery bunch. The singing of Berch is particularly well designed to give the day a sunny sendoff.

Werner Janssen's Sunday 7:30 p.m. NBC-Blue network series has been improving since the initial broadcast, and last Sunday's guest star, Dick Powell, was a help. Loretta Lee's warbling of "Dinah" also scored big.

GUEST-ING

VIVIENNE SEGAL, on Martha Deane program, today (WOR, 2 p.m.).

HARRY ROSENTHAL, on Martha Deane program, July 24 (WOR, 2 p.m.).

AL PEARCE, on George Jay's "Listen Ladies" program, tomorrow (KEHE, Los Angeles).

JOE REICHMAN, "Pagliacci of the piano", now playing at the Baker Hotel, Dallas, on the Pepper Upper program over the Dr. Pepper Dixie Network, July 25.

NEW BUSINESS

Signed by Stations

WADC, Akron

Goodyear Tire & Rubber Co., Bob Wilson in sports patter; Alka-Seltzer, "Trailer Talks" interviews at local tourist camps handled by "Red" Hageman and new mobile unit; Coca-Cola, "Refreshment Time With Singin' Sam."

WHN, New York

Coca-Cola, through D'Arcy Advertising Agency; Hotel Mayflower, Washington, through Osgood, Roberts & Associates, Washington; Drums, renewal, originating in WLW studios, through C. C. Wynnningham agency.

WTMJ, Milwaukee

Dr. Caldwell's Syrup Pepsin, "Monticello Party Line"; San Felice Cigars (Diesel-Wemmer-Gilbert Mfg. Co.), news periods.

WPTF, Raleigh

Armour Fertilizer; Nu-Enamel Paint; Sherwin Williams; Gruen Watch Co.; Log Cabin Syrup; Chilean Nitrate.

WHAS, Louisville

Gulf Refining Co., Gulf Sprayers, Hillbilly music.

WWVA, Wheeling

Procter & Gamble (Ivory soap and flakes), "The Gospel Singer."

KLZ, Denver

Stevens Hotel, Chicago; Townsend Clubs; Ozer Exterminator Co.

KSL, Salt Lake City

Hudson Bay Fur Co.; F. W. Woolworth Co., opening new Salt Lake unit.

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN has been appointed by General Mills to assist its publicity department. Donald Davis, president of G. M., stated that new appointment will not alter General Mills' relationship with any other agency now connected with the company.

BATTEN, BARTON, DURSTINE & OSBORN, Chicago, has been appointed advertising counsel for Laundry Owners Nat'l Ass'n. Robert B. Barton and Robert F. Branch will handle account. No word yet on radio plans.

MRS. RUTH N. RUSLING has joined Thornley & Jones Inc., Philadelphia agency, headed by George H. Thornley.

ALFRED JORDON and JAMES A. COLEMAN, both well known in Philadelphia ad circles, died recently.

Van Cronkhite to Rep For New Station as Lab

(Continued from Page 1)

tract runs for three years, covering also WWAE, the 100-watt full time Hammond station owned by same interests. Negotiations under way call for a remote studio set up in Chicago's Stevens Hotel for the WHIP station.

Commenting on the deal, VCA executives insisted VCA had no intentions of entering the national sales representative field, stating deal was merely an exception to VCA's usual activities because station is "right in our own back yard."

Understood, however, VCA's main interest in the station rests with their being able to make the outlet a Nation's Radio Program Laboratory, making it possible to test merchandising and program ideas intended for eventual network and higher power station broadcasts. Due to its location WHIP can tackle the testing of programs and merchandising tie-ups aimed at all classes of listeners. The unique directional antenna designed by the Bell Laboratories, especially for the physical needs at Hammond, will bring a powerful signal into Chicago. It will also blanket the suburban and rural area of the rich middle northwest markets.

Astronomy Series on CBS

American Museum of Natural History has replaced "Adventures In Exploration" with a series entitled "Drama of the Skies," starting tomorrow at 5:45-6 p.m. over the CBS network. It is quite probable that the "Adventure" programs will be renewed later in the year. Dorothy Bennett, astronomer and assistant curator at the Hayden Planetarium, will conduct the new series which will be heard every week at the same time.

Luther at Mike for Races

Two of the year's outstanding horse races, the Arlington Classic and the Futurity, will be described by announcer Paul Luther over a CBS network on two successive Saturdays, July 24 and 31. The Classic will be heard at 6 p.m., July 24, and the Futurity at 5:45 p.m., a week following. Luther will be assisted at the trackside by Frank Ashley.

Atlas Drama on CBS

A dramatization by Lee Atlas, playwright, based on portions of the book, "Why Let Them Live," by Paul de Kruif, will be broadcast over the CBS network when the Columbia Workshop presents "A Matter of Life and Death" next Sunday at 7-7:30 p.m. Irving Reis will direct the production.

