



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 15

NEW YORK, N. Y., THURSDAY, JULY 22, 1937

FIVE CENTS

New High in ET Shows

Looking On ... AND LISTENING IN

MONOPOLY Years back, when there was only one national radio network, it was charged with being a monopoly.

Then a second network came into the field, and the two of them were accused of having a monopoly.

Now there are three national chains, and the monopoly charge is expanded to include the three competitors.

The term monopoly, it appears, means having something that somebody else hasn't got.

Or that somebody else covets or fears or just dislikes.

Makes no difference if you own it, or how hard you worked to build it into something, or how well satisfied the general public is with your administration of it, or the vast amount of good that it is doing—if it's a specially good thing, you're a "monopoly" and you must be investigated, besmirched and persecuted.

Principal source of "monopoly" charges is Washington.

When a congressman wants a little publicity, he can be pretty sure of fetching it by picking some big industry and charging it with anything or everything from monopoly to mayhem.

Radio and movies are the preferred targets because they have more "glamor" for newspaper headlines.

But the probe-minded solons overlook their own little monopoly.

It is a monopoly on the privilege of sitting on Capitol Hill and introducing more silly bills than sensible ones, indulging in oratorical nonsense and making faces at each other like schoolboys—at the expense of taxpayers.

And there is the Congressional Record to prove it.

In Uniform

Kansas City, Kas. — Uniform sport coats, made of pool-table green felt, with the KCKN call letters and the frequency numbers prominently displayed on the back, are now being worn by the KCKN special events announcers, including Ralph Nelson, Randall Jessee and Karl Willis.

LOTTRIDGE IS APPOINTED OKLA. NETWORK MANAGER

Oklahoma City — Buryl Lottridge has been appointed managing director of the Oklahoma Network, effective this week when Lottridge completes his duties as assistant manager of KOMA here. Lottridge has been assistant to Neal Barrett of KOMA for the past six weeks.

In his new post Lottridge will have complete supervision of all network activities, sustaining and commercial programs and commercial

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Western Union Is Given 30 Days for WJBK Reply

Washington Bureau, RADIO DAILY

Washington — FCC has notified Western Union that it must file answer within 30 days in the complaint of James F. Hopkins Inc., operating WJBK, Detroit, charging discrimination against the station by refusing to service it with telegraphed reports of baseball scores.

Free Educational Disks For Afternoon Buildups

In an attempt to build commercial programs on local independent stations throughout the country between the hours of 1 and 4 p.m., Hood Educational Broadcasts Inc. has contacted independent stations offering recorded educational programs free to the stations. Idea, which is still in the elementary stages, calls for a

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27 Complete ET Show Units Ready for Release by Atlas

Disk Series Expanding

West Coast Bureau, RADIO DAILY

Los Angeles—"Detective Dalt" (an African Charley Chan) and "Zumba," disk series that Bireley's Orange Juice has been using on some 20 stations, is now going out for wider fields, with Mertens & Price offering 56 15-minute transcriptions for station or sponsor use. Jerry Cady produced and did the writing. Barbary Luddy and John Gibson stars. Radio Recorders did the dishing.

No Letdown in Musical Transcriptions This Summer—Heavy Gains for Recording Laboratories

Oke-Doke

Rock Island, Ill.—Alberta Morehead, WHBF's 11-year-old singing "find," has won her first commercial, a twice weekly 15-minute spot for Food Products Co. of Davenport, distributors of Kraft's O-Ke-Doke popcorn.

10 FOOTBALL GAMES SET OVER MUTUAL NETWORK

Chicago—WGN yesterday announced a 10-game football schedule to be fed to Mutual coast-to-coast with Quin Ryan at the mike. Following a policy adopted two years ago,

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Radio Time To Be Used In La Guardia Campaign

New York City—Fusion Party will use radio time in its campaign for re-election of Mayor Fiorello H. La Guardia. The station list is now being selected.

WTHT on Full Time

Hartford, Conn.—WTHT Mutual outlet, last night began operating on a full time schedule.

Boom in musical electrical transcription shows has failed to show any letdown this summer, a new high being reached in this type of spot broadcasting, with time placed equally well in virtually every broadcasting area. Several big musicals now on the air were not heard last year at this time, including special Canadian disks and programs that usually took a seasonal fadeout during the hot weather.

Indication of the status of the ET musicals this summer may be found in the record-breaking license fees being distributed during the coming four week by Harry Fox, acting as agent and trustee for copyright owners, through whom music licenses are cleared in majority of popular

(Continued on Page 3)

CHICAGO ORIGINATIONS INCREASED LAST MONTH

With the shift of a few Procter & Gamble shows to Chicago last month the total of NBC program-hours emanating from Chicago increased sharply, according to data released by NBC statistical department.

Last month 442 hours were keyed

(Continued on Page 3)

Atlas, Courier Groups Seen Girding for Fight

Hammond, Ind.—A battle between the Ralph L. Atlas stations, WJJD in Chicago and WIND in Gary, and the two stations here headed by Dr. G. V. Courier, the new WHIT and

(Continued on Page 3)

Builds Own Audience

Tulsa—Birth of a son this week to Salesman Walter C. Cox makes the 11th baby born to KTUL staff members since station opened three and a half years ago. William C. Gillespie Jr., v.p. and g.m., started the production schedule with a boy shortly after the station opened.

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FINANCIAL
 (Wednesday, July 21)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/2	170	170	- 1
Crosley Radio	213 3/4	211 1/2	213 3/4	+ 1/4
Gen. Electric	58 3/8	57 1/4	57 3/4	- 3/8
North American	27 7/8	27 1/4	27 1/4	- 1/8
RCA Common	9 1/2	9 1/8	9 1/8	- 1/4
RCA First Pfd.	69 3/4	69	69
RCA \$5 Pfd. B
Stewart Warner	18 7/8	18 1/4	18 3/4	+ 5/8
Zenith Radio	37 1/2	37 1/4	37 1/4	- 3/8

OVER THE COUNTER

	Bid	Asked
CBS A	30	31
CBS B	29 3/4	30 3/4
Stromberg Carlson	13	15

W. E. Sales Up 48 Per Cent
 Sales of the Western Electric Co. for the first six months of this year were \$97,355,000, it was announced yesterday by Edgar S. Bloom, president. This figure compares with \$65,651,000 for the corresponding period last year, an increase of 48 per cent.

Whiteman Discovery's Debut
 Jeanne Ellis, 10-year-old discovery of Paul Whiteman, will make her first appearance on a national network tonight as guest on the Rudy Vallee program from Dallas. Little Miss Ellis is well known through the south, where she has played theaters and made radio appearances since she was five years old.

First WAIM-CBS Commercial
 Anderson, S. C. — Chesterfield's Sports Resume, with Paul Douglas, bowed in as the first commercial for WAIM after joining the CBS network. WAIM is the only CBS station in this rich farming and industrial section.

