



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 14

NEW YORK, N. Y., WEDNESDAY, JULY 21, 1937

FIVE CENTS

## 9 More Commercials Set

### ALKA SELTZER READYING NEW SERIES OF DISKS

Chicago—Alka Seltzer (Miles Laboratories, Elkhart, Ind.) is launching a new transcription series about Sept. 10 on 25 or 30 independent stations, many of them CBS outlets, to supplement live shows on NBC and WGN, Chicago. Series titled "Comedy Stars of Broadway", features Frank Crumit, Norsemen Quartet and Vic Arden's Orchestra  
*(Continued on Page 8)*

### Fanchon & Marco Creates Radio Script Department

Fanchon & Marco Agency has inaugurated a radio script department and will handle exclusive literary property, including motion picture stuff. Three radio serials, for which F. & M. has exclusive rights, have already been prepared, all three being children's series.

Sam Shayon of F. & M. says the  
*(Continued on Page 3)*

### CBS Listener Survey For October Release

The new CBS listener area survey for the entire network will be ready sometime in October, according to present plans. Network has  
*(Continued on Page 5)*

### Arthur Church Dickering

Arthur B. Church, president of KMBC, is in New York conferring with Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of KMBC's contract with CBS. Contract expires in September. Deal in the works is for a five-year renewal. Church will be here all week.

### Welcome Addition

Atlanta—Quite a number of additions have been made at WATL in the past few days, but probably most important to the station personnel was when Manager Maurice Coleman announced that J. W. Woodruff, Sr., owner of the station, was making an addition to their pocketbooks in bonus checks ranging from \$100 down.

### Shakespeare Dilemma

Des Moines—With CBS and NBC both airing Shakespeare on Iowa Network stations here, Mary Little, radio editor for Des Moines Register-Tribune and the Iowa Network, has been having tough time on Mondays trying to give a proper break to both Shakespearean series. KRNT carries CBS and WMT has NBC. Miss Little, report says, was heard one night reciting "To be or not to be" in her sleep.

### RADIO PAYS TRIBUTE TO SENATOR MARCONI

Networks and many individual radio stations paid tribute yesterday and last night to Senator Guglielmo Marconi, wireless pioneer, who died early yesterday morning at his home in Rome at the age of 63. He had been ill for two years.

As a tribute to Marconi, a minute of silence will be observed over NBC's combined Red and Blue net-  
*(Continued on Page 2)*

### Western Teletype Circuit Extended by Transradio

New leased teletype circuit through central Iowa has been extended by Transradio Press Service, making it the fourth of a system of state circuits being operated from the news service midwestern division in Chicago. Other circuits out of Chicago carry service to clients in Michigan, Wisconsin and Illinois. State capital  
*(Continued on Page 3)*

## NBC Dickering to Broadcast Next Three Joe Louis Fights

### Blackett-Sample-Hummert's Own Recording Studios

Chicago — Blackett-Sample-Hummert agency is building new recording studios in their local quarters. Though mainly to be used for waxing auditions, studios are complete enough for regular transcriptions of script shows. B-S-H, which leads  
*(Continued on Page 7)*

## Four Additional CBS Programs Headed by Jeanette MacDonald in Spot Opposite Benny—6 Mutual Shows

### TELEVISION INSTITUTE IS SET UP BY SOVIETS

A special department has been set up to guide the development of television in the Soviet Union. Known officially as Institute of Television, it resembles the laboratories of RCA, and will be considered by the government as a scientific and technical institution.

Establishment of the new organization is in line with the government's plan to build the radio industry of the nation. Young engineers will be sent to all parts of the world to study foreign methods. At present the Russian television can be transmitted seven to eight miles. Mechanical senders are equipped with a  
*(Continued on Page 8)*

### 18 Per Cent Tuned in On All-Star Ball Game

Survey by The Cooperative Analysis of Broadcasting reveals that the All Star Baseball game played on Wednesday afternoon in Washington, July 7, had almost as great an audience as that of the leading evening show.

CAB reports that 18 per cent of set-owners said they heard the broadcast of the game in question.

Fall contracts for four more CBS commercials and five Mutual programs have been closed. CBS list includes Vick Chemical, R. B. Davis, Coca Cola and Chevrolet. Mutual clients are the Lutheran Hour, Delaware & Lackawanna Coal Co., Variety of Vienna, Heckers and Campbell Cereal.

CBS scored a coup when they sold Vick Chemical the Sunday 7-7:30 p.m. spot, opposite the NBC-Red Jack Benny program. Series beginning Oct. 3 will feature Jeanette MacDonald with Josef Pasternack's orchestra. Sponsor conducted a poll  
*(Continued on Page 8)*

## ASCAP-AFM DECISION EXPECTED IN 10 DAYS

Ascap's decision on whether it will join the AFL or form an agreement with the AFM will be made within the next 10 days. E. C. Mills, chairman of the administrative committee of Ascap, conferred yesterday with Joseph N. Weber, president of the AFM, and their talk centered around  
*(Continued on Page 8)*

### KDKA Is Building Up Local Program Status

Pittsburgh—A new program setup at KDKA, designed to strengthen and add to local presentations, build up a strong local talent list and give that talent every opportunity for advancement, has been worked out by H. A. Woodman, general manager of the  
*(Continued on Page 5)*

### Line Forms on Right

Philadelphia — With everybody mobbing the mailman as soon as the daily issue of RADIO DAILY arrives, KYW has made it possible for everybody to read its pages. Instead of running from office to office to see the copy, RADIO DAILY gets a permanent place on the KYW Bulletin Board in the KYW foyer. Issues are tacked to the board for the full week.





Vol. 2, No. 14 Wed., July 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Tuesday, July 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	170¾	171	+ ½
Crosley Radio	21½	21½	21½	...
Gen. Electric	58¾	57¾	58½	+ ⅞
North American	27¾	26¾	27¾	+ 1
RCA Common	9½	9½	9¾	+ ¼
RCA First Pfd.	69	68¾	69	- ¼
RCA \$5 Pfd. B				
Stewart Warner	18½	18	18½	+ ½
Zenith Radio				

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¾	15¾	15¾	+ ⅝
Majestic	3¾	3¾	3¾	
Nat. Union Radio				

### OVER THE COUNTER

	Bid	Asked
CBS A	30½	31½
CBS B	30¼	31¼
Stromberg Carlson	13	15

## Court Denies Injunction Against Charles Carson

New Orleans—Judge Hugh Cage of Civil District Court here apparently did not construe recent Supreme Court review as authorizing him to rehear injunction and damage suit of Southern Broadcasting Co. against WJBW owner Charles Carson, and has denied Southern its requested injunctions. Southern's attorney, J. Studebaker Lucas, told RADIO DAILY he would request Supreme Court to institute contempt proceedings.

