



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 16

NEW YORK, N. Y., FRIDAY, JULY 23, 1937

FIVE CENTS

Offers AFM Disk Plan

WLTH STARTS ACTIONS TO RETAIN FACILITIES

In an effort to retain its broadcasting facilities, which, under a recent FCC ruling, are to be assigned to WBBC along with WARD, both of Brooklyn, WLTH ("The Voice of Brooklyn") has instituted two proceedings in the U. S. Court of Appeals for the District of Columbia. One of the actions is a notice of appeal from the FCC decision of June

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Kennedy-Kendall Series Starts Agency Dispute

Following an announcement last Monday that Kendall Refining Co., Bradford, Pa., had signed John B. Kennedy for a series of broadcasts over WJZ, Jay Lewis, president of Jay Lewis Associates, yesterday told RADIO DAILY that he will bring suit against Batten, Barton, Durstine & Osborn Inc., if the program goes

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WCAU Producing Show For Penna. on CBS Net

Philadelphia—A one-time program sponsored by the State of Pennsylvania to sell its vacation attractions to the country will be fed by WCAU here to CBS tomorrow night at 10:45-11. On the program, originating

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80 Stations for Zenith

Chicago—Zenith Radio's fall show, described as the first program originating here using the full NBC-Blue network and auxiliaries, will go coast-to-coast on 80 stations, according to E. F. McDonald Jr., Zenith prexy, who left for New York this week on business.

Down But Not Out

Boake Carter, CBS commentator, is at present doing his three-a-week broadcasts from his home in Philadelphia.

Carter was recently stricken with pleurisy and has been confined to his bed since that time. He has a specially constructed studio in his home that is equipped for transmitting.

Introductory Series

Axton Fisher, through McCann-Erickson, will introduce a new cigaret in a radio campaign to be conducted over WNEW beginning August 16. Name of new ciggie is Zephyr and it will be plugged on a recorded program every Monday, Thursday and Saturday at 10:30-10:45 a.m. Contract is for 13 weeks. Sponsor now has time on same station plugging Twenty Grand Cigaretts.

WRITE-IN OFFERS SHOW SHARP DROP THIS YEAR

Offers and contests on the two NBC and CBS networks for the first half of 1937 reveal a considerable drop in the number of offers on NBC chains as compared with the same period in 1936, while the contests remain almost the same on all three webs for the comparative period.

First six months of 1936 found 255 offers on the NBC-Red and Blue nets, while 38 contests were being conducted at the same time by various accounts. Same period in 1937 shows

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Sherwin-Williams Co. Plans Spot Campaign

Sherwin-Williams Paint Co., Cleveland, through T. J. Maloney, New York, expects to launch a spot announcement schedule on about 30 stations.

Big Pear Campaign

Seattle — An elaborate advertising campaign is planned for this fall in a National Pear Week, sponsored by producers of winter pears in Washington and Oregon. The Izzard Co. agency here will handle it.

President Roosevelt Lauds Accomplishments of Radio

Oneida Is Preparing Fall Spot Campaign

Oneida Community Ltd., Oneida, N. Y. (Tudor Plate) is preparing a spot campaign for the fall. Batten, Barton, Durstine & Osborn Inc. has the account.

Less Drastic Proposals for Regulating Transcriptions is Offered by Clark Wilson, S. F. Union Chief

ET MANUFACTURERS HERE FOR AFM BOARD MEETING

Apprehensive electrical transcription and phonograph record manufacturers from out of town are beginning to arrive for the purpose of attending the conference with the Executive Board of the AFM scheduled to meet next Monday, but according to AFM executives the general plan of the AFM will be pretty well set the day before. AFM officials have decided to call a closed meeting of the executive board for Sunday

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New 5-Year Agreement Signed by KMBC and CBS

Series of conferences between Arthur Church, KMBC president, and Herbert V. Akerberg, CBS vice-president in charge of station relations, over a renewal of the present KMBC-CBS contract has culminated in a five-year extension being signed between the parties. New contract runs until 1942. No increase in network rate will be made.

Presto Sales Up 265%

Presto Recording Corp. reports 265 per cent increase in sales for first half of this year compared to same period in 1936. Shipments of instantaneous recording equipment to foreign stations have been heavy since March, and recording activity was given impetus by the Hindenburg

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An alternative plan in regard to the regulation of electrical transcriptions and records has been submitted by Clark Wilson, American Federation of Musicians chief in San Francisco, who is on his way to New York for the AFM executive board meeting on Monday. Wilson's plan is offered in contrast to the one drawn up by James Petrillo, musicians' union head in Chicago.