STAR RADIO PROGRAMS, INC.
 — PRESENTS —
The Scriptfolia
 A COMPREHENSIVE LIBRARY OF CONTINUITY™
 250 PARK AVENUE NEW YORK CITY

L. B. Wilson First to Felicitate
 Cincinnati—Probably the first broadcaster to congratulate Senator Alben W. Barkley of Kentucky on his election as Senate Majority Leader yesterday was L. B. Wilson, president of WCKY. A personal friend of Barkley for over 17 years, Wilson wired the Kentucky senator felicitations two minutes after the flash on his election reached the WCKY news room. At Wilson's order, a large bouquet of roses was immediately delivered by a Washington florist to Barkley's desk in the Capitol.

WCCO-KROC Scoop on Piccard
 Minneapolis—Two exclusive scoop broadcasts were handled by WCCO, Minneapolis, and KROC, Rochester, when the stations joined in presenting an eye witness account of the ascension of Dr. Jean Piccard in his unique stratosphere apparatus from Rochester, Minn., Saturday night. Going on the air from Soldiers Field, Rochester, at 11:10 p.m., the stations offered a continuous eye witness picture of the unusual proceedings until 12:45. During the last half-hour, a two-way conversation with Dr. Piccard, then nearly a half-mile in the air, was re-broadcast. The famous stratosphere balloonist carried transmitting and receiving equipment in the gondola of his "Pleiades". Tuned to his broadcasting equipment was another short wave set-up on the field.

The second exclusive broadcast by WCCO and KROC took place on Sunday afternoon from Lansing, Iowa, the point at which the "Pleiades" landed.

Hughes Signed for CBS Airing
 B. Charles Dean, president of British-American Productions, has signed John Scott Hughes, noted British author and journalist, as a special commentator for CBS to handle the airing of the American Cup Races, July 31. Hughes will work directly with Ted Husing. Dean also set a deal with BBC whereby Hughes' broadcasts will be short-waved to BBC headquarters in London and then re-broadcast to that network.

Signed for WOR Programs
 Sylvia Froos has been signed by the WOR Artists Bureau and will be featured in her own show on WOR, 7:30-8 p.m., beginning Aug. 1. Benny Davis has also signed with the bureau and will air a variety show using young talent. Program, entitled "Stardust Review," will be heard on WOR starting Aug. 1, 10-10:30 p.m.

Lucy Monroe Set in 4 Dates
 Lucy Monroe, Metropolitan opera singer, will be soloist with the Philadelphia Orchestra in two concerts at Robin Hood Dell, Philadelphia, July 31 and Aug. 1, with Saul Caston conducting. Miss Monroe also will sing Musetta in "La Boheme" in two performances, Aug. 10-11, with Alexander Smallens conducting the Philadelphia Orchestra.

WCOL Appoints Rep
 Columbus — WCOL, Ohio State Journal station managed by C. R. Thompson, has appointed Craig & Hollingbery as national representatives.

"Madame Sans Gene" Cast
 In the cast supporting Ina Claire and Osgood Perkins in "Madame Sans Gene" over the NBC-Blue network Sunday at 8-9 p.m. will be Howard Clancy as narrator, Burford Hampden, Louis Hector, Arthur Maitland, William Podmore, Neil O'Malley, John Brewster, Charles Romano, Charles Webster, Mary Michael, Ray Wright, Julian Noal and Helen Choate.

New Orleans Gets Gossip
 New Orleans—What is believed to be radio's first gossip period in this territory has taken to the air five times weekly over WWL, as Mel Washburn, former newspaper drama editor and columnist, turned radio columnist. The period is experimental.

Charge Hotel Disks Infringe
 Electrical transcriptions on numerous stations throughout the country, sponsored by Mayflower Hotel, Washington, are charged with copyright infringement by Harry Fox, acting as agent and trustee for copyright owners. Fox states that stations playing these disks are also liable to infringement proceedings. Fox yesterday informed the Mayflower Hotel management of pending legal action.

"Hop Along" for Radio
 "Hop Along Cassidy", Western film series popular with movie fans, will have its counter part on the ether soon under national sponsorship, according to J. D. Trop. Trop handles Bill Boyd, who starts in the pictures and who will also head the radio versions now in preparation.

First Cleveland Quiz
 Cleveland—WHK announces a new local studio show, Cleveland's first Quiz-Bee, to begin Aug. 6. It will feature all types of questions, with weekly awards to winners. First prize will be a fur coat and second prize will be \$25 in cash. There will be a fur coat style show in the studios following each program.

Gen. Elec. Net Up 58 Per Cent
 Net profit of General Electric for the six months ending June 30 was \$26,293,604, an increase of 58 per cent over same period last year. Total net profit for first six months of 1936 was \$16,592,324. The most recent figures are equivalent to 91 cents a common share, as compared with 58 cents in the corresponding period last year.

Clem Kirby Joins WWL
 New Orleans—Clem Kirby, formerly on the Pacific Coast, has joined the WWL announcing staff.

COMING and GOING

F. E. BAUME, news commentator on 2GB, Sydney, Australia, arrived in Hollywood a few days ago to spend a week before entraining for New York.

AGNES WHITE (Martha Lane of "American Kitchen") is driving East from Hollywood with her husband, en route to Ottawa, Ontario, stopping along the way for personal appearances at stations using her transcriptions.

MACK GOLDMAN, professional manager of Harms Music, flew to Boston yesterday on business and is expected back at his desk late today.

GUY WOOD is due back in town today from the West Coast.

SYLVIA HOROWITZ, secretary to Charles Warren at Remick, leaves tomorrow for a two week vacation in the Catskills.

FRANCES CARLON of Kitty Keene Inc., Chicago, is vacation-visiting in New York and other eastern points.

MR. and MRS. TED COLLINS with their daughter, ADELAIDE, and KATE SMITH are at Lake Placid after a northern trip and will remain there for the remainder of the summer.

JANE THOMPSON, secretary to Ted Collins, leaves tomorrow for a two-week vacation at Nantucket Island.

JACK MILLER is vacationing at Cape Cod.

CLAUDINE MACDONALD of NBC's Department of Women's Activities is on a trip to the far north.

PHILIP RICHLAND, vice-president and general sales manager of Gemloid Corp., sails aboard the Queen Mary on July 28 for London to visit his mother.

COUNT GIULIO MARCONI sailed yesterday aboard the Berengaria for Italy on account of the death of his father Guglielmo Marconi.

BILL SCHUDT, manager of WBT, Charlotte, left town yesterday for Charlotte. Schudt had been on vacation.

LENOX R. LOHR, NBC president, has gone to Washington to attend the WRC-WMAL new studio ceremonies tonight.

NORMAN SIEGEL, radio editor of the Cleveland Press, is in town.

BILL HANSON, VINCENT HOWARD and JIM BRENNAN ("The Three Little Funsters"), on completion of their 5,156th broadcast Sunday over WMCA, leave for Hollywood to do some motion picture work, then some personals in Los Angeles and San Francisco. They'll be off the air six months.

Patent Suit Settled
 The case of RCA and General Electric against Benedict Shaw, trading as Shaw Business Co., charging infringement of patents, was settled out of court yesterday. Amount involved was not revealed.
 U. S. District Court yesterday also issued a permanent injunction to RCA and A. T. & T. restraining Horace Shapiro and Harry Krantz from infringing on patents for improvements on radio apparatus which are now held by plaintiffs.