## "Ave Maria" Adds Five Stations

The "Ave Maria Hour," heard on the WMCA-WIP line of the Inter-City Broadcasting System, adds five new stations to its hook-up Sunday. They are WCBM, Baltimore; WOL, Washington; WORK, York, Pa.; WGAL, Lancaster, Pa., and WPRO, Providence.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

## Rival Stations Bury the Hatchet

Rock Island, Ill.—Clair Heyer and Maurice Corken of WHBF and Clark Luther of WOC met at the Hotel Fort Armstrong at Rock Island the other evening and placed their feet under the same table, thereby marking the first time in history that representatives of the two Tri-city (Rock Island, Davenport and Moline) radio stations have gotten together for a friendly confab.

While there has been no outright violence between the two organizations, past competition has been marked by occasional naughty practices and neither station would admit to an advertiser that the other was any good. However, Heyer and Luther were good friends before Heyer joined WHBF and they saw no reason why same should not continue, with a little cooperation that would be mutually beneficial. As a result, both have agreed to check with each other on such as bad accounts, agency recognition, national and local rates and other problems.

A number of interesting stories of the past came to light over the beer. Example: when a prospective advertiser wanted prices from both stations, the salesman who caught him first would remark that spot announcements could be had on the other station for about 50 cents. Then when advertiser called in second salesman he nearly exploded when the price was quoted as \$4 instead of four bits. Advertiser usually thought the latter was trying to get more than regular rates and gave his business to the first man.

Misguided salesmen instead of the managements were usually responsible for such tactics. But now both WOC and WHBF have excellent local billings and, serving a metropolitan population of over 150,000 outside the primary area of other stations, they feel that acting as gentlemen as well as competitors will encourage the use of radio advertising and mean more business on a better basis for both parties.

## Rogers Peet Co. Holds Contract With Heatter

The Rogers Peet holds radio rights to Gabriel Heatter was confirmed yesterday by Nat Abramson, head of WOR Artists Bureau, who handles Heatter. Peet has a one-year non-cancellable contract calling for Heatter's exclusive services. A day after Marschalk & Pratt announced the WOR-Rogers Peet series, Grove Laboratories (Bromo-Quinine) through NBC released a story stating Heatter had been selected for an NBC-Blue network spot. Misunderstanding seems to revolve around the fact that four months ago Grove was contemplating taking Heatter for a Mutual period. At the same time an order was placed for an NBC spot. When NBC delivered, the network released publicity saying Heatter would be the talent.

Story also had another affect. BBDO had booked John B. Kennedy for Kendall Refining into the quarter-hour preceding the Grove time for a WJZ local spot, but cancelled when story was published that Heatter was placed.

## 669 Regional News Items On KVOB Within 15 Days

Denver—KVOB claims a new high for number of regional news stories given to listeners. The KVOB News Service chalked up 669 regional items in the first 15 days of July. Harry Hill edits the copy, casting aside any items that might reflect unnecessarily on the character of some unintentionally implicated person. Only top news is used, and KVOB reporters have shown keen ability in digging up stuff.

KVOB used complete UP wire service for out of town news.

## Radio Pays Tribute To Senator Marconi

(Continued from Page 1)

works at 1 p.m. today. Yesterday at 2 p.m. NBC broadcast 'round the world tribute via both networks and short wave, with David Sarnoff, RCA president, delivering a eulogy. Other speakers were heard from Rome and Montreal, and additional tributes were paid by Lenox R. Lohr, president of NBC; General J. G. Harbord, RCA chairman, and others.

CBS arranged a special broadcast at 7:45 last night, with additional programs today. WHN, WNEW and WOR-Mutual stations also were among those paying tributes.

Among Marconi's survivors are his widow and a son who is at present working in the RCA plant here.

Funeral services from Bologna will also be aired by NBC.

WNEW is also carrying the 1-2 p.m. funeral services for the late wireless inventor scheduled to be held today.

## Standard Brands Time Change

Standard Brands has advanced the time for its NBC-Blue network series which begins Sept. 22 to an 8:30-9 p.m. Program will go coast to coast. Program was originally set for 9 p.m.

## Stratosphere Broadcast

A broadcast from the Army's Lockheed flying laboratory some 30,000 feet above the earth will be aired over the NBC-Blue network at 4:45-5 p.m. Friday by NBC's Hollywood special events department. Buddy Twiss will be at the mike in the plane.

First in local accounts  
in Chicago

## WGES

(In the heart of Chicago)

## COMING and GOING

FRED ALLEN and PORTLAND HOFFA return to New York from Maine on Aug. 15 and leave for Hollywood the following day.

The VASS FAMILY leave Aug. 15 for Hollywood where they will broadcast six more shows with Ben Bernie.

EVANS PLUMMER, associate editor of Radio Guide, has been transferred from the publication's Chicago office to Hollywood and leaves Saturday for the Coast.

ARTHUR B. CHURCH, president of Midland Broadcasting Co., operators of KMBC, Kansas City, is in New York on business.

PAUL LOUIS of the Columbia Concerts Corp. is back in town after a month's vacation in Florida.

HELEN JEPSON has arrived on the west coast to make a guest appearance on the Kraft Music Hall tomorrow night.

LES LINDOW, who vacationed out west, and KITTY CONTI, who went to Virginia Beach, returned to their desks at WCAE, Pittsburgh, this week.

AARON HERSHEY, news commentator on WOWO and WGL, Fort Wayne stations, is spending his vacation around the Great Lakes.

LANNY ROSS is en route to Dallas for a two-week engagement at the Pan-American Exposition.

WESLEY M. ANGLE, president of Stromberg Carlson Radio Corp., sails today for Europe aboard the President Harding.

JAN PEERCE returns from Hollywood on Aug. 7 and appears the same evening as guest star on Lucky Strike program.

KAY THOMPSON and JACK JENNY return from Bermuda on Aug. 15.

MAUDE ADLER of WNEW leaves Friday for a two-week vacation in Louisville.

JAMES CARPENTER, manager of WKBB, Dubuque, is in New York.

J. THOMAS LYONS, manager of WCAO, Baltimore, was in town yesterday.

FRANK RAND, CBS-Chicago press head, is in town.

MRS. NORMAN REED, wife of the WPG manager, was in New York yesterday.

## Another "Monopoly" Attack

Washington Bureau, RADIO DAILY

Washington—Another attack on radio, charging the usual "monopoly", etc., was launched late Monday by Congressman William D. McFarlane of Texas. He said he would press for action on the pending Connery Resolution for a probe of the industry. McFarlane wants a probe of the entire communications field, including the broadcasting companies, AT&T, and even television.

## "Mind Your Manners" on Today

Allen Prescott ("Wifesaver") today starts his new NBC-Red network program, "Mind Your Manners," at 6-6:15 p.m.

## HARRY SALTER

CONDUCTS THE

## LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST



**NEW PROGRAMS—IDEAS**

**Telephone Number Tunes**

There's always a new idea and Phil Saltman, WPRO, pianist at Providence, had one presented to him last week by Lew Rogers, staff announcer. Phil tried it—and the phone company pleaded for mercy.

Phil announced that he would extemporize tunes created from phone numbers—any one's phone number. The listeners were invited to phone the radio station, give their phone numbers and presto! A new tune!