Claiming that it will be impossible to eliminate the use of transcribed music on the air, Wilson summarizes the highlights and expected accomplishments of his proposal as follows:

- (1) It would spread work through guaranteeing local musicians a full number of minimum hours, regardless of the stations' use of canned music and remote pick-ups.
- (2) It is to the station managers' advantage through averting a possible serious situation with respect to transcriptions and dance band remotes, while at the same time not placing an insupportable burden on the various stations' incomes.
- (3) Would raise performance levels and benefit public and local advertisers by assuring local musicians of a living wage regardless of whether commercial shows are done with live or transcribed talent. Improvement would be evidenced in smaller communities where 100 and 500 watt stations have been using canned music and non-union talent almost exclusively.
- (4) Would constitute a strong wedge whereby AFM could go into smaller cities and effectively organ-

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Warning Signal

Berlin — A radio receiving set attachment has been developed in Germany whereby a shrill sound is emitted when the broadcasting station wishes to call attention of listeners to an unusually important piece of news or to warn against some danger. When attached, alarm works even when radio is turned off.

Washington Bureau, RADIO DAILY
Washington — Accomplishments of the radio in a comparatively short time are highly praised, and the industry's future potentialities are cited, in a letter sent yesterday by President Roosevelt to Lenox R. Lohr, president of NBC, on the occa-

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FINANCIAL
(Thursday, July 22)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/8	170	171 3/8	+ 1 3/8
Crosley Radio	22	21 1/2	22	+ 1/2
Gen. Electric	58 1/4	57 3/4	58	+ 1/4
North American	27 3/4	27 1/4	27 1/4	0
RCA Common	9 1/8	9 1/8	9 1/4	+ 1/8
RCA First Pfd.	70 3/8	69	70	+ 1
RCA \$5 Pfd. B.	103 1/2	103	103 1/2	0
Stewart Warner	19 3/8	18 7/8	19 1/8	+ 3/8
Zenith Radio	37	36 3/4	36 3/4	- 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 3/4	15 3/4	15 3/4	0
Majestic	4	4	4 1/8	0
Nat. Union Radio	1 3/4	1 3/4	1 3/4	0
OVER THE COUNTER				
	Bid	Asked		
CBS A	30 1/4	31 1/4		
CBS B	30 1/4	31 1/4		
Stromberg Carlson	13	15		

WQXR Adds to Sales Staff
Albert N. Socolow, formerly of the local display advertising staff of the New York American, and John M. Murray, formerly of the advertising staff of Esquire, have joined the sales department of WQXR, under Norman S. McGee, sales manager. McGee said the increase in personnel is in anticipation of increased advertising schedules in the Fall, when WQXR enters its second year as a commercial station.

Farouk Coronation on CBS
CBS will broadcast the coronation ceremonies of King Farouk of Egypt July 29. Broadcast, which will be relayed to CBS by the British Broadcasting Corp., will be heard at 4:20-4:30 p.m.

Beatrice Fairfax Auditioned
Beatrice Fairfax was auditioned by Batten, Barton, Durstine & Osborn Inc. at CBS on Wednesday for Silver Dust, a BBDO account.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. □ 6 TO 7:30 P. M.

Monopoly on Anniversary Greetings
Cedar Rapids, Ia.—Birthday and anniversary greeting monopoly at WMT is held by the station's oldest account, Kerwin's Clothiers of Waterloo. Kerwin's had been on WMT since station opened in June 1928; originally sponsored daily five minute news flashes. Had cancelled in February, 1935, for one-week series of 30 word station break spots, and in September for 26-time series of similar announcements, which ran two months concurrently with Sports Chatter, five minute daily sports resume sponsored for four months by Kerwin's. On Jan. 17, 1936, they signed for one week series of 60 word spots, and on January 27 came on for a year with "Happy Birthday to You," five-minute participation show on Cornhuskers program, daily except Saturday and Sunday. Show now in its second year, on 52-week renewal contract.

New WNEW News Schedule
With signing for 20-hours-daily International News service, WNEW has inaugurated a new schedule of newscasts. Starting Monday, Richard Brooks will handle three 15-minute INS periods daily. Harold John Adonis's New Jersey Bulldog program, the Pollen News, N. Y. Evening Journal News and Earl Harper's daily sports resume also continue. The WNEW news department under direction of Larry Nixon will keep a 24-hour watch on news breaks.

Gladys Miller on Faculty
Gladys Miller, president of Service Programs Inc., has been appointed to the faculty of the School of Retailing of New York University. Miss Miller is a noted merchandiser and was responsible for the Bigelow-Sanford Co. "Hollywood Room Recipes" network and disk series.