CALIFORNIA IN A HURRY!
 In a hurry? Fly United to CALIFORNIA — only 17-1/6 hours—3 stops. 3 fast flights daily to SAN FRANCISCO or LOS ANGELES. Famous overnight Mainliner lvs. at 5:55 p.m. CHICAGO: 3 non-stop flights daily.
UNITED AIR LINES

27 ET PROGRAM UNITS COMPLETED BY ATLAS

(Continued from Page 1)
virtually all of public domain music and run as high as 78 complete episodes.

Outfit has invested over \$400,000 in production and believes it has solved the problem of top-notch shows at a minimum cost to the station which seeks recorded programs available for sponsorship without added cost.

Atlas, Courier Groups Seen Girding for Fight

(Continued from Page 1)
WWAE, is expected to break out in the open soon, following manpower fortifications which have been going on in both camps.

Atlas recently acquired Charlie Garland as his assistant, Hal Make- lin as WIND sales manager and Wythe Walker as a member of the sales staff. Garland and Walker were recruited from the Leslie Atlas- CBS organization. Courier appointed Van Cronkrite Associates Inc. of Chicago as sales, merchandising and news representatives for his two stations. When the new WHIT goes on the air, Atlas is expected to step up his WJJD opposition, and the Courier management already is laying plans to cope with that eventual- ity.

Free Educational Disks For Afternoon Buildups

(Continued from Page 1)
tie-up between stations and local schools throughout the country.

Company is working on the theory that all stations are obliged to use a certain percentage of educational programs daily, and the transcriptions offered will consist of various sub- jects each day. A national survey has been made in which an approxi- mate number of students and sup- plies they use are listed in the letter which has been sent to local stations introducing the idea. Transcriptions will not be available until Aug. 10.

Lottridge is Appointed Okla. Network Manager

(Continued from Page 1)
contracts of the following stations: WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Mus- kogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada, and KVSQ, Ardmore.

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

NEW PROGRAMS—IDEAS

WDGY's "Life In General"

Henry Poole of the staff of WDGY, Minneapolis, has created a new air feature under the title of "Life In General." Poole writes the scripts and also does the broadcasting, seven days a week at 8 p.m. Program fea- tures the poems of Tony Wons, with a background of organ music.

Aids the Sponsor, Too

KCKN, Kansas City, Kas., has de- veloped a successful commercial pro- gram called "Carefree Hours" to sell the idea of more leisure time for housewives through the use of elec- trical appliances.

Transcribed Hawaiian music by Harry Ownes completes the care-free idea. Program is sponsored by Kan- sas Electric Appliance Co. (G-E deal- ers).

Late Night Serenade

A new type of late night show designed to bring a respite from the usual evening dance music heard on air at that hour is to have its open- ing at WMCA under the title "Ser- enade in the Night" at 11:30 p.m. on Saturday.

The program, produced and di- rected by Jack Coombs, will feature organ music with Jack Ward at the console and Jack Barrie as soloist. It will also feature poetry reading by Eric Grant.

"The Voice of Understanding"

"Children's problems and how par- ents may successfully cope with them", will be the opening subject on Dr. Bernard V. Grossman's pro- gram "The Voice of Understanding", scheduled to have its premiere over WMCA on Tuesday at 10:15 a.m.

Dr. Grossman, personal relations psychologist and domestic parental and children's counsellor, is well

Chicago Originations Increased Last Month

(Continued from Page 1)
from Chicago, compared with 417 hours in May. Shows emanating from

	June '37	% of total	June '36	% of total	May '37	% of total
New York	611	43.5	545	50.8	627	44.9
Chicago	442	29.2	340	23.5	417	27.4
San Francisco	298	27.3	320	25.7	315	27.7
Hollywood	107		65		112	

10 Football Games Set Over Mutual Network

(Continued from Page 1)
games will be aired minus commer- cial sponsorship. Schedule follows:
Oct. 2, Iowa U. at Northwestern;
Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michi- gan at Illinois; Nov. 6, Illinois at Northwestern; Nov. 13, Army vs. Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, So. Calif. at Notre Dame.

known as a lecturer, columnist and is also recognized as one of the most instructive, entertaining, humorous and best posted men in his field. "Voice of Understanding" will be broadcast every Tuesday and Thurs- day.

Stories from the Bible

A new style in presenting a re- ligious program is heard daily over WOWO, Fort Wayne, Mondays through Fridays, called "Bible Stories." Each evening the Reverend Charles H. Hartung takes a story from the Bible and presents it in such a simplified form that a child can understand, and yet conversa- tionally so that it will appeal to the average listener. The music on the program is supplied by a negro quartet whose selections fit the occa- sion.

Literary Review

Catering to all types of listeners, "The Literary Review" heard over WOWO, Fort Wayne, at 9:30 a.m. Thursday and 7:45 p.m. on Tuesday is a popular feature with book lovers. Horace Moses, Fort Wayne's literary authority, either reviews the best book of the week, or gives the listeners an interesting biography of a present day author.

Stamp Hobby

Present series of the "Hobby Pro- gram," heard every Tuesday evening over WGL, Fort Wayne, deals with stamp collecting. Edward Bickel and Robert Coulette, both amateur stamp collectors, weave interesting stories around the stamps they discuss.

San Francisco and Hollywood drop- ped off somewhat, with the decrease greater in Frisco. Hollywood as an origination-point is far ahead of its June, 1936, position. Complete chart follows:

	June '36	% of total	May '37	% of total
New York	545	50.8	627	44.9
Chicago	340	23.5	417	27.4
San Francisco	320	25.7	315	27.7
Hollywood	65		112	

NEW HIGH REGISTERED BY ET MUSICAL SHOWS

(Continued from Page 1)
music uses and considerable stand- ard music as well.

Fox plans to distribute to publish- ers shortly over \$50,000, which is about twice as much as has ever been distributed in any four-week period. Early in the year the musical spot programs indicated a 100 per cent increase over that of 1936 and in- dividual transcription laboratories had from 68 per cent or more in- crease in business, as in the case of NBC Thesaurus. World Broadc- asting System is expected to show a huge increase for the summer months compared to last year, and other com- parable concerns also report heavy gains.

The MPPA through Harry Fox at- tributes part of the huge license fees this month to the \$25,000 paid by Associated Music Publishers for its basic library annual fee and an ad- ditional \$25,000 from combined mis- cellaneous ET sources. Approximate- ly \$8,000 is due from WBS on the Chevrolet series alone and about 10 more disks are to be recorded with the Gus Haenschen orchestra and other artists.

Considerable number of the musi- cal (and dramatic) programs are supplementary to live talent shows and in many cases are off-the-air re- cordings. Also a big increase in re- gional spot series is noticeable. Coca Cola, Montgomery-Ward and Imper- ial Tobacco are among the boosters in the summer biz roster.