Here's how it's done. Numbers 1 to 9 are represented by nine consecutive full notes starting at "do." "O" is wild—like deuces in poker. If a listener's phone number is "Dexter 5327," Phil would have to create a regular 32-bar chorus, on the spur of the moment, with the melody featuring 5-3-2-7, or "so-mi-re-ti." Listeners can even pick their own rhythm, waltz, fox-trot, rumba, march, anything they want.

Saltman handles about two phone numbers a minute. It never takes him more than five seconds to figure his tune, and get started.

All WPRO telephone lines were immediately tied up as soon as the request for phone numbers was made, and the dial system of the exchange was properly bawled up as well. Saltman has a Thursday, 5:00 p.m. sustaining period, and is now being groomed for a twice a week commercial spot.

**New Man-on-Street Wrinkle**

KOIL in Omaha added a new wrinkle to man-on-the-street shows (which they pioneered in Nebraska) several months ago, giving the public a chance to interview as well as be interviewed. Each person stopped gets a chance to ask the announcers one question.

The new sponsor, 7-Up beverage, gives a free bottle to each person on the show, and to the person who is talking when the announcers' alarm clock rings goes a case of 7-Up. Don Kelley and Arthur Faust work the show regularly, but during the last two weeks of July Had Hughes replaces Kelley, who is vacationing in Waterloo, Iowa.

**Western Teletype Circuit Extended by Transradio**

*(Continued from Page 1)*

and principal cities feed news directly into the respective circuits.

Transradio's northwestern circuit, running northward from Portland, Ore., has been extended to Vancouver, B. C., and carries teletype service to CJOR.

**RALPH KIRBERY**  
*"The Dream Singer"*

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

**"The Infallible Pair"**

Six times a week Wesley Battersea, production manager at KLZ, Denver, and Fritz Mueller, of the commercial department, as stooge, put on a 15-minute program, "The Infallible Pair." Listeners are asked to mail in questions, and any question the pair is unable to answer wins the fan a "triple threat," three bottles of Original Manitou Water. Questions are answered over the air and when they run across one they cannot answer they blow whistles and ring bells and announce the name of the sender. Program is a tremendous mail puller.

**Lucky Listeners**

"Number, Please" is a new program being presented over WRJN, Racine, Wis., every Tuesday and Friday at 12:45 p.m. During the 15-minute broadcast, a telephone operator in the studio calls a phone number and name over the air. The number and name are picked at random from the phone directory. The party whose number is called is asked to call the program's sponsor within five minutes to receive a cash gift corresponding to the last number of the phone number up to five. If the last number is over five, he receives five dollars.

**Old Salt Yarns**

Wesley Battersea, KLZ's production manager, has introduced a new program for the Denver kids. Capt. Patrick Tayleur, a bona fide old sea captain, has been spinning yarns of his days before the mast. Tales of far away ports, storms at sea, and all of the stories are his own actual experiences.

**Real Life Romances**

Real life romances are dramatized on Armand's new program "How I Met My Husband," over WLS, Chicago, at noon Tuesdays and Fridays. Material for programs is drawn from letters from listeners, the ones used bring the writers \$5. Kay Campbell and Harry Eldersvelt play leading parts. Show is written and produced by Eddie Simmons of WGN production staff.

**Fanchon & Marco Creates Radio Script Department**

*(Continued from Page 1)*

department was established because agencies insisted that direct rights must be assured on radio scripts before they will look at them, and that his organization will procure absolute rights on numerous works from now on. F. & M. has Al Pearce and Gang, Nick Lucas, and others on the air.

**Station Employees Strike**

Portsmouth, Ohio—WPAY was off the air yesterday as the result of a walkout by eight men in a strike against the discharge of six fellow workers.

Paul Wagner, chairman of the ARTA, charged that six were fired because of union affiliations.



**What station controls the majority of the N. Y. metropolitan audience as the night's heaviest listening begins?**

SEE PAGE 4 "YOU CAN HAVE IT!"

**What is the outstanding station for the distribution of radio programs to the N. Y. metropolitan area?**

SEE PAGE 7 "YOU CAN HAVE IT!"

**What N. Y. metropolitan station ranks 1st in signal strength?**

SEE PAGE 16 "YOU CAN HAVE IT!"

**What's one of radio's pet fallacies?**

SEE PAGE 19 "YOU CAN HAVE IT!"

**It doesn't matter whether an audience survey ranks your program 1st, 2nd or 3rd. Says who?**

SEE PAGE 20 "YOU CAN HAVE IT!"

**For one or more copies of "You Can Have It!"... address Sales Promotion Dept., Station WOR, 1440 Broadway, New York, or call PE 6-8383**

**WOR**





**ELIZABETH HINES**, well known stage actress, has joined the "Helen Trent" cast.

Betty Caine has been added to the "Betty and Bob" cast.

Harriette Widmer, who has appeared with Amos 'n' Andy, is supporting Dorothy Gish and Harold Vermilyea in "Couple Next Door."

Hugh Studebaker, free lance actor, back from vacation in Wisconsin north woods.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, showing Alf Landon around radio studios here. Hawkes was the Landon radio advisor last year.

Radio celebrities making nightly appearances at the Grant Park concert curtain raisers. Eddy Duchin, Mr. and Mrs. Jesse Crawford and Gale Page among those slated this week.

Little Jack Little to open at Trianon on Aug. 14; Ted Weems on Aug. 27.

Lucy Monroe opens at Chicago Theater on Friday.

Charlie Lyon is doing his broadcasts from a wheel chair. Result of accident on tennis court while playing with Lynn Brandt.

Alex Robb, assistant artists service manager at NBC, taken to his home over weekend from Ravenswood hospital to continue recuperation from injuries sustained in train wreck.

Betty Winkler, young star of "Girl Alone," played the part of an old lady in "First Nighter" last Friday. A Broadway producer was on the phone over the weekend wanting to cast her in a similar role in a Broadway production.

### Warnow in Tuesday Spot

Mark Warnow's Blue Velvet Show over CBS will take over the Tuesday 8-8:30 p.m. period beginning Aug. 3. Warnow will remain on this hour until the Rinso show resumes late in September. Hollace Shaw, soprano, will remain on the Warnow show as permanent soloist, and guest stars will be used each week. Warnow is also scheduled to take over the CBS "Hit Parade" broadcasts Aug. 14, his second appearance on the show.

## AGENCIES

**CHARLES DALLAS REACH CO.**, Newark, has been appointed by Doyle Packing Co. (Strongheart Dog & Cat Foods) to handle its account. A radio campaign is now being planned.

**WALTER E. THWING INC.**, of New York, has been elected to membership in the American Association of Advertising Agencies.