"3 Funsters" Continuing
Although Bill Hanson, Vincent Howard and Jim Brennan are leaving Monday for the coast to do some film work, their WMCA program known as "The Three Little Funsters" will continue to be scheduled over the station. Other talent will be recruited for the shows for the six weeks that the "Funsters" are away.

3 Canadian Stations Renew
Three Canadian stations have renewed yearly contracts with Star Radio Programs Inc. for the Scriptfolio. They are CJCA, Edmonton, Alberta, CFQC, Saskatoon, Saskatchewan, and CJCJ, Calgary, Alberta. Star Radio is supplying programs to at least one station in every province in the Dominion.

"Not for Ladies" as Coaster
"Not for Ladies," with Ben Alexander as commentator, becomes a coast-to-coast program July 28. The weekly quarter-hour, which will be on the NBC-Red network, 5-5:15 p.m., chats about the men of Hollywood.

Charles Benford in WOR Series
Charles Benford has been signed by WOR for a new series of editorial news comment beginning Monday. Programs will be heard Monday through Thursday, 9-9:15 p.m. and Sundays, 7:15-7:30 p.m. Benford comes to WOR from WOL, Mutual affiliate in Washington.

Art Millet to Be Busy
Art Millet, CBS staff announcer, on July 27 will step into the announcer's role on the "Hammerstein Music Hall" for five weeks, while John S. Young, the show's regular announcer, goes on vacation. Millet is also cast as announcer-narrator on the new Bayer Aspirin series, "Second Husband," starring Helen Menken, to start over CBS on Aug. 3. He is heard currently as announcer on the daily "Our Gal Sunday".

Tax Receipts Off Slightly
Washington Bureau, RADIO DAILY
Washington—A slight drop in tax receipts from sale of radios and phonograph records is shown by the Treasury Department Bureau of Internal Revenue in its report for last month. Receipts for June, 1936, are listed at \$442,696.37, while for the same period in 1937, total receipts amounted to \$394,641.50.

Cast for "Hello, Peggy"
Cast of "Hello, Peggy," the Drackett Co. (Drano) serial opens Aug. 4 on the NBC-Red network at 11:45-12 noon, will include Alan Bunce, Eunice Howard, Jackie Kelk and Andy Donnelly as its regular members.

Petro A. Galvin with Furman
Petro A. Galvin, formerly with KEW, Mexico City, is now associated with Norman B. Furman Inc., foreign language advertising agency. Galvin will head the Spanish and French departments.

Script Library in Far Points
Script Library has added KINY, Juneau, Alaska, and KGMB, Honolulu, to its list of subscribers. The Library's material is now being heard in 18 countries besides the U. S.

Two Join WFMD Staff
Frederick, Md. — Chet Clarke of Washington and Hugh Ferguson of the WCAU dramatic staff, Philadelphia, are recent additions to the announcing staff at WFMD here.

Donald Peterson
PRODUCING
JUNIOR G-MEN of AMERICA
WOR—5:45 P.M. M.W.F.

COMING and GOING

- HAL MOORE of the CBS publicity department leaves Monday on a three-week vacation to the southwest.
- TOM FOLEY of N. W. Ayer agency has returned after a nine-week business trip with the Al Pearce show.
- RAYE WRIGHT, NBC actress, leaves shortly for a vacation in Canada.
- GENEVIEVE PACE, general manager of the Script Library, leaves tomorrow for a two-week vacation.
- ANN PRICE, secretary to Mack Goldman at Harms, leaves tomorrow for a two-week vacation in the Catskills.
- DONALD FLAMM, president of WMCA and the Inter-City Network, returned yesterday from a five-week trip abroad.
- CLARK WILSON, AFM union head in San Francisco, is en route to New York to represent his territory in the executive board conference.
- JOSEF ISRAELS, WNYC commentator, is spending a two-week vacation in Maine.
- COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., is in New York from Chicago on business.
- KELVIN KEECH is due back today from a cruise to the West Indies.
- E. P. H. JAMES, NBC sales promotion head, leaves today for a week's vacation trip through Washington and points south.
- MILTON BLINK of Standard Radio's Chicago offices, is in town for week, and will attend the AFM confab.
- IRA GRIMSHAW of the NBC legal department leaves today on vacation trip to the Midwest.
- HERBERT R. EBENSTEIN, president of Atlas Radio Corp., left yesterday on a tour of mid-west and southern radio stations.
- CHARLES CONTENT, assistant chief engineer of WOR, leaves today for a three week vacation in Montana. He will visit radio stations throughout the Northwest.
- CHARLES SINGER, supervisor of WOR transmitter, leaves tomorrow for a two-week vacation in Belmar, N. J.
- CAMERON KING, WOR announcer, leaves tomorrow for Newport, where he will cover the America Cup Races July 31.
- PAUL ROBINSON, harmonica player, goes to Chicago to appear at the Chicago Theater the week of Aug. 6.