WTMJ Anniversary Reunion

Milwaukee—Merle Blackburn, Louis Roen and Don McNeill, "graduates" of WTMJ, Milwaukee, are slated to return for the station's tenth anniversary celebration July 25. Others who got their start at the station, Happy Jack Turner, Pat Barrett and Stanley Morner, will send recorded greetings.

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

CBS

"... I want to tell you what a swell informative publication you have. It has gotten to the point now where I can't wait for the other fellow to finish reading his copy—I've just got to have one for myself. Enclosed please find check."

Edmund L. Cashman
Program Dept.

WCOA

"... RADIO DAILY is a splendid publication and I read every issue with interest."

H. G. Wells Jr.
General Manager.

KUJ

"... It is a pleasure for us to tell you that almost daily we run on to a number of good ideas in RADIO DAILY, as well as pertinent information to us in each issue."

M. F. Jensen
Director.

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

San Francisco

Ward Byron, producer of "Bug-house Rhythm" and other NBC shows here, has resigned, effective July 31, to join Music Corp. of America in Hollywood. Move terminates nearly 12 years' affiliation with NBC.

Wayne Green, 15-year-old dramatic reader, will leave Oakland for a Paramount screen test later in the month, sponsored by Fanchon & Marco who liked his work on "King Kiddies' Court," Oakland KLS child program. Gloria Thompson of that station produces the show.

Dr. Alfred Hertz, the first conductor of the Standard Symphony orchestra, will direct the remaining 14 concerts in the summer series starting Thursday, over the Pacific Coast NBC Red Network.

Radio execs who expect to attend the Bohemian Grove Russian River annual get-together include Don E. Gilman, Harrison Hollaway, Earle C. Anthony and Walter Bunker.

Muriel Ireland and Carl Christensen, she of the program-continuity department of KYA, and he of the control board, recently received their final citizenship papers.

Kathryn Julye, KYA harpist, returned to KYA after a vacation to L. A. where she played in the ork of the "Amphytrion 38" company.

Charles Venda and the missus arrived Wednesday for a few days lookie at KSFO here. He's the CBS program for entire West Coast.

Richfield Oil renewed its nightly air flashes for another year. Ken Barton and John Wald will continue to do the hawking.

Bob Rockwell, 15, who broadcasts the "Chronicle" Sunday comics over KGO, has gone to Hollywood for television tests.

Dick Newton, who plays piano and sings, starts his sustaining series today.

Joseph Magnin Co. has waived its cancellation privilege and will continue Don Allen's "Hollywood Reporter" movie chatter show until May 29, 1938.

Dudley Manlove, KROW announcer in Hollywood on leave, continues there for another two weeks, with Bob Goerner staying on at the Oakland studio as a sub.

ONE MINUTE INTERVIEW

JOHN L. CLARK

"Perhaps there is too much concentration on the selling and buying of time, with not enough attention paid to program development. On one hand the advertiser is to blame and on the other hand it may be the network. Most of the dissatisfied sponsors have been in the spot of buying time first and worrying about a show afterward. It may be a good idea to get the program first."

★ Coast-to-Coast ★

BILL GRIFFITHS, WJW (Akron) sports specialist, is laid up with an infection. This leaves quite a gap in WJW's air personnel, as "Busy Bill" carries that station's sports events, including the daily play-by-play of the Akron Yanks (Mid-Atlantic League); "Sports Roundup," which includes the days news from every phase of sports as well as the complete baseball returns, and a two-a-week feature, "Let's Go Fishing." Incidentally, all of Bill's airings are commercial and he has no trouble keeping them that way. "Bud" Bates, WJW staff man, and Harry Dennis, another of Bill's right hand men, are doing a capable job of pinch-hitting.

Walter King, WINS announcer, has taken over the 10:30 a.m. news broadcast over WINS and the New York Broadcasting System. Al Grobe, program director of the station, reads the headlines. The program is heard Monday through Friday. Grobe, by the way, addressed the New York University Radio Workshop the other night at the college in Washington Square. He discussed "The Importance of the Radio Announcer in Radio Productions."

Milton Stoughton, manager, WSPR, Springfield, Mass., is vacationing in Rhode Island.

H. Clifford Hansen, acting chief engineer, WSPR, Springfield, Mass., resigned to become chief engineer at WAGA, Atlanta, new station built by Hillis W. Holt, chief at WSPR, who is on leave. Laurence A. Reilly acting as chief until Holt returns. Arthur Holden of WTHT, Hartford, has joined the WSPR staff.