● ● ● Tin Pan Alley will be shocked to learn here that Bing Crosby has cancelled plans to come east for the Saratoga racing season. Seems that the Three Crosby boys expect a Fourth—for bridge!... Ascaph will pay their own respects to the memory of George Gershwin via an hour NBC show Aug. 1... Yacht Club boys submitted a script to Myron Kirk at Ruthrauff & Ryan before motoring back to the coast... Hank Garson and Al Lewis, scripters for Bob Hope, will go with Milton Berle when Irving Brecker resigns... Harry Conn will script the Tim & Irene bit for their Vallee turn the 29th... Peg La Centra is no longer with Benny Goodman but back with Art Shaw... Stuff Smith went coastward for a return at the Famous Door... Harry Lewis goes into the Wilshire Bowl next month... Paul Sabin has been renewed at the La Salle in Chi... Josef Zatur gets the Biltmore spot... Mike Riley is at the New Penn Club in Pittsburgh... Lee Sims and Ilomay Bailey's departure for the other side was brought on by a 26-week transcription contract for an Erwin-Wasey show called "Musical Moods" which will be sponsored by Fairy Soap!

● ● ● Mark Schrieber, KVOD, Denver, sportslinger, had a narrow escape last Wednesday evening while he was describing the midget auto races in Denver... One of the racing drivers, roaring around the one-fifth mile track at about 65 m.p.h., lost control of his tiny machine and it nosed into the grandstand within a few feet from where Mark was standing... Neither Schrieber nor the driver was injured... A humorous angle entered into the accident when a gate next to where the car crashed into the fence opened by the impact and displayed this sign: "No Admittance"!... Powers Gouraud and Mac Parker are having a battle of wits via their commercial chats on WCAU, Philly. Parker is on first, thereby putting Powers on the spot to answer the directed puns... However, the worm turns this week, when Gouraud is on twice—and Parker is vacationing!

● ● ● Beatrice Lillie fades on Broadway Merry-Go-Round tonite—but the show remains for one more week. Next week's format will be a la "Manhattan Merry-Go-Round" starring Rachel Carlay, Oliver Smith and the Men About Town... Witmark is going thru a house-cleaning process with reorganization and Harold Lee coming in from Chi to head th New York office... Benny Meroff's first eastern appearance will be at Manhattan Beach on Aug. 22, followed a week later with the Loew's State Theater... Barry Wood is using the nom de transcriptions of Jerry Cooper on the new Drene series—"Jack Randolph"... Benny Gaines won't use "names" for his Boston "Mayfair" until Sept. 15... Edythe Wright, Tommy Dorsey's vocalist, is being screen-tested by Warners—but she'll have to whiten her tan!... Bunny Berigan may go into that Ted Lewis flicker for Republic... Attention Buddy Clark: Your pal, Eddie Wolpin, doesn't speak with a columnist because he felt the writer did you an injustice... That's friendship—and you aren't a major plug, either!

● ● ● Phyllis Ormsby, star of the WJAY, Cleveland, Barn Dance, is being mistaken for Lupe Velez, who also is appearing at Great Lakes Exposition... The other day a fan came up to Phyllis and asked for her autograph with the singer inquiring why her name was desired. "Oh, come on—you movie stars are all alike. Please write your name here, Miss Velez"... Phyllis admitted her real tag but the fan insisted that it was a phoney... By this time a large crowd was attracted by the scene and more demands were for Lupe's signature... Phyllis was scared to sign the books under the tag of the movie star, fearing legal entanglements as an imposter, so she fled to Winterland with the crowd at her heels... At the gate a friend admitted her—and the mob went no further.

**FREDDY LIGHTNER** will make a fourth consecutive appearance on the Jell-O summer show starring Jane Froman. The comedian will be assisted by his partner, Rosella McQueen.

Ian Keith will be with Claude Rains, Raymond Massey, Reginald Denny and Walter Abel in the CBS presentation of "Julius Caesar" next Monday night. Conway Tearle again will be narrator.

Bing Crosby, something of a celebrity himself, will go a-hunting celebrities for two broadcasts of interviews that he will conduct from the paddock and stand of his new million-dollar Del Mar Race Track near San Diego on July 23 and 30 over the NBC-Blue Network. Kenneth Carpenter, NBC announcer, will assist the singing star, turned sports announcer, in introducing the celebrities.

Charles Vanda, CBS program director, off to Del Monte and San Francisco on the annual vacation.

Werner Janssen, conducting his first symphony organization on the West Coast at the Hollywood Bowl, devoted the entire evening to compositions of Sibelius, friend and great admirer of the young musical genius.

KHJ now remotes Paris Inn orchestra and vocal waiters between 1:30 and 2 p.m. and 11:30 to midnite, daily except Sunday. Formerly heard over KNX.

### Ascaph Propaganda Campaign

Active propaganda material for consumption of sheet music buyers is now in the works, with Ascaph receiving permission from leading music publishers to supply layouts for back covers of piano copies. One of the back cover series is a piece by E. C. Mills, entitled "What Is Ascaph?" and explains in detail the origin of the society, its aims and efforts to maintain a protective organization for authors and composers who produce successful music and its care of the indigent. Radio also comes in for a mention in its use of music.

Subsequent back covers will have authorized reproductions of editorials by columnists such as Winchell, Pegler and others. Warner Bros. subsidiary music houses were the first to agree to the proposition.

### Star Radio Adds 10 Stations

Star Radio Programs Inc. in the past week has added ten new stations to its list of subscribers, among which is KTKC, the new station in Visalia, Cal. New commercial subscribers are WTAQ, KLO, KICA, WSAU, WJMS, KTKC, KOOS, and WELL. Stations just signed for the "Morning Bulletin Board" are CKX, Brandon, Manitoba, and KFXM, San Bernardino, Cal. KFXM is the third Don Lee System station to sign for the "Bulletin Board."



**ORCHESTRAS  
MUSIC**

**W**INDING up their record-smashing trek around the country, Kay Kyser and his "Surprise Party" crew swing back to the Windy City for some rare jammin' and jazzin' on Sunday at from 10-10:30 p.m. EDST over the coast-to-coast Mutual network. Virginia Sims, Harry Babbitt, Sully Mason and Merwyn "Ish Kabibble" Bogue head Kyser's supporting cast of tunesters.

Paul Titus, former piano accompanist at the old WLIT studios, Philadelphia, is leading his own band at the Villa Roma, in Camden, N. J.

Paul Metcalf of the WHAT staff, tried his hand at Tin Pan Alley, giving out "Gardenias, Champagne and You." Ditty will be premiered over the Philly station.

John Fielder and his orchestra are now spotted over WOAI, San Antonio, for a weekly half-hour on Sunday afternoon.

Buddy Hancock and his dance orchestra are doing a series of 15-minute Wednesday afternoon programs over WOAI.

A daily quarter-hour swing session to which all local musicians and entertainers are invited has been inaugurated by WHB, Kansas City. Show has been featuring the Three Giants of Swing, Chicago night club entertainers.

**CBS Listener Survey  
For October Release**

(Continued from Page 1)  
all the data now in hand and is compiling the material. A special rush-study is now being prepared on WEEL, Boston, which recently inaugurated a new 1,000 watt transmitter.