WMCA Plans to Review London Legit Premieres

Premieres of legitimate plays in London will be reviewed over WMCA from reports cabled by J. W. Marriott, British author and critic, under arrangements completed by Donald Flamm, president of WMCA, who returned yesterday from a five-week trip abroad. The five hours' difference in time between London and New York will work favorably at this end.

"Thank you!"
... The National Radio Registry reminds you there is much excellent talent available. It is a definite asset in casting shows; prompting the use of performers one can't always keep in mind."
Frances von Bernhardt of World Broadcasting System
NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

..... *and can she write!*



... This is Miss Jane Faunce ... and by now you've noticed the little gadget on her swim suit ... it's her Olympic Swim team shield (alright then, you knew that!)

Then you know what her "by line" means for audience appeal ...

Well ... She's writing our feature

"THE WEAKER SEX"

... Which in short is all about what women are in the news and why ... besides some slants on femme athletes she knows so well ...

It's a breezy, snappy feature ...

Write for sample script

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

- **IT'S A FACT (ODDITIES)** •
- **THE NEWS OF THE WEEK** •
- **HEROES OF THE WEEK** •
- **TWENTY YEARS AGO** •
- **YOUR BASEBALL REVIEW** •
- **ANIMALS IN THE NEWS** •
- **RAINBOW REVERIES** •
- **SHORT TAKES FROM HOLLYWOOD** •
- **THE WORLD OF SCIENCE** •
- **BAFFLING CRIMES OF THE WEEK** •

Write, Wire, Phone, or Teletype

VAN CRONKHITE ASSOCIATES, INC.
360 North Michigan Ave.
Chicago

“RADIO'S ONLY NEWS COUNSELLORS”

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 8: WCMI, Ashland, Ky. Mod. of license to change frequency and increase power to 1120 kc., 250 watts, 1 KW. LS., unlimited.

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

The Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.

The Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.

Sept. 10: Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Hearst Radio, Inc., Albany, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 KW. LS., unlimited.

KGA, Spokane. Mod. of license. 950 kc., 1 KW., 5 KW. LS., unlimited.

WEED, Rocky Mount, N. C. Mod. of license. 1240 kc., 500 watts, unlimited.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

Gerald Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

Betty Caine in "Tale of Today"

Chicago—Betty Caine, young NBC actress, has been signed by Princess Pat as new star of "A Tale of Today", succeeding Joan Blaine, who resigned to go to New York.

AD AGENCIES

PAUL NEWMAN, vice president and art director of Erwin, Wasey & Co., New York agency, is the subject of a striking color photograph reproduced on the cover of Scribner's Magazine, August issue, which makes its appearance on the nation's newsstands July 27.

DOWD & OSTREICHER ADVERTISING, Boston, has been appointed to handle the advertising appropriation for Baltimore Club Distilling Co., New York.

HENRY BELLOWES, for. CBS v.p., is to be public relations director for General Mills, which has retained B.B.D. & O. to assist in its publicity and public relations work. Radio accounts are handled by Blackett-Sample-Hummert and Knox-Reeves.

J. CARSON BRANTLEY agency of Salisbury, N. C., has renewed contracts for its client, Stanback Co., on WWL, New Orleans, and WALR, Zanesville, O., besides placing a new contract on WAIR, Winston-Salem. N. C. Brantley also gave WAIR a 15-minute show for another client, Duke Power Co.



● ● ● Rex Chandler's Sunday night concerts for Ford will switch to Saturdays in Sept.... Joseph Bonheme will conduct the Vaseline show in October—which will feature a juvenile revue... Eddie Elkins goes into Reilly's in Saratoga on Monday... Cal Tinney, the hillbilly columnist, is signed by the "First Nighter" sponsor for a Sept. show coming from Chicago in which he'll do a "Will Rogers"... Other talent not set... Lucille and Lanny auditioned by Young & Rubicam yesterday for a big show... Judy Starr comes into the Loew's State on Aug. 12 prior to the Ed Wynn musical for which she's signed... Dave Vine auditioned for the Gulf show... Charlie Gordon resigned from Santly-Joy and will go to a flicker music firm... Gus Arnheim made four Brunswick recordings yesterday for Joe Higgins... Dorothy Howe, former vocalist with Art Shaw, will be at the New Yorker with Phil Napoleon... WMCA has sent the Hollywood Theater building lease back to the owners with revisions—and if it's signed the station will be located over Lindy's—making it very easy for Bill Weisman and Bert Lebharr... Elmer White lost his straw hat yesterday and accuses Sid Silvers of being at the bottom of it!