Stock Changes Reported

Washington Bureau, RADIO DAILY
Washington—CBS on June 21 ac- quired all capital stock of Avreal Corp., it is revealed by Securities & Exchange Commission, by payment of \$100 in cash and at the same time advanced to Avreal for its corporate purposes the sum of \$80,600. The acquisition gives CBS 100 per cent of the voting power.

Also reporting at SEC was Na- tional Union Radio Corp., who re- vealed that Sylvester W. Muldowny and Harold R. Peters both of New York, had each exercised options held by them and acquired 10,000 shares of \$1 par value common stock. The only other outstanding option reported was that held by Sears, Roe- buck, and Co. for 50,000 shares com- mon stock.



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!"

NEW BUSINESS

Signed by Stations

Boston

WNAC: Socony Vacuum Oil, 9 football games, through J. Stirling Getchell, N. Y., also on 14 other Yankee network stations; Ironized Yeast Co., Atlanta, through Ruthrauff & Ryan, N. Y.; Baker Extract Co., Springfield, Mass. (flavoring), through William B. Remington Co., Springfield.

WAAB: Hecker's Products Corp., N. Y., 260 fifteen-minute programs, through Erwin Wasey & Co., N. Y.; Webster-Eisenlohr, N. Y., renewal, 78 fifteen minute programs, through N. W. Ayer, N. Y.; Drums, Inc., Detroit (cleaners), renewal, 13 fifteen-minute programs, through C. C. Cunningham Co., Detroit.

KMOX, St. Louis

Idaho Fruit & Vegetable Commission, spot announcements; Duluth, Minn., Chamber of Commerce has contracted for 50 word spots.

WDNC, Durham

Atlantic Refining Co., all Duke U. football games; Sears-Roebuck & Co., through N. W. Ayer, Inc.

WGN, Chicago

General Motors Sales Corp. (Cadillac Division), through George H. Hartman & Co., Jack Brooks and Paul Small vocal duo.

WOAI, San Antonio

Corpus Christi Chamber of Commerce, through Shea Advertising Agency; Refrigeration & Air Conditioning, Chicago; Walker's Austex Chili Co., Austin, through Crook Advertising Agency, Dallas.

Assigned to Write WPA Scripts

George Bustleman, author, has been retained by the WPA to write six radio scripts which will be presented with WPA actors. The New Jersey Information Bureau, a WPA project, will provide the scripts to station WNEW for local presentation.

Owing to the recent union ruling which forced WQXR to discontinue WPA recordings, it is believed that WNEW will provide transcriptions from their library to be used on the live shows.

AD AGENCIES

ALFRED MERNIT, formerly associated with the Robert Mernit Advertising Agency, has resigned to establish an agency under his own name. Headquarters will be located at 562 Fifth Ave., New York City.

CARL WEBB, former newspaperman in Rochester, N. Y., has joined the Kenyon & Eckhardt, Inc., advertising agency.

L. J. LABAYRADE of Seattle office of McCann-Erickson agency, has been promoted to have charge of operations in Salt Lake City, succeeding Frank Ford, who was called to Portland office of agency to take care of public utility business.



● ● ● Bobby Crawford was down on Wall Street yesterday completing final arrangements on the deal whereby he will become an independent flicker producer under a Grand National banner....Mose Gumble will not retire from the music business when he sells out his interest in Donaldson, Douglas & Gumble....Dick Stabile and Gracie Barrie have set their blending date for Jan. 1....Ben Bernie's American Can show won't go west until Sept. 14—with Xavier Cugat's combination being used on the show during the appearance from Saratoga....Peter Van Steeden has been renewed for seven more weeks on "Hit Parade"....Jerry Blaine's outfit piped an audition to Toledo the other nite for a Willys-Overland show—with Harry Savoy....Arthur Kass of Kass-Tohner, is pricing kiddie-cars....Fred Fisher's offspring, Doris, has been signed by CBS for sustainings....Helen Menken's Wednesday NBC show goes to CBS Tuesdays beginning Aug. 3....Ted Weems returns for his sponsor on Mutual Sept. 26....Irv Brecker won't quit Berle—but will have three assistants.

● ● ● One of radio's veteran troupers is Jimmy Fitzgerald who has been working on WCAE, Pittsburgh, shows for five years and at present is heard with Dave Olsen's Sunday a.m. show. Jimmy, when you ask his age, will admit that he's 11....He says that if radio is here to stay, he should have a good job awaiting him on his completion of schooling....Furthermore, he adds: "Radio is a good business. I like it best on Fridays. That's when I come in to get paid."....Smart youngster....Last Sunday was a long and important one for Wendell Roberts, assistant engineer at WAIM, Anderson, S. C....Early that day he switched CBS shows to his station, for the local station joined the network that morning....Late that nite a "radio star was born", Roberts hopes, since a little daughter was presented him by Mrs. Roberts....She will be known as CBS Roberts—Cecile Barbara Sharon Roberts!

● ● ● B. A. Rolfe's "Magazine of the Air" CBS show will be heard five times weekly starting Aug. 31....Gail Reese, formerly with Carl Ravell, will replace Ruth Bradley with Bunny Berigan....Lipton Tea sponsoring the featured tenor soloist from St. Patrick's Cathedral, John Griffin, via NBC-Boston, are planning a coast-to-coaster because the singer clicked big in the minor league....Harry Rose auditions for Young & Rubicam tomorrow....Joey Nash is singing and talking in a new Vitaphone series....Sylvia Froos and Georgie Price will be heard via Mutual shortly....Lester Lee is down with ptomaine poisoning because of lobster-swallowing....Ralph Wonders is setting a flicker deal for Rose Marie....Arthur Michaud may handle Lee Wiley....Adele Allerhand is now gracing the offices of George Lottman's publicity firm....Willie Farmer has two permanent NBC coast-to-coasters now...."Harbor Lights" is quietly outselling First Ten songs....Jerome Weidman, author of "I Can Get It For You Wholesale", is in Baltimore adapting a yarn for the air....Nyra Nash is back at the Great Lakes Exposition....Frances Faye does a few Chevy transcriptions....Henny Youngman opens at the Surfside tomorrow for three days!

● ● ● A marriage over the air was solemnized Saturday via WDGy, Minneapolis, on the Slim Jim noon show for Central Furniture and Carpet Co....Slim Jim and the Vagabond Kid, with Don at the organ, supplied the music....Another wedding note comes from Doug Grant, program director for WMT, Cedar Rapids....during the Transradio running story of the Roosevelt-Du Pont merger, Grant had appropriate music played, gave the bulletins and then introduced Harriet Blake, script writer, who gave a description of the ceremony and described the dress worn by the bride.

ORCHESTRAS
MUSIC

DICK JERGEN'S band moves into the coveted second half of the season spot at Catalina Island next year, with Jan Garber off for other fields.

Mar Dolin, violinist and maestro, is auditioning girl vocalists at NBC studios, San Francisco, in search of a pop singer.

Erskine Butterfield, one of the better young pianists, has joined Noble Sissle's orchestra now playing in Louisville.

Glen Gray is winding up his coast Palomar season next week, doing some one night stops, and holding off from anything that will keep him in New York. Reason is that he's d'ckering with the picture folk and expects to return to the coast in the fall.