**"Quakertown Varieties" on  
WMCA**

"Quakertown Varieties," originating at WIP, Philadelphia, and featuring Allan Kearney, emcee, with vocals by Frances Cooper and Charles Hogg, will be heard on WMCA this Saturday. Also to be starred in the 45-minute show are the "Fireside Boys" and Carl Tanberg, whistler. The artists will be accompanied by Clarence Fuhrman and his Orchestra.

**Rudy Vallee for Chicago**

Chicago—Rudy Vallee's orchestra plays the Chicago Theater the week of Aug. 20. His radio show Aug. 26 will originate here.

**CRAIG & HOLLINGBERRY**

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

**RADIO PERSONALITIES**

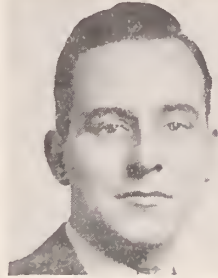
No. 52 in the Series of Who's Who in the Industry

**J**OHAN F. PATT, vice-president and general manager of WGAR Broadcasting Co. in Cleveland is one of radio's youngest executives. Still, he is a 15-year man in the industry, having broken into the business at WDAF, Kansas City.

Kansas University had John Patt on its commencement roll back in 1926. He worked as reporter on the Kansas City Star between 1922 and 1926; was manager of the university station KFKU at Lawrence, Kas., from '24 to '26, and then moved to Detroit where he spent four years, moving from announcer to assistant manager. On Dec. 15, 1930, Patt came to Cleveland to open WGAR.

Throughout the industry, the name John Patt has come to stand for radio merchandising, exploitation and showmanship. WGAR's use of billboards, car cards, taxi tire covers, unusual direct mail and trade paper advertising has made for it a front rank place in the nation's newest advertising medium. Patt is an independent-station pioneer in the "shorter hours-larger pay" move. On July 1, WGAR went on a complete five-day week. He believes in a policy whereby the employee shares in the station's financial success and the system works two ways—because WGAR consistently leads the Cleveland radio parade in dollar volume and largest amount of local time sold.

John Patt finds time aside from broadcasting to act as president of the Ohio Association of Broadcasters, president of the Kansas University Cleveland Alumni, director of the Cleveland Rotary and Cleveland Advertising Clubs, member of the Cleveland Chamber of Commerce, Director of the National Association of Broadcasters, vice-president of KMPC (Beverly Hills)—as well as retaining membership in various business, social and country clubs.



Live wire, aggressive — and handsome....

**PHILADELPHIA**

Ethyl Felt, new director of women's programs at WCAU, leaves Saturday for a fortnight at Thousand Islands before taking up new duties.

Ray Duffy, former WPEN program director, has returned to the orchestra field, conducting the music at Hotel Darling, Wilmington, Del., remoting via WDEL. Horace Hustler, former WPEN organist, plays an electric organ with the Duffy band.

Johnny Coombe, radio columnist for the Main Line Daily Times and associated weeklies, will become director of public relations at WTEL.

David Berk joins the sales staff at WDAS this week. Marks his initial position in the radio field.

WFIL's sports period remains commercial for another 13 weeks, B. B. D. & O. renewing the account for Brown & Williamson Tobacco Co. Hal Simonds handles the daily 15-minute show. Another sport show to be carried on is the WDAS descriptions of wrestling matches.

Bobbie Berland doing a piano rambling stint at WHAT on Tuesdays and Saturdays, using her original "Light in Your Window" for a theme song.

George Thomas, recent addition to WCAU announcing staff, was given a surprise boat trip by members of the staff of WHAT, where he first entered radio.

Horace Fehyl pinch-hit for announcer Mort Lawrence while latter vacationed in Atlantic City.

Rosalind Stewart and Ray Stotter, newcoming vocalists to the KYW artists staff, will alternate Mondays and Fridays on a new series, femme piano twosome of Carlile and London accompanying.

**DETROIT**

A mobile unit of WWJ, The Detroit News, and the News plane, "The Early Bird," collaborated in following the annual 240-mile sailing race from Port Huron to Mackinac Island this past weekend. The start of the race Saturday was broadcast by both outlets.

After stringing thousands of feet of wire around the Arbor Hills Country Club course at Jackson, Mich., WIBM of that city followed play closely during the two days of the tournament last week. Station's ace announcer, Bill Cizek, handled the broadcasts, assisted by Willie Dunn and Hal Hubert. Engineer Walter Johnson laid the groundwork for the broadcasting.

**COLUMBUS**

Fred Sample of WHKC continuity department is vacationing on Lake Erie.

Don and Naomi Burrows, WBNS, also vacationing.

Ed. Bronson, WCOL program director, recently pinch-hit for Wally Link on his 7:15 a.m. news broadcast. This was his first opportunity in some time of talking into a mike—and the first time in years that he was up that early!

Irvin Scheibeck, Columbus Dispatch sports writer, debuts commercially this week with a five-day stint over WCOL under sponsorship of Kellogg.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**EXAMINERS' RECOMMENDATIONS**  
General Electric Co., Belmont, Cal. CP for new International broadcast station, 9530 and 15330 kc., 20 KW., unlimited, be granted.

WLB, Minneapolis. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WCAL, be granted.

WCAL, Northfield, Minn. CP for change in frequency, power and hours of operation to 760 kc., 5 KW., share time with WLB, be granted.

WTCN, Minneapolis. Mod. of license to change hours of operation to unlimited, 1250 kc., 1 KW., 5 KW. LS., be granted.

**KDKA Is Building Up  
Local Program Status**

(Continued from Page 1)

station. To this end, contracts are being given to a number of the best singers and musicians, who will be exclusive sustaining artists of KDKA; talent will be given opportunity for commercial contracts, also brought to the attention of NBC as network possibilities when the occasion warrants, and the regular station staff is being increased to 41 members by making full-time employes of several artists.

Among those signed to exclusive contracts are Dorothy Bushey, Freda Lazier, Madelyn Ward, Pat Haley and Bill Gibson, as well as most of the orchestra members headed by Umberto and Alfred Egizi, and Harry Azinsky, concertmeister. Artists transferred to the regular staff are Aneurin Bodycombe, Adelaide Lasner, Sammy Fuller and George Heid.

Roy Baldwin, added as page or guide, already has conducted as many as 22 parties of visitors totaling 368 persons through the studios in a single day.

**Amplifier for WNOX**

Knoxville—WNOX, Scripps-Howard Radio, Inc., has installed new Western Electric program amplifier, one of first stations in country to start using it. Amplifier has effect of doubling power.

**Shep Fields for Film**

Shep Fields, currently heard on the Woodbury "Rippling Rhythm Revue," and who will open at the Paramount Theater on Aug. 25 with Jane Pickens as vocalist, leaves in September for Hollywood to make a picture.

**Newspaper Co-operation**

WDNC, Durham, N. C. is using tie-in with Durham Sun and Morning Herald for articles on station staff personnel.

**CLYDE BARRIE**

CBS

Thursday

6:15 P. M.



## GUEST-ING

MADELEINE CARROLL and NEILA GOODELLE, on "Sunday Night Party," July 25 (NBC-Red, 10 p.m.)