WBAP, Fort Worth, broadcast 10 remote programs from the Health Festival at Mineral Wells, 52 miles from Fort Worth, during the three-day celebration last week. Broadcasts were under direction of George Cranston, and R. C. (Super) Stinson, technical supervisor for Carter Publication stations.

James M. Shouse, president of KMOX, St. Louis, visited at WHO, Des Moines, last week. Shouse and J. O. Maland, vice-president of Central Broadcasting Co. and manager of WHO, worked together in the early days of radio when CBS first opened its Chicago offices.

Myrtle Williams, in charge of recorded programs at WHO, Des Moines, started her vacation Saturday. She plans to spend part of the period in Chicago.

Carroll J. Schuepbach, Jr., has been added to the commercial department of KLZ, Denver. He had been an advertising salesman for Oklahoma Publishing Co.

Frank Quinn, KLZ sales manager, is vacationing on the west coast.

Hazel Geary, who sang and made movie shorts during the past season with Peter Van Steeden's orchestra, now has the spot billing at the New Monmouth, Spring Lake, N. J.

Peggy Kingston and the Jack Days of Eton Boys radio fame have just returned from Panama and are now headlining at Jack Thorne's Kay's Hotel, Lake Hopatcong.

WFFF, Plattsburg, N. Y., is now carrying for the second summer season the morning lectures series from the Catholic Summer School of America, Cliff Haven, N. Y., through the cooperation of Rt. Rev. Msgr. Michael J. Splaine D.D., president of the school. The program, broadcast each weekday morning except Saturday at 11-12 through Sept. 3, features prominent members of the faculty and many well known figures.

The vacation list continues to pile up at WJW, Akron, with chief operator Jerry Roberts in North Carolina or somewhere on the Chesapeake. Announcer Bud Bates and continuity head Rae Carde take off this week, with Bud rumored to be making plans for a wedding in the near future.

Joe Hernandez, racing expert, has started a thrice weekly stint over KVI, Seattle.

Hal Wolf, sports and special events announcer, assumed a new role last week over KOMO, Seattle, being spotlighted in a weekly feature titled "Century Notes," dealing with personalities and events of the past.

WBAP, Fort Worth, found that it had a strong morning dramatic program in "Helen's Home" when it made a test by offering pictures of the characters to listeners. In a week, 12,500 wrote in. The program, with 500 episodes to its credit, is written by Della West Decker. Dorothy Compere, WBAP dramatic director, directs it.

KDAL, Duluth, recently gave its listeners something out of the ordinary in radio fare with two broadcasts from the Polack Brothers Circus, showing in town under auspices of the American Legion. Broadcasts were staged on two successive nights, with mike-men covering first half of the performance one night and second half the following. A novel angle was injected into the broadcast when Special Events Man Sam L. Levitan took to the air with mike in hand to do a "man on the flying trapeze" stint.

WHAS, Louisville: Joe Eaton decided to include a visit to Boston while in the east... Mrs. Hunt Smith (Mildred Lee) plans a New York so-

Boston

Phil Saltman's Piano Club of the Air returns to WEEI in a new spot, Mondays at 7:15 p.m., after an absence of two months.

Mary Dood, ballad singer, filling in on WBZ's "Little Show" broadcasts while the Happy Sisters are filling a date at Loew's State Theater in New York.

Greenleaf Advertising Agency auditioned three shows last week for the Batchelder-Whittemore Coal Co. Deal calls for six five-minute spots weekly.

Boston Traveler's Soap Box Derby tomorrow has been sold by WEEI to Chevrolet dealers. Jay Wesley, Del Castillo and Ken Ovenden will handle the mike positions.

Three Names Waxed

Waxing for Victor, Master and Decca last week were Joan Brooks, doing three sides with Jolly Coburn; Teddy Grace, featured vocalist with Mal Hallett, doing four, and Rudy Bundy and Orchestra, doing two of his own compositions and two other numbers.

Journ... J. Sheehy, traffic manager, bringing his family home from Boston, where they have been since the flood... Billy Banks succeeded Alice Arnold in promotion department.

Fred Bock, commercial manager of WADC, Akron, is the father of an eight pound baby girl. Named Barbara Anne.

Charlie Jordan, manager of WRR, Dallas, accompanied by Ben McCleskey, continuity chief and sports statistician, went to Houston to air play-by-play of Texas League All-Star Game for General Mills.

Eddie (the Cowboy) Stephens, formerly at KFRO, KBIX and XERA, has been signed for a morning spot at WTMV, East St. Louis.

Jerry, the yodelling cowboy, heard on several American folk music programs, on WHO, Des Moines, will spend this week on vacation in Chicago.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580

CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

MIKE RILEY

and his

"Round and 'Round"

ORCHESTRA

KDKA-NBC, New Penn

Pittsburgh, Pa.