Edna Fischer, staff pianist at NBC in San Francisco, made her bow Tuesday night as an ork leader in a special program, "Miss Fischer Directs." She recently wrote "The Dream In My Heart" for "One Man's Family."

Zinn Arthur and his Pinebrook ork at Nichols, Conn., move their Thursday night spot to Saturday at the same hour so that WICC may handle the NBC Washington studio dedication program beginning at 11:15 that night.

"The St. Louis Cardinals March", official song of the Cards, has been adopted as the signature for the Cards' Musical Sports Program heard each Wednesday on WIL, St. Louis. Incidentally, the song in question was first played on the WIL program by Allister Wylie and his Winners Orchestra on June 16, one day before WMCA in New York aired the number under the impression that it was the premiere.

Paul Whiteman and his ork will salute state of Oklahoma today by presenting a special program over the Oklahoma Network direct from the grounds of the Fort Worth Frontier Festival. King of Jazz will emcee. Buryl Lottridge, managing director, has set eight stations for the affair.

Fred Waring and his Pennsylvanians will offer an air preview of new tunes from their first feature picture, "Varsity Show," when they present a special coast-to-coast program over the NBC-Red network on Saturday, 8-8:30 p.m. from San Francisco.

Eugene Jelesnik and his orchestra will be heard at a new hour on WMCA starting Tuesday. Formerly broadcast at a later time, the famed Hollywood Restaurant orchestra will be heard at 9:15-9:45 p.m. every Tuesday. Mitchell Ayres, also coming from the Hollywood, will broadcast Sundays instead of Mondays at 11:30 p.m.



BILL BACHER, whose future connection has been subject to much speculation and many rumors since he checked out of Hollywood Hotel, is definitely set with Metro-Goldwyn-Mayer as producer of M-G-M radio shows, if, as and when, and in an executive berth in picture production as well. In this capacity, Bacher would have available all Metro contract players, excepting Garbo, Norma Shearer, William Powell, Jeanette MacDonald and Nelson Eddy, all of whom are exempt contractually insofar as M-G-M is concerned. Bacher and the late Irving Thalberg were about to announce a deal when the untimely death of the brilliant Thalberg left it for Eddie Mannix to consummate.

J. F. Burke and Loyal K. King, owners of KFVD which they acquired a year ago, have decided not to contest FCC ruling which disapproved of their purchase of KRKD from Frank P. Doherty for \$150,000. Commission turn down was on the ground that there was no tangible assets justifying price involved in the transfer. Burke is former Santa Ana newspaper publisher.

The Warren Stokes "Pick of the Pictures" idea has clicked so well over KEHE that Warren inaugurates another sustainer, "Hollywood Question Box," Saturdays at 8:15 p.m., devoted to answering any and all queries about pictures and radio.

Glen Mitchler, formerly staff baritone at KLX, Oakland, made his initial local appearance recently on KMPC. Accompanist was Mona Content, now KMPC staff pianist. You'll be hearing more of both of 'em.

"Voice of the Black Chapel," KNX-CBS Pacific Coast, moves up to an 11:45-12 midnight spot tonight.

Stuart Wilson, conductor of KHJ's "Rise and Shine," departed for an Arrowhead vacation with carload of gifts from Don Lee co-workers.

Vernor's Ginger Ale is a new KMTR account. Signed for daily fifteen minute transcription program and series of spot announcements.

Vallee For Coconut Grove

West Coast Bureau, RADIO DAILY
Los Angeles—Rudy Vallee and his gang are due at the Ambassador Coconut Grove on Oct. 5 for a limited stay.

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 22

Dad Pickard

Kansas City

Local musicians and persons connected with the radio business have organized the Kansas City Hot Club which will meet once a week for "jam sessions" in some local night spot. Bob Caldwell, Jr., of the WHB program department is president; Don Tiff and Bee Hyde, vice-presidents, Sammy Lighter, treasurer, and Al Stine, president of Superior Features Corp., secretary. Among the directors are: Don Davis, president of WHB; Lou Kemper, Vernon Hoyt, Landon Laird and Lowell Lawrence.

Jane Koyl, secretary to H. R. (Hal) Makelim, who recently resigned as general manager of KXBY, has joined Makelim in Chicago in his new duties with WIND. Miss Koyl formerly was associated with John Blair & Co.

KXBY is running a line to the Municipal airport for a daily program devoted to interviews with prominent persons traveling via TWA planes. Jerry Burns, KXBY news and special events announcer, does the mike work.

Joseph H. Story, KMBC sales representative, on vacation.

Glad and Woody Smith, KMBC song team, back from a Colorado vacation.

Pat Dunn, young WDAF singer and student at the University of Kansas City who works in three WDAF commercials, has organized an orchestra which leaves to play on the Normandie for its crossing to France late this month.

J. Leslie Fox, KMBC director of sales, has returned from a vacation in Tennessee and Louisiana.

W. H. Webb, vice-president of the J. O. Young advertising agency, left Saturday for a business trip to Tulsa.

Don Davis, president of WHB, his wife and two children are vacationing at Breezy Point, Mich. Also vacationing from WHB are Henry Goldenberg, chief engineer at Ozark Beach, and Lou Kemper, staff entertainer, in Chicago.

KCMO sold time to Franklin Ice Cream Co. for 1,000 forty-word spots to be used at the rate of 30 each week. Ferry-Hanley is the agency.

Jim Barrick, Kansas City Star display ad salesman is subbing for WDAF's sales representative, Gardner Reames, Jr., while he takes a vacation. Joseph Wildgen, staff tenor, is batting out the vocals on Pat Dunn's Showalter Foot Health Shoe programs while Dunn makes a trip to Europe via the Normandie with an orchestra of Kansas City University students.

Marion Crutcher, who does Peck Dry Goods Co.'s Patricia Peck programs via WDAF, is vacationing in California.

Race Series on Mutual

Mutual has scheduled a special series of four broadcasts beginning July 30 entitled "Tomorrow's Races," headed by Bryan Field and featuring a guest. Other three shows are to be heard on Aug. 13, 20 and 27. All four shows will be heard over a coast-to-coast network from 6:45-7 p.m.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.

GUEST-ING

CESAR ROMERO, interviewed by Elza Schallert, tomorrow (NBC-Blue, 10:45 p.m.).

COUNTESS DAISY DI CARPENETTO, the "Edna Ferber of Italy" and confidante of Premier Mussolini, on Doug Allan's "Little Moments With Big People", today (WINS, 1:45 p.m.).

CAB CALLOWAY and THE CHARIOTEERS, on Ben Bernie's American Can program, Aug. 3 (NBC-Red, 9 p.m.). Booked by Herman Bernie.

JEANNINE MACY, on "Universal Rhythm," July 25 (CBS, 9 p.m.)

LOIS RAVEL, on Ken Murray program, July 28 (CBS, 8:30 p.m.)

BOBBY BREEN, MARION CLAIRE and BASIL RATHBONE, on "Hollywood Hotel", July 30 (CBS, 9 p.m.)