BILLY DE BECK, cartoonist, interviewed by Chuck Thorndike on "Man Behind the Cartoon," tonight (WINS, 8:30 p.m.)

MIDGE WILLIAMS, JOEY NASH, FOUR KIDOODLERS, and VIRGINIA ARNOLD and CAROLYN GRAY, pianists, on "Summer Town Hall Tonight," July 28 (NBC-Red, 9 p.m.)

FRED MacMURRAY and IDA LUPINO in scenes from the film "Exclusive," on "Hollywood Hotel," July 23 (CBS, 9 p.m.)

JOAN EDWARDS, with Harry Von Zell on Gulf Oil program, Aug. 29 (CBS, 7:30 p.m.)

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

HOLLACE SHAW, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.)

CONRAD THIBAUT, on "Hit Parade," July 24 (CBS, 10 p.m.)

UNCLE DON, interviewed by Jack Eigen, July 26 (WHN, 9:15 p.m.)

## Talent for Grant Disks

Leonard Joy's orchestra, Jean Ellington, "Whispering" Jack Smith and Allen Prescott, signed through NBC Artists Service, make up the talent for the 39-week ET series being launched Sept. 6 by W. T. Grant Stores on 20 stations. N. W. Ayer is agency.

## Join WMCA's "Serenade"

Harriet Brent, blues singer, and the Stardust Boys, rhythm quartet, have been added to the cast of "Rhythm Serenade" WMCA's weekly variety feature broadcast every Thursday at 8:30 p.m. Accompanied by Carl Fenton and his orchestra, other performers include: Tempo King, swinger, and Libby Hall, rhythm singer. Production is under the supervision of Jack Coombs, assistant program director of WMCA.

## ONE MINUTE INTERVIEW

ABE LYMAN

"I am glad to hear so many popular orchestra leaders speaking and joking on the air. By giving us lads a radio voice, radio affords the listening public a chance to know us personally, instead of just our music. By making a human being out of a hithertofore silent maestro, radio has done much to further the personal success of many of us. The fan likes to have some oral contact with the man whose music he likes."

## ★ PROMOTION ★

## KDAL's Vox Pop Stunt

KDAL's vox popper, on which tourists visiting Duluth and the Arrowhead country are interviewed, is given a novel twist. Occasional interviews are recorded in the studio and the disk is presented the lucky tourist as a souvenir of the occasion. Stunt is aired from lobby of Hotel Duluth, where offices of the Minnesota Arrowhead association are located, in "man-on-the-street" fashion. Stunt gives KDAL shot at publicity breaks throughout country, as feature stories on the airing and recording stunt are sent to the visitors' home papers. The semi-weekly programs are varied occasionally as mike-man gives tourists a chance to turn questioner.

## Remington Rand Cruise Party

Remington Rand Inc. will take 1,500 radio listeners on a guest cruise to Keansburg Beach, N. J., next Saturday. Program listeners merely had to write 50 words or less on "Why I Need a Remington Noiseless Portable Typewriter".

Two tickets were mailed to each person who wrote a letter. Announcements were made on Transradio News programs on WOR and on "Five Star Final" show on WMCA. The 1,500 being entertained does not comprise the full list of letter writers and arrangements are being made to take the overflow on another cruise later on. Jerry Hughes of Remington Rand handling the details of the cruise.

## WOAI's News Features

WOAI, San Antonio, has issued a 24-page promotional booklet titled "News," profusely illustrated with candid photos, depicting the activities and coverage of station newscasts and features with news angle.

A section is devoted to mail received, and another to testimonial letters and other remarks of sponsors. Also included is a list of advertisers using newscasts, and examples of results obtained.

## Bard on Arizona Plains

With the CBS Shakespearean Cycle penetrating the hinterlands of Ari-

## Community Advertising Clicks

Long Beach, Cal.—Proof of the value of general community advertising which plugs a city as a whole for the benefit of the individuals without mention of any particular enterprise is found in the KFOX program, "San Pedro Marches On," which has passed its twentieth bi-weekly broadcast. Originally scheduled as an experiment by San Pedro Chamber of Commerce, the program was found to be such an excellent prestige and good-will builder that the presentations will be continued indefinitely. Program narrates historical and commercial data of San Pedro and presents music of nationally famous artists.

zona, KOY in Phoenix is resorting to newspaper stories, posters and daily spots on the air to familiarize natives with the classic series.

The extensive publicity campaign includes a valuable tie-in with local libraries and book stores. A handy book mark is issued with every tome borrowed. Each marker is printed with date and time information of forthcoming CBS Cycle plays over KOY.

## Vacations for Poor Kids

WIP, Philadelphia, is promoting good will in providing vacations for poor children. Ben Gimbel, WIP prexy, thought there were quite a few families that had summer homes and who could take a child or two from an impoverished family for a week's vacation. Carolyn Ann Cross, WIP's directress of the Homemaker's Club, incorporated the idea on her program. The response was immediate and the first week finds 30 youngsters off to the seashore, made possible by WIP.

## Picnic Stunt

Second annual effort of KLZ in sponsoring a family picnic at Lakeside amusement park in Denver was unusually successful. Affair was promoted by means of announcements over the air, telling listeners they could secure scrip from KLZ retail advertisers. About 30,000 visited the stores asking for Lakeside tickets, and the park was packed on the day of the outing.

## WLS Vacation Piece

A "prescription for that vacation lull" is being mailed to advertisers by Burrige D. Butler of WLS, the Prairie Farmer station, Chicago. The folder shows how The Prairie Farmer, of which Butler is publisher, and WLS, the station affiliated with it, provide a double punch for flattening sales resistance.

## KWK Gossip Column

KWK, St. Louis, is distributing a weekly "Radio Gossip" column to nine daily and weekly publications in St. Louis County, Illinois and Missouri. The column is written by John Conrad of the KWK staff.

## LOUISVILLE

New series of travel dialogues will be inaugurated from University of Kentucky radio studios of WHAS, at Lexington, tomorrow. Seven weekly programs will comprise the series, titled "Answer Me This."

Rosalind Brown, musical director of WGRC, New Albany, Ind., is the mother of baby girl. Dad is sax player in Johnny Burkarth's ork.

WAVE sporting new bright red truck, housing station's mobile unit. John Starks, technician and announcer, is in charge.

New \$30,000 Kilgen organ being installed for WHAS. Herbie Koch, staff organist, supervising installation.

## Coming Events

July 26-29: National Association of Music Merchants convention and trade exhibit at the Hotel New Yorker, New York.

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

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

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

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

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

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

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

April 4-14, 1938: World Radio Convention under auspices of Institution of Radio Engineers (Australia), Sydney, Australia.

## Players for "Miserables"


Cast lined up by Orson Welles for his "projection" of "Les Miserables" in seven episodes starting Friday at 10-10:30 p.m. over WOR-Mutual includes Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost. Welles also will appear in a role.

## WATL Changes

Atlanta—John Hughes has joined the WATL announcing staff headed by Dick Pyron, who also takes on the duties of production manager. Ken Keese, after a year as musical director, assumes new capacity of program director. He is the brother of Alex Keese, regional sales manager of WFAA, Dallas.