● ● ● Larry Roller, director of public events and special features for WHK-WJAY, Cleveland, has gone into racing as a jockey... "Whoa Babe," WJAY's Thursday feature, presented the spectacle of the benign Mr. Roller tearing around a pony track at the Great Lakes Exposition with a short-wave transmitter on his back, attempting a description of the "Expo Handicap"... Competing with the best mounts at the track, he was given a 50-50 chance to win because of the ages of other jockeys in the race—ranging from 5 to 10 years... Originally intended to do a remote show from a merry-go-round, Roller and Bev Dean, continuity head, and Gill Gibbons, sportcaster, traveled the grounds—but couldn't find a merry-go-round even though they DID see Billy Rose—so they muscled-in on the kids' fun.

● ● ● Unless Warners continue to hold Dick Powell out for a show of their own, the crooner will be starred on the Werner Jessen Sunday show... Gus Haenschen's Pet Milk show which has been off during the summer returns Oct. 2 with 70 CBS stations... Ed Hurley will do publicity under Irving Strouse for Paul Whiteman... Milton Cross replaces Ford Bond as wordslinger on the Vox Pop show... Ted Malone of "Between the Book Ends" will have two pages in Pictorial Review starting with the Nov. issue, on that feature... Kay and Buddy Arnold will do six weeks on the 3 Little Sachs time while the trio goes Hollywood... Damon Runyon goes network commercial this fall under the production sponsorship of Columnist Marcus Griffin and Larry Hammond... Runyon will ad lib side remarks on the Griffin-Hammond dramatizations of his short stories. The trio have signed a three year pact... Russ Morgan reopens the French Casino Aug. 19... CBS publicity dept. have discovered something that should interest Freddie Rich or Mark Warnow: By working their typewriters simultaneously, the bell-ringing of the margin release causes musical notes.

● ● ● Another story from WHK, Cleveland, which will particularly interest Stan Shaw and Martin Block... Carl Mark conducts a "Night Owl Club" show in which he asks the listeners to phone in their requests for tunes to be played. Among the 700 weekly calls, he has been receiving one persistent request for "Sweet Leilani"... Mark didn't have the recording and announced this fact... However the matter came to a head last Saturday while Mark was in the midst of a show and a commotion was heard outside the studio... The door flew open and in marched a determined middle-aged woman, who advanced to the turntable, slapped down a record of "Sweet Leilani!" announcing loudly and distinctly "NOW tell me you haven't got it!"

ORCHESTRAS MUSIC

A SWING SESSION starting at 1 o'clock after midnight Saturdays, and continuing until wee a.m. will be inaugurated tomorrow by WBBM, Chicago. Titled "Swing Around the Town with the WBBM Air Theater," show will have Ken Ellington as commentator. Jam session will feature a parade of swing crews including Horace Henderson, Roy Eldrige, Don Chiesta, Charlie Engles and Bernie Cummins, from their respective spots.

"Doc" Daugherty and his music will hold forth at Parker's Marine Grille, Beach Haven, N. J., for the entire season.

Jimmy Cavallaro, violinist, and Don Raphael, organist, are back on WELI, New Haven, with a twice-weekly sustainer emanating from Dreamland Theater.

"Am I in Love" will be the "hit of tomorrow" on Guy Lombardo's program Sunday over CBS at 5:30 p.m.

Bob Peary has joined the Consolidated Radio sales force in Chicago. The ork leader, formerly at Casino Parisienne, continues his band on the side.

Jimmy Dorsey and orchestra slated to play Modernistic ballroom, Milwaukee, July 25, with a broadcast over WTMJ.

Roy Shield and his 75-piece orchestra will be heard Wednesday at 9-10 p.m. over NBC-Blue network with Vivian della Chiesa, NBC soprano, in the first of three broadcasts from the Grant Park concert shell in Chicago. Shield and the NBC orchestra also will be heard on Aug. 24 and Sept. 3.

GUEST-ING

RANDOLPH SCOTT, in place of Madeleine Carroll, on "Sealtest Sunday Night Party," July 25 (NBC-Red, 10 p.m.).

PAT O'MALLEY, on Benny Goodman program, July 27 (CBS, 9:30 p.m.).

AKIM TAMIROFF, interviewed by George Fischer, tomorrow (Mutual, 10:15 p.m.).

ATTILIO BAGGIORE, NBC tenor, on Chase & Sanborn Hour, July 25 (NBC-Red, 8 p.m.).