JOHN BOLES, on "Hit Parade," July 31 (CBS, 10 p.m.)

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

GENE SNYDER, dance director of the "Rockettes," will appear with his troupe on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

FIFI DORSAY, on "Professional Hour," from Fox-Fabian Theater, Brooklyn, tomorrow (WMCA, 9:30 p.m.).

BOSTON

Jim Donovan, WCOP events and news announcer, spending a week at Rye Beach, N. H.

Paul Belaire, New England WOR sales representative, off to Cleveland with Mrs. Belaire for two weeks.

Nan Howard of WEEI sales staff vacationing at Truro.

WBZ has installed its own recording equipment. Many of the local live shows are now being recorded and played back for the casts to hear their own errors.

John Holman, general manager of WBZ, and John Shepard 3rd, president of the Yankee network, are members of the committee appointed by James Roosevelt, son of the President, to administer his plan to place 35,000 discharged WPA workers in private industry.

John B. Hatch Associates is opening its general office at 581 Boylston St. to specialize in broadcast advertising and electrical transcriptions.

Ted Rolfe and his orchestra featuring the voice of Loraine Merrill is being featured on WHDH this week at 7 p.m.

Bill Williams, sports reporter, will inaugurate a new series of vox pop broadcasts over WBZ today outside the ball park.

Cleon White, manager of NBC's artist service in Boston, spending two weeks at his summer home in Bridgewater, N. H.

Pete Green, bass fiddle player on WBZ "Little Show," has bought an airplane.

Whitman Hall, chief engineer at WCOP, getting away from it all up in the Green Mountains of Vermont.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 53 of a Series

WOL—Washington, D. C.

229 Kilocycles—100 Watts

LeROY MARK, Pres. WILLIAM B. DOLPH, Gen. Mgr.
HENRY V. SEAY, Commercial Manager
HARRY H. LYON, Chief Engineer
MADELINE ENSIGN, Program Director

WOL, despite its 100 watts in comparison with much stronger competition in the same locale, is guilty of capturing more than its just portion of the daytime audience in Washington. Built on the principle of featuring sports, news and music in the broadcast sense of the word,—the station already has indisputably "sold" the slogan "First with the News in Washington."

Under the general management of William B. Dolph, WOL in two years has become one of the best known hundred watters in the country. Through its affiliation with the Mutual Broadcasting System and the Intercity Broadcasting System, the call-letters of this hundred watter are familiarly known to the countless but tangible audience of 69 stations in the United States. Following Mutual's tentative program of expansion WOL will supply several new areas with activities from the Capital City.

WOL's studios and offices are located in one of the newest and most modern buildings in the District of Columbia. Air-conditioned and sound-proofed throughout, this station occupies the entire fifth floor of the new Heurich Building. WOL, owned by the American Broadcasting Co., of which LeRoy Mark is president, celebrated its 13th year last December. Anticipating a power increase in the near future, WOL foresees an even greater monopoly on the listening market in the Nation's Capitol.

☆ Bernie's Diary ☆

(The following was purportedly purloined from Ben Bernie's private diary through the connivance of his secretary, some of the lads and, last but not least, his press agent, while the Old Maestro was busy with one of his American Can broadcasts heard Tuesdays at 9 p.m. over the NBC-Blue network.)

- 8 a.m.—Having a nightmare.
- 9 a.m.—Having a nightmare.
- 10 a.m.—Having a nightmare.
- 11 a.m.—Having a nightmare.
- 11:55 a.m.—Boy, am I glad to wake up. I was dreaming of Winchell.
- 12 noon—Arise and light a cigar. Read Winchell's column. Light another cigar. Then light Winchell's column.
- 12:05 p.m.—Brush teeth with Amos 'n' Andy and drink a cup of W. C. Fields.
- 12:10 p.m.—Jump into a cold tub after filling it with hot water. Work up a good lather. Read my press notices. Work myself up into another good lather.
- 12:15 p.m.—Go to barber for light trim. Go to racetrack for good trim. Walk back from racetrack. Call rehearsal. Go home and play Whiteman records. Then call another rehearsal.
- 6 p.m.—Go to movie for last glimpse of my last picture. (I know it's my last...the studio told me.)
- 8:15 p.m.—Call race track to see if horse I bet on has come in yet.
- 9 p.m.—Pose for hair restorer ad. I ask for down payment. They want to see my hair first. I get no breaks.
- 9:20 p.m.—Send final payment to correspondence school of singing.
- 9:22 p.m.—Cancel payment. Just heard my last vocal record.

9:30 p.m.—Tune in on Winchell. (Take 15-minute nap.)

9:45 p.m.—Leave for few rubbers of bridge.

9:55 p.m.—Phone secretary to come quick with my check book.

10 p.m.—Take a brisk walk—to the band stand and get to work. Bernie, get to work.

A Little Self-Analysis
Beneficial for Artists

"It is really amazing how some radio artists can do business at the same old stand year in and year out with never a rest or a vacation. To me, a vacation from radio chores is the most important thing there is, not only from the standpoint of the pleasure I get out of vacationing, but because it also enables me to think of radio from a distance. I can look backward and review the past season. I can prepare my own analyses and delve into the mysteries of why some things went over, and why some things did not. It is only on looking back that it all becomes clear.

"It is impossible to review one's own work during the season. The frequency of the broadcasts, that is beginning on a new one almost immediately after the previous one is over, doesn't give the radio artist much time to reflect.

"I always manage to obtain a complete script of each broadcast I make and I file them until vacation time. Then I go over them carefully. When I am in doubt about a point and have a difficult time trying to decide whether or not we did the right thing, I ask my husband about it. To me, he is the perfect radio listener, and his opinions are therefore valuable."—BENAY VENUTA.

PROMOTION

Competition for Mail

Upon the completion of the new 24-page brochure of the News Department of WOAI, San Antonio, the various members of the staff have begun a friendly rivalry to see who can garner the most mail from various types of offers. It all started when Ken McClure offered a booklet on Traffic Safety and received over 750 requests for the booklet from one announcement. A couple of weeks later Pat Flaherty, sports editor, offered a baseball book at a late hour one Saturday evening and, despite the fact that another station was carrying a play-by-play description of the game, he received over 200 requests from this announcement. Then Leona Bender, the Girl Reporter, offered a booklet on her morning program dealing with Women's News and from the way returns are coming in, she expects to receive a few hundred requests from her offer.

Ted Malone in Expanded Series

Ted Malone, reader of poetry, will be heard in five broadcasts each week at a new time beginning Aug. 2. His programs entitled "Between the Bookends" will be aired coast-to-coast on CBS 2:45-3 p.m., Mondays through Fridays.

Malone, who specializes in an intimate approach to his poetry and philosophy during these microphone "visits," will add to his store of nominations for an "American Poetry Album" throughout the series. Also to be featured are the poems and stories of writers whose birthdays fall on the dates of the broadcasts.

CBS-BBC Short Wave Tests

CBS short wave transmitter W2XE will make a series of tests in co-operation with a BBC short wave transmitter to establish accuracy of use of directional antennas and the feasibility of two or more short wave outlets using the same wave lengths despite the use of directional beams. Findings of the tests will be disclosed at the International Broadcasting Union meeting in Cairo next year.