## Francia White Signed

Francia White, soprano, has been signed for four guest star appearances on Du Pont's "Cavalcade of Music," Aug. 4, 11, 18 and 25 at 8-8:30 p.m. over CBS. Batten, Barton, Durstine & Osborn is the agency.



DO YOU KNOW

KNOW

Louise Massey of the "Westerners" was once kidnapped and held for ransom by a band of Mexican bandits?



# ★ Program Reviews ★

## Shakespeare

Both the CBS presentation of "Much Ado About Nothing" and NBC's "Twelfth Night" last Monday night were entertaining affairs. Being on the comedy side, the plays were more palatable than the heavy stuff that preceded them in the current Shakespearean cycle. In addition, each production boasted an unusual array of star names in its cast.

"Much Ado" was particularly fortunate in having Leslie Howard and Rosalind Russell as its stars, with Conway Tearle again officiating as narrator.

John Barrymore in "Twelfth Night" surrounded by Elaine Barrie, Alan Dinehart, Spring Byington, Miles Mander, Hans Conried, Erin O'Brien-Moore, George E. Stone, John Fee and others. A surprise in this production was the excellent reading given by Dinehart, who held the ears of listeners with his clear and facile handling of the Shakespearean lines. Barrymore suffered a little by shouldering two roles again.

## "The Little Show"

The only "live talent" participation program on Boston airwaves is "The Little Show" heard twice each week day on WBZ-WBZA at 12 noon and again at 6 p.m. Programs are headed by Rakov and his orchestra, one of the better local radio bands, playing pleasing arrangements of current popular dance hits. Top vocal honors go to the Happy Sisters, Olive, Muriel and Estelle (their real name is Happy, too) a trio which handles its assignments in a manner most pleasing to the ear. Tony Russell, baritone, does the romantic type of ballad.

Show also serves as an outlet for guest star appearances by visiting talent, and as a means by NBC for plugging its services, such as the current Shakespearean series. Revenue is derived from participation announcements.

## "Let's Visit"

New departure on the "Let's Visit" program, presently under the wing of the WOR-Mutual special events department, had Jerry Danzig doing one part of the show on the Coast and Dave Driscoll coming in from New York last Monday night. Un-rehearsed show, which brings the mike from door to door for impromptu talks of the local denizens, opened in New York with Driscoll visiting at the Hotel Elysee, where Leonard and June Sillman were interviewed by Driscoll. Danzig then picked it

up on the Coast in the home of the movie actress Anita Louise, who made interesting conversation. George Fischer also was in on it.

Switching back to New York, Driscoll called on Mrs. William Anthony McGuire, wife of the playwright, and also on Dr. Dolph Martin, a medico whose career is really music. Broadening out of the program reveals it potential possibilities for a national sponsor, and reveals that the basic idea can be smoothly worked out not only in a New York apartment or hotel, but, in fact, anywhere.

## WNEW Earthquake Special

Special events department of WNEW directed by Larry Nixon displayed some ingenuity yesterday afternoon in staging a broadcast dealing with the baby earthquake felt on Long Island early this week. Father J. Joseph Lynch, S. J., director of the Fordham University seismic station, was brought to the mike for a comprehensive interview conducted by Richard Brooks. Father Lynch gave some very interesting information, and, what probably was more important to most listeners, he gave definite assurance that New Yorkers need have no fear of a real earthquake.

## "Good Morning Revue"

Robert Rounseville, who is appearing in the current Broadway musical comedy, "Babes in Arms", displayed a pleasing tenor voice in WOV's daily "Good Morning Revue" at 11 a.m. yesterday. He sang a trio of numbers, doing particularly well with "Where or When" and "I Know Now."

## Blackett-Sample-Hummert's Own Recording Studios

(Continued from Page 1)  
all other agencies in number of daytime scripters, uses both RCA and World regularly for its work, but plans to do a little of the work itself in the future. New studios will be ready about Sept. 15.

## "Jr. G-Men" Guest Producer

Roland Dawson, program director of WOL, will be the second guest producer of Donald Peterson on "Junior G-Men" over WOR. He will officiate on the Aug. 13 program. Dawson started his radio career with BBC in England. Since hearing the "Junior G-Men" programs, he has become interested in organizing similar groups down south and expects to spend a week in New York gathering information about the program.

## Stewart Sisters at KYW

Philadelphia—The Stewart Sisters, heard for the past two years on Rudy Vallee's program, are now airing daily at 6:35 p.m. from KYW. Both Judy and Julie are here for an indefinite stay.

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

## TOM MOORE ENTERPRISES

"... I don't know what I would do without RADIO DAILY. It is just about my business 'Bible' as to radio news."

Tom Moore

## LANGLOIS & WENTWORTH

"... Your publication is newsy, timely and presented in an interesting and readable style. You have supplied a need that has existed since radio got out of its swaddling clothes."

Ralph C. Wentworth

## KOL

"... In RADIO DAILY you have taken your information, presented in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"

Constance Stevenson  
Publicity.

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

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA

2:30-5:30 Daily



# 9 MORE COMMERCIALS ARE SIGNED FOR FALL

(Continued from Page 1)  
of 5,000 listeners in six key cities to ascertain whether listeners would prefer to listen to Jack Benny or Jeanette MacDonald if they broadcast simultaneously. Final figure revealed a ratio of 53 to 47 in favor of Benny, which was very close. Benny has a late repeat for some of his stations in the west, whereas the Vick show does not. Vick has also signed for a CBS daytime series. Tony Wons, long absent from the air, will return Oct. 4 for a 10:30-10:45 a.m. series, Monday, Wednesday and Friday. Morse International Inc. has the account.

Coca Cola has taken the 10-10:45 p.m. niche on Fridays for a coast to coast network. Program will begin during the month of September. Talent has not been selected as yet, but understood it will be a musical variety show. D'Arcy Advertising Co., St. Louis, is the agency.

Chevrolet returns to its 91 station CBS network on Sept. 26, 6:30-7 p.m. Talent not certain, but most likely Rubinfoff will be set. Campbell-Ewald Co., Detroit, has this account.

Joe Penner series for Cocomalt returns Oct. 3 over 45 stations, 6-6:30 p.m. Ruthrauff & Ryan Inc. is the agency.

Mutual has Hecker signed with Jean Paul King, commentator, Myra Kingsley, astrologist, and guest stars. Series to begin Sept. 7, Mondays through Fridays, 11:45 a.m. to 12 noon, with repeat at 1:45 p.m. Fourteen stations are in the hookup (WOR, WABY, WSAY, WSYR, WKBW, WBNF, WKBO, WAAB, WEAN, WICC, WSPR, WTHT, WRDO, WLBY). Repeat goes to WGAR and the Don Lee network. Erwin, Wasey & Co. placed account.

Lutheran Hour takes 29 stations (WAAB, WINS, WISN, WSAI, WJAY, KWK, WSM, KSTP, KSO, WMT, WBA L, KFAB, WCAE, WRVA, WIRE, WHKC, WRR, KTAT, WGR and Don Lee) for a Sunday series, 1-1:30 p.m., beginning Oct. 24. After Dec. 5 show changes to 4-4:30 p.m.