JOHN GRIFFIN, tenor, and BERT LYTELL, on "Hammerstein Music Hall", Aug. 13 (CBS, 8 p.m.).

GIERSDORF SISTERS, on "Johnny Presents", July 27 (NBC-Red, 8 p.m.).

FOUR STARS (girl quartet), on Mark Warnow program, July 27 (CBS, 8 p.m.).

OLYMPE BRADNA, starlet of Paramount, interviewed by George Nobbs on Movie Club, tonight (WHN, 8 p.m.).

ETON BOYS, on Gulf Summer Show, Aug. 15 (CBS, 7:30 p.m.).

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



GENERAL MILLS (through Black-Gett-Sample-Hummert) casting about for new lead for juvenile serial "Jack Armstrong, All American Boy," due back Sept. 27, now that Jim Ameche, Don's brother has gone to Hollywood. Jim has signed with Paramount and will do first picture work with Dorothy Lamour in "Ensenada."

Bob White, former Chicago radio writer and producer, now a writer for Warner Bros., renewing studio acquaintances here.

"Nothing But the Truth" with Alex McQueen, sponsored by Bathasweet on WGN, is folding Aug. 6. Sponsor said to be considering putting his WOR show on the Mutual network.

Lynn Brandt is describing the \$10,000 three day Chicago Open Golf Tournament at Medinah Country Club for NBC. Using a beer mug mike.

The Four Bachelors of the College Inn are now three—and Henry Russell, baritone, who brought the change about has forfeited \$100. Russell, with Bob Rice, Bobby Borger and Jack Gifford, some months ago chipped in \$100 each to guarantee their staying single. Last Sunday Russell and Cuquita Rivera, Mexican singer, eloped.

Clark Dennis, NBC tenor, engaged as soloist at Riverside Theater, Milwaukee, week of July 24.

Marie Nelson of "Bachelor's Children" to start her vacation (first in 15 years) Aug. 1 at South Haven, Mich.

"Lights Out," NBC's midnight horror drama, has been withdrawn to see whether listeners are still demanding this sort of fare. Arch Oboler writes the series.

Jerry Marlowe and Irma Lyon, NBC piano duo, are providing accompaniment for Lucy Monroe at the Palace Theater starting Friday.

Steve Trumbull, former CBS publicity chief, and now Miami newspaperman, is here to sail with Fran Byrne, Times fotog, in Mackinac yacht races tomorrow.

Yank Taylor, former radio editor of the Times, back from a season in Florida and has set up radio writing office.

Tom Dunlop, WJJD studio engineer, summoned to Orilia, Canada, by death of father.

Swift's Junior Nurses corps performers—Lucy Gilman, Bill Amsdell and Helena Ray—back from tour of Pacific coast. Swift's will be back on air in fall but is having troubles finding suitable hour and stations. CBS was used last year.

Frances Wallertz, high school prima donna, starred on new CBS hour titled "Bon Voyage." Urban Johnson, Howard Neumiller, pianist, and dramatic cast used.

J. Oran (Buck) Weaver, WBBM news editor, to visit Mexico City on his vacation. R. C. Elpers, CBS salesman, and Urban Johnson, sound effects, just back from trip below Rio Grande.

NEW PROGRAMS—IDEAS

Manslaughter Trials Dramatized

KVOD, Denver, has offered another safety campaign to its listeners. New feature, entitled "The Judge Tells His Story," dramatizes actual manslaughter trials of persons taken into criminal court for killing someone with an automobile. Program is heard each Wednesday at 8:45 p.m. Mountain Time.

The scenes open in the home of Judge Gilliam, who supposedly is entertaining Ginsberg each Wednesday evening. Then, at the crucial moment, the scene shifts to a courtroom where the persons accused are on trial. Testimony with direct relation to the case is carefully gone over by Harry Hill, KVOD News Editor, and incorporated into the programs.

The KVOD Players, under the direction of Jay Daniels, and including Dorothy Mendelsohn, Victoria Doherty, C. Norman Lasky, and Preston Frenzel, handle the programs.

Swimming Pool Serenades

The Waterloo studios of WMT, Cedar Rapids-Waterloo, are presenting a ten-week series of shows produced directly from Shanks' Swimming Pool in Waterloo. Programs run at 10:45-11:30 each Saturday morning, with 15 minutes dedicated to youngsters with the amateur yen, who sing, tap dance, recite or anything else they feel like doing. Fifteen minutes goes to WMT German Band, in a presentation of old-world tunes popular in the WMT territory. The remaining quarter-hour is filled with swimming races, with the announcer using a grounded mike in the pool.

Sponsors donate gifts for race-winners as well as children appearing on the show.