LINCOLN

Dalton Norman, the cowboy from Georgia, leaves KFAB-KFOR on July 23. Also, Jettabee Ann Hopkins "Jangles," family program, goes off the air at the same time. Jettabee continues in the continuity department.

J. Gunnar Back, continuity chief of KFAB, is vacationing in New York; Reginald B. Martin, manager of KFAB-KFOR, at Lake Okoboji, Ia.

Nebraska State Fair has set two radio contracts, with KFAB here and KMMJ, Clay Center. Both stations rated a substantial increase in appropriations over a year ago.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATION
WIOD-WMBF, Miami, Fla., Mod. of license to change frequency to 610 kc., be granted. 1 KW., unlimited.

★ Program Reviews ★

"Dot and Pat"

Heard from KDKA, Pittsburgh, over the NBC-Blue network at 5:15-5:30 p.m. yesterday, this turned out to be a breezy, tuneful and bright medley of song, sentiment and chatter, with emphasis on the romantic note. Principals are a pair of sunny-disposition Pittsburgh youngsters, Dorothy Bushey and Pat Haley, sub-billed as "Sweethearts of the Air." They opened with "That's the Way I Like to Hear You Talk," then Pat did very nicely in a solo of "Tomorrow Is Another Day," followed by another duet and more chatter and singing to a "Sweethearts Forever" theme finish. All very gay and palatable.

"Mind Your Manners"

In this new series which made its bow on NBC-Red network at 6-6:15 p.m. yesterday, Allen Prescott, better known as "Wifesaver," gives pointers on how to avoid errors in etiquette. In a somewhat humorous, chatty style, he tells what to do in particular circumstances and on certain occasions, with listeners invited to send in questions for answering. The program is interspersed with music, which breaks up the stream of talk into more digestible portions. Prescott has an engaging conversational style, and this makes an entertaining and informative series.

"Ghosts"

Tuesday night's presentation of "Ghosts," fourth in the Ibsen series by the WPA Radio Division over WQXR, was another contribution to the mounting proof that the class drama can, and eventually will, carve a niche for itself on the air. The "Ghosts" adaptation by Donald Macfarlane, director of the series,

missed none of the force of this compelling tragedy. Cast, including Diana Dowty, Lee Hillery, Owen Coll, William Barwald and Ellen Emery, gave excellent readings.

Briefly

Of the many tributes to Marconi in the past two days, one of the most unusual was aired last night by WNEU. As Marconi was a "technical" man, Chief Engineer M. J. Weiner of WNEU acted as emcee, veteran newspapermen, including Frank Parker Stockbridge, told of their meetings with Marconi many years ago. Both Weiner and Stockbridge have distinct ability as mike-men.

Johnny Green took "Siboney" to town in gala dress on his NBC-Red network program Tuesday night. It was one of the most colorful handlings of this popular Cuban number ever heard by this listener, and it didn't murder the basic melody. That number alone was worth the price of the whole show!

Vivian della Chiesa, who is far from a stranger to network listeners, started a new weekly quarter-hour of her own Tuesday night over the NBC-Blue web, with Roy Shield and orchestra for background. Program was of the routine filler type, but Miss della Chiesa's voice was no less a delight to the ear on that account.

The "Breakfast Club" emanating from Chicago at 9 o'clock mornings over the NBC-Blue Network, with Don McNeill as emcee, never misses being a bright show. It ought to be made available to the bigger percentage of listeners available at later hours.

ATLANTIC CITY

Ritz Gardens at the Ritz-Carlton Hotel opens for the summer season with Harold Stern's music. Floor show has Bert Lynn and his vibro-lynn.

Carol McKay, former vocalist with Bunny Berigan's orchestra, remains at the Ritz-Carlton Hotel's Merry-Go-Round Bar with Eddy Bradd and his band.

Dave Tyson, former announcer at WFIL, Philadelphia, is conducting the children's theater at Steel Pier.

Mary Small headlines the variety acts at Steel Pier with Will Osborne demonstrating his slide swing for the dance fans.

Jan Savitt, musical director of KYW, Philadelphia, playing a return date for the week of July 24 at Million Dollar Pier.

Charlie Johnson's band from the Paradise Cafe gets a WPG wire.

The Leader, Wildwood, N. J., newspaper, takes a quarter hour weekly on WPG for news commentations by editor Henry C. Lapidus.

SAN ANTONIO

One of the most ambitious talent programs in Southwest Texas has been started on KTSA. It is "Old Heidelberg Students," sponsored thrice weekly by Blatz Brewing Co. Features an eight-piece German band, Fritz (Hugo) Neuhauser as emcee and "Kathie" as singing fraulein. Fifteen are in the cast. Men are dressed in bright uniforms.

Frank Tanner's ork has returned to KMAC for a series of studio broadcasts.

Hal Higgins of KTSA office force is back from his Baltimore and New York vacation.

Gerald ("Bud") Morgan waxed his daily "Hollywood Gossip" to be used on his KONO program while he is vacationing.

The Tune Wranglers have been doing some sustaining programs over KONO. They are heard regular on WOAI.

Carmen Stutz is singing thrice weekly over KABC.

Jimmy McClain of WOAI is doing the Tuesday evening "Backstage" series.

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

KTUL

"... You may be sure that RADIO DAILY has a definite part in our station and is looked forward to eagerly by the entire staff."

William C. Gillespie
Vice President.

WFIL

"... I take special pains to read many of the interesting and timely comments which you carry. Most of us who are working at high speed find RADIO DAILY presents a concise, accurate picture of current happenings in the radio field, which I am sure is appreciated by the management of all stations."

Donald Withycomb

NORMAN B. NEELY RADIO ENTERPRISES

"... As a subscriber to RADIO DAILY we find it is very useful, informative, well-planned and intelligently edited publication."

Norman B. Neely

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

Philadelphia

James Begley, KYW, program director, planned to Santa Monica, Cal., for vacation. Mrs. Begley accompanied him. James Harvey is pinch-hitting until his return.

Allen Franklin, newest addition to the WFIL sales staff, promises to be the station's busiest broadcaster. Tells them daily about fishing as "The Old Salt," turns poet-philosopher each morning for a "Cozy Corner" stint, and is now preparing another daily show as the "Hollywood-Hitter," replete with movie chatter.

Hugh Walton, Horace Feyhl and Powers Gouraud are assigned to special events at WCAU.

Calvin Jackson is newest addition to WDAS talent parade, playing a solo swing piano for Thursday audiences. Jackson is a member of Frankie Fairfax's band.

Rocco Stanco replaces Harold Beswick at the Carman Theater's organ console, pipings heard daily via WDAS.

WDAS is tendering a bachelor party tomorrow to Pat Stanton, manager, who marries Mary DeMey on July 24.

WIP's Ruth de Woody is now warbling her soprano notes over WDAS.