Campbell Cereal (Malt-O-Meal) takes WGN and CKLW. Schedule to be set.

Delaware & Lackawanna (Blue Coal) on Sept. 26 at 4:30-5 p.m. starts "The Shadow" on WNAC, WTIC, WEAN and WTAG and repeats for WOR, WBAL, WOL, WGN, WGR and CKL at 5:30 p.m. Ruth-

# ★ Coast-to-Coast ★

**L**EWIS TITTERTON, manager of the NBC script division, will give the third in a series of talks on the technique of writing a radio play on July 29 during the National Farm and Home Hour over the NBC-Blue network at 1:30-2:30 p.m. A portion of a radio play will be given by a cast of professional actors in the NBC Radio City studios, with Titterton commenting on the structure of the play.

*At the recent dedication of the new Miner Sanitarium at Alberg, Vt., WMFF of Plattsburg, N. Y., was on hand to give a vivid description of the proceedings as well as the actual speeches of the day. In spite of the inclusion of the Lieut. Governor of Vermont and the mayor of the largest city in that state on the list of speakers, the New York State station covered the program exclusively, although it fed the ceremonies to one Vermont station, WDEV, Waterbury.*

Lee Authier's "What's Your Guess?" contest over WSPR, Springfield, Mass., has set an all time high for mail.

*Irma Serra, diminutive song stylist, airing over WSPR, Springfield, Mass., will be given an air audition by NBC in September.*

Coleman Cox, known from coast to coast as "The Kindly Philosopher" and one of America's popular speakers, who now airs a 15-minute program Monday, Wednesday and Friday from the studios of KSFO, CBS station in San Francisco, has numbered among his most intimate friends such celebrities as Thomas A. Edison, Henry Ford, Calvin Coolidge and outstanding personages in every walk of life. Program is announced by Arthur Van Horn, who recently joined the staff of KSFO.

*Edward J. Lush, former New Haven WBRY and WELI announcer, has become a benedict, the lucky lady being Joy Remer, former songstress with the Worthy Hills orchestra at*

rauff & Ryan has the account. Journal of Living with Dr. Victor H. Lindlahr on Sept. 13 expands to a larger network using WOR, WAAB and WEAN on Monday, Wednesday and Friday, 12 noon to 12:30 p.m. On Tuesday, Thursday and Saturday, 9:30-10 a.m., WGN, CKLW, WCAE and WHK carry the program.

Varady of Vienna returns on Sept. 26, 1:30-2 p.m. with Ted Weems and his orchestra on 11 stations (WBAL, WOL, WGR, KWK, WCAE, WHKC, WSAI, CKLW, WHK, WGN and WOR).

MBS at present is also dickering with Standard Oil of Indiana for sponsorship of Chicago pro football games. Network would extend from Detroit to Denver if deal is consummated.

*Pavilion Royale, Savin Rock. Lush is now ad writer for Carrier Air Conditioning Corp.*

Malcolm Parker, New Haven WICC manager, plays the rustic cowboy in the Chapel Players' "Boy Meets Girl" presentation this week in Guilford.

*Sylvia Henderson, pianist from Georgetown, S. C., who has studied in New York and Chicago, and has given recitals throughout the South, will be heard on three successive Wednesdays, 8-8:15 p.m., on WBAL, Baltimore. Her first program will be heard tonight.*

KSL, Salt Lake City: Chosen alternate delegate, W. E. Featherstone attends International Lions Conclave in Chicago, July 25... Tommy Axelsen back to duty after three week lay-up due to operation... Albert J. Southwick, program director, and Annabel Lee returning from vacations... Dick Evans, Wally Sandack and Louise Hill Howe about to leave... Married: Stan Reese to Helen Gaddie.

*KFOX, Long Beach, Cal.: Foster Rucker, production manager, and Frank Goss, announcer, will work in August presentation of Donald Ogden Stewart's "Rebound" put on by Long Beach Players Guild; Rucker will direct. Goss will portray leading role... Alice De La Vergne, actress, is resting at Laguna Beach, to prepare for fresh assault on her leading roles in "It Happens in Every Family" and "Hal Nichols and His School Kids."*

WISN, Milwaukee: Rev. Richard E. Evans, long identified with Sunday Morning Breakfast Club leaves town to take position with eastern publishing company... Neil Searles, now production manager, returns to the Early Riser's club, which he conducted for three years, to pinch hit for present announcer, Milton Brandl, on vacation.

## Alka Seltzer Readying New Series of Disks

(Continued from Page 1)  
under another name, with a different guest comedy act each week. Already signed are Johnny Burke, Hildegard Halliday and Henry Burbig.

Alka Seltzer now has "National Barn Dance" Saturdays on NBC-Blue, plus Uncle Ezra, Monday-Wednesday-Friday on NBC. New series is spotted Tuesday, Thursday and Sunday except in Chicago, where "Dick and Harry" are used on WGN on these days. Stock recordings being used on dozen stations until new series is available. World Broadcasting System is waxing.

## NBC DICKERING TO AIR NEXT 3 LOUIS FIGHTS

(Continued from Page 1)  
the money was placed on the line the next fight was to be the Schmeling-Louis bout. As it now stands, the Farr-Louis fight is next, but contract still holds.

CBS, because of the apparent NBC monopoly, has made no effort to sign any of the fights. Whether Buick will sponsor next month's fight is uncertain. Charles Gannon, head of radio for Arthur Kudner, Buick's agents, said he knew nothing about Buick signing for the Louis-Farr rights. NBC sales department is now endeavoring to sell all three fights to a sponsor.

## Ascap-AFM Decision Expected in 10 Days

(Continued from Page 1)  
what type of affiliation would be best suited for all concerned.

Mills and Weber discussed the possibility of Ascap becoming affiliated with the AFL and taking out a charter as a separate group on its own. Also whether Ascap should form a strong working agreement with the musicians' union and set up a concordate whereby each will aid the cause of the other, both in offensive and defensive measures.

Ascap board which met yesterday afternoon to talk with Mills did so as individual members and not as a regular board meeting. Members who attended approved any affiliation which the administrative committee proposed as beneficial to Ascap.

While an Ascap official admitted that the recent anti-Ascap legislation was more or less responsible for driving the society into the ranks of organized labor affiliation, no comment was forthcoming to the query; "Will Ascap give up the proposed AFM affiliation if radio has its anti-legislation rescinded?" Understood that one Ascap official had intimated such a position was possible.

## Television Institute Is Set Up by Soviets

(Continued from Page 1)  
lens disk of 120 lines, or 19,200 elements.

Russia now has 3,500,000 radio receiving sets, the average set consisting of four tubes and selling for \$45. There are 400 amateur sets licensed in the same territory. The All-Union Radio Committee, a group similar to the FCC, completely controls all Soviet radio.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

July 21

Elsie Hitz

Allyn Joslyn

### BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.