"Gee" Walker on Mich. Web

Detroit—Gerald "Gee" Walker, the Tigers' slugging outfielder, made his debut Tuesday in a sponsored program over WXYZ and the Michigan Radio Network. Program is titled "Gerald Walker on the Spot," sponsored by Peter Pan Bakeries. Walker works with Bob Evans, local sports announcer, answering baseball questions submitted by fans.

WLTH Quiz Program

WLTH will inaugurate a question bee on Sunday at 10:30 p.m. Session, conducted by Jacob Lehrman, will be held in the station's studio theater, with six contestants being drawn from the audience. There will be a \$5 prize to the winner and other prizes for the remaining contestants. It is planned later to have members of specific professions compete among their own classes.

Harrington for Sinclair

Chicago—Sinclair Refining has signed John Harrington for nightly news comment period titled "The Headliner" on WBBM, through Federal Advertising Agency. Started yesterday.

Series on Peace

"The Road to Peace," dedicated to the cause of world amity in general and American neutrality in particular, is a new series starting Tuesday at 9:45-10 p.m. over WMCA. The programs, which will originate in WOL, Inter-City key station in Washington, will present people prominent in behalf of American neutrality and organized peace movements.

Under the sponsorship of the National Council for the Prevention of War, the speaker this Tuesday will be Paul Harris, Jr., a staff official of the Council. He will be interviewed by Gilbert Stinger on the subject "When Voters Veto War."

"Personal Observations"

A series of "personal observations" on subject matters ranging from dogs and travel sights to Connecticut historical reminiscences will be presented by Chloe Arnold, former newspaperwoman and magazine contributor in a new WICC series to be heard on Friday afternoons starting July 30 at 2:15-2:30 p.m.

Miss Arnold brings to the WICC microphones a wide experience and interest gained in her travels and journalistic experiences. Starting her career as a staff member of the Bridgeport Herald and Bridgeport Post, she has been a staff member of the N. Y. Sun and Washington papers, contributing consistently to the American Mercury and Delineator magazines.

"See America First"

A once-weekly program designed exclusively for motorists planning summer vacations has been inaugurated by WFMD, Frederick, Md. The series is captioned "See America First."

Will Air "On to Alaska" Party

Detroit—The annual "On to Alaska with Buchanan" group of boys and girls numbering over 40 who left Detroit this week for a personally conducted tour of the northland by George E. Buchanan, Detroit capitalist and philanthropist, is accompanied this year by Betty Roberts, in charge of Women's Activities at WJBK here. Miss Roberts will conduct broadcasts by members of the group in many of the cities which the party visits, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

The journey will cover some 8,000 miles, and includes many of the northwestern states and Canada as well as Alaska. The party will return in about three weeks.

Schipa at Grant Park Aug. 11

Chicago—James C. Petrillo has engaged Tito Schipa as guest soloist with the Chicago Civic Opera orchestra in the Grant Park public concert, which the networks broadcast, for Aug. 11. Jerzy Bojanowski, noted Polish conductor, will direct the orchestra.



DR. ALFRED HERTZ, noted San Francisco symphony conductor, takes over Standard Symphony Hour next Sunday, with Pierre Monteaux returning later in the season.

Al Pearce and his gang had 200-odd veterans from Sawtelle Soldier's Home as guests at the CBS Radio Playhouse to "watch the fun go by" Monday night.

Een Beckman, furrier, sponsoring transcribed Club Romance over KNX, 7:45 to 8 p.m. Tuesdays.

Federal Theater of the Air presented "The Life of Thomas A. Edison" over KMPC on Wednesday with an imposing cast including: Joseph Hamilton, as the inventor; Kent Wallace, Robert Cummins, Martin Ashe, Erick McGeehan, Jas. B. Garfield and Carlyle Slewe. Hugh Lester directed the script by Lewis W. Meyer.

Montana Cowgirls now on KFAC daily except Sunday for Todds Clothing Co.

Gino Severi has been re-signed by KFAC to furnish music for "Covered Wagon Trails" indefinitely.

Ferde Grofe planed in to conduct his own composition, "Grand Canyon Suite," at Hollywood Bowl. Accompanying ballet staged by Ada Broadbent.

Vic Dalton back at his KMTR desk after being laid up with an infected foot resulting from stepping on a rusty nail.

Leon Rosebrook resigned musical directorship at KEHE. No successor appointed as yet.

Ken Carpenter stays on the ground while co-worker Buddy Twiss goes stratosphereing in an army Lockheed plane Friday in order to tell the world about it. Originally, Carpenter was to be a passenger also, but plans now are for two-way short wave conversation to be re-broadcast over NBC Blue at 2 p.m.

Hedda Hopper presents a girl "discovery" of her very own on her Wednesday broadcast, and is launching a contest for a suitable professional name for her find over NBC network.

KHJ Staff Additions

West Coast Bureau, RADIO DAILY
Los Angeles—Burt Horswell, formerly with WHBL, Sheboygan, and WIBA, Madison, Wis., has joined the KHJ sales staff.

Jim Bannon, formerly of New York and St. Louis, is a new announcer at KHJ.

Dorothy Lamour Extended

West Coast Bureau, RADIO DAILY
Los Angeles—Chase & Sanborn has picked up its option on Dorothy Lamour and she will continue on the Sunday night NBC program through December.

Earle Caton Joins WAIM

Anderson, S. C.—Earle Caton, formerly of WSOC, Charlotte, has joined the WAIM, staff as an announcer.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Studios and Offices Are Being Built by WFMD

Frederick, Md. — Plans have been completed and work has started on WFMD's new studios and offices. They will occupy the entire third floor of Frederick's Seminary Building. There will be a large theater studio, two medium sized studios, a speakers' studio, an audition room, a spacious reception room and special offices for the entire personnel. New speech equipment will be installed throughout. Studios will be of the latest design. Moving activities will take place this fall.

Improvement Program Is Completed by WTMJ

Milwaukee — WTMJ's tenth anniversary celebration takes on special significance by reason of the culmination of a huge equipment improvement program which saw the acquisition of a new 400-foot, single mast, self-supporting antenna tower; a new Western Electric, all AC-operated, type 355-D1 5 KW transmitter, a W.E. 110-A Program Amplifier (volume limiter); a short wave relay truck; two 50 watt, medium low short wave plants and two ultra-high short wave transmitters. With all of this shiny new equipment, WTMJ can modestly claim to have the most modern and efficient radio plant in Wisconsin.

Art Peck Joins WCCO

Minneapolis — Art Peck, formerly field engineer for KSTP, has joined the staff of WCCO as operations engineer. Peck was trained at the U. of M. and has been in radio engineering work for the past five years.

Russ Person will be transferred from WCCO's master control board to the station's transmitter, it is announced by Hugh S. McCartney, chief engineer.

R. O. Thatcher in Philly

Philadelphia — R. O. Thatcher, NBC technician, arrived here this week to supervise construction of new building to house KYW's new studios and plant. Top floor is planned for television layout.

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Equipment Corp.

WE FURNISH

Electrical Lighting Equipment
of Any Kind

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NEW PATENTS Radio and Television

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

2,087,252—Ultra-High Frequency Tube. Ross Gunn, Chevy Chase, Md.
2,087,280—Cathode Ray Tube. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.
2,087,288—Radio Receiving System. Vernon D. Landon, Collingswood, N. J., assignor to RCA.
2,087,307—Mount for Electron Discharge Devices. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.
2,087,327—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.
2,087,408—Paper Condenser. Jacob Katzman, Brooklyn, N. Y., assignor to Nova Electric Corp.

2,087,428—Phase Modulator. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
2,087,429—Phase and Frequency Modulation Wave Receiving System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
2,087,448—Time Controlled Selector. Stephen E. Reymer, Cleveland, Ohio.
2,087,652—Resonance Indicator. Henry D. Oakley, Woodlynne, N. J., assignor to RCA.
2,087,683—Image Dissector. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Inc.
2,087,737—Amplifier Circuit Organization, Especially for Short Waves. Wilhelm Runge, Berlin, Germany. Assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

"Salt Shaker" Mikes for WADC

Akron—WADC has purchased six "salt shaker" microphones, which improve frequency characteristics of the voice. The new type mike is both uni-directional and non-directional. Change is made quickly by removing baffle from front of mike.

Allan T. Simmons, owner of station, was recently granted a construction permit for a new 100 watt high frequency station. Will be used for experimental work and re-broadcasting of regular programs. Station's new mobile unit (W8XNC-100 watt) will work on remote pick-ups made on short notice. One program employs unit for trailer camp interviews.

Two WTMJ Portables in Use

Milwaukee—WTMJ's visits to various city playgrounds makes much use of its portable s.w. equipment. Two outfits are used for local and distant coverage.

NEW ORLEANS

Owners of WWL and WSMB here are gleeful over the fact that they have hurdled the first hump in their move for greater power, the FCC examiner having reported favorably on WWL's request for an increase 5,000 to 50,000 watts and on WSMB's petition to run 5,000 during day.

But the question as to who is going to win out for the extra 100-watter is still in doubt. Both WSMB and WDSU are