Ben Alley, WCAU tenor star, returns to his 6 p.m. spot after a week's vacation at Cape May, N. J. During his absence, Dan Kelly pinch-hit.

Lucy Goldsmith, WCAU's first women's commentator, moves into the Tuesday and Thursday spots, alternating with CBS's Kathryn Cravens.

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.

ONE MINUTE INTERVIEW

AL DONAHUE

"I'd like to offer a plan whereby orchestra leaders would no further be hounded by song-pluggers, and whereby the pluggers themselves would be given a much needed break . . . If bandleaders featured only melodies written within the past year, and left the older numbers to vocalists, harmony groups and community singers, it would not take plugs away from the song-pushers who are paid by the number of times their clients' tunes are played."

★ Coast-to-Coast ★

WFBR, Baltimore, had Ralph De Palma, famous racing driver, on the air Tuesday for an interview before a scheduled broadcast with WBAL. De Palma was in town for a series of talks on safety under auspices of Chesapeake-Cadillac Co. WFBR made quick arrangements, with Stewart Kennard of the special events department doing the interviewing, and during the talk it developed that both men used to run for the New York 13th Regiment before De Palma entered auto racing.

Ray Gerosa, New Haven tenor, makes his debut tomorrow on WICC, Bridgeport. Chloe Arnold, writer, is readying a series of personal talks on travels, historical settings, etc., for the same station.

WDGY, Minneapolis: Gertrude Lewis will introduce 12 famous canary singers on her woman's news program heard daily; the birds will sing three minutes each day with organ accompaniment. . . . Bernard Guider of the staff is on the air daily at 6:45-7 p.m. with "Twilight Interlude" . . . Monty Hall is emcee for the daily 15-minute broadcasts for the Race of the Nation's Walkathon in progress near Robbinsdale, Minn. . . . Gertrude Lewis was sent to Rochester, Minn., last Saturday to cover the woman's angle on the Piccard flight into the stratosphere. Her assignment was from Transradio in New York. She met and interviewed Jeanett Piccard, wife of the noted Belgium scientist.

Marion Cole, conductor of WMCA's "Hitching Your Hobby" series, will have the tables turned on her when she is interviewed by David Miller,

DES MOINES

Iowa colleges are presenting their third annual summer series of commercial broadcasts over the Iowa Network, including KRNT-WMT here.

Skelly Oil Co. has renewed for an additional 13 weeks on their Iowa network Skelgas program featuring Les Hartmann and his German Band two quarter-hours a week over WMT-7-KMA. Agency is Blackett-Sample-Hummert.

The Easy Iowa Song Fest, half-hour Community Sing show from the Paramount Theater in Cedar Rapids, has entered its second 13-week cycle and has been extended to include KRNT as well as WMT Sunday afternoons, sponsored by the Easy Washer Co.

General Mills and Socony Vacuum, who have sponsored out-of-town baseball game airings over KSO, will also broadcast Des Moines home games during the second half of the season. Broadcasts are handled by Gene Shumate, Billy Baldwin, KRNT announcer, and Jack Stillwell, KSO-KRNT salesman, are anxious to have it understood they are not Bill Baldwin, WGN announcer and Jack Stillwell, WIRE salesman.

staff announcer for WMCA, on Tuesday at 11:00 a.m.

Ray Heatherton now has three regular summer shows via WABC. He's the Monday evening fixture with HOLLACE SHAW on the "Song Time" series. Has his own spots on Monday at 5 and Friday at 6.

Three more members of the President's Cabinet will be brought to CBS listeners on the current "Cabinet Series" programs. Arrangements for the talks are made by CBS's Department of Public Affairs. The new additions are: Harry H. Woodring, Henry A. Wallace, and Harold L. Ickes. Broadcasts are scheduled for Fridays, 10:30-11 p.m.

Bill Brown, sportscaster at WHO, Des Moines, interviewed Jack Dempsey, former world heavyweight champion, during his daily broadcast July 19. Dempsey was in town here to referee a fight card at Riverview Park.

The "Songfellows" of WHO left on their vacation yesterday, but their regularly scheduled programs will continue by transcriptions.

"John Gabriel Borkman" is the next production in the Ibsen series being presented by the radio division of the WPA over WQXR on Tuesdays at 9-10 p.m. Donald MacFarlane directs. Charles Crumpton is production manager.

Robert Evans, announcer at WSPD, Toledo, is house hunting. He will marry Irene Osborn, who formerly sang with Maurie Sherman's orchestra in Chicago, next month.

NEW ORLEANS

Al Knowles who used to produce for NBC and CBS in New York and San Francisco, has decided to make his home here and go into business (not radio).

WWL additions: Jules M. (Giddy) Allen, formerly with the Item, to the ad sales staff; Marie Broussard, to greet the visitors and those who have business there; Irvin Timerick, secretary to the manager.

Robert Meyer, radio ed of Item-Tribune, is now also drama editor of the Item, Morning Tribune and Sunday Item-Tribune.

INDIANAPOLIS

Earl Lewis, WIRE chief engineer, went to Kansas City to address mid-western division of Institute of Radio Engineers on "Directional Antennae Systems."

Bing Crosby program will be heard over WIRE starting July 29.

Roy E. Blossom, WFBM manager, is vacationing in Bermuda.

Frank Sharp, program director at WFBM, busy rearranging spotting of CBS daytime script shows.

San Francisco

Ned Tollinger subbing for Benny Walker, emcee of "Woman's Magazine of Air." Walker has been indisposed.

Marie Baker, joins the National Players, NBC dramatic group, and wins a fat role in "Memory Lane."

Dr. William Van Wyck, lecturer, formerly KFRC attraction, did a CBS-KSFO spot Monday, on the audience angle of the streamlined Shakespeare series.

Jerry Bundson, CBS p. a., and Herb Caen, radio ed. of Chronicle spent Friday and Saturday in Sacramento with Benny Goodman and returned more "Goodman-goofier" than ever.

Bill Wright of the Al Pearce show and Jack Hasty, agency writer, vacationing here and meeting old friends at NBC.

Benay Venuta, and husband also in town. She started here at KJBS and KPO.

Marvin Adams back on the engineering staff after several months on eclipse expedition.

Bernard McOwen starts a series of ghost stories today over KLS.

KYA's mikeman Richard Deasy doubling in brass there—now both announcer and vocalist. Leon Churchon, program director, needed a baritone—couldn't find one. Deasy limbered up. Okay.

F.T.C. Cases

Tinytone Radio Co., Kearney, Neb., has entered into a stipulation with the Federal Trade Commission to discontinue certain unfair representations in the sale of Tinytone Pocket Radios and Tinytone Midget Portable Radios. Among representations used in advertising which are to be abandoned by the respondent company are: That the pocket radios have a range of 50 miles or greater under favorable conditions; that they are all-wave sets capable of being used everywhere and of working without aerials, and that they may be used to tune in on all short waves for all police or all airplane calls and may be employed while walking or while riding in cars or on bicycles, unless this latter representation is qualified to indicate the equipment and conditions necessary to produce these results.

DO YOU KNOW?

Radio manufacturers sold \$500,000,000 worth of sets in 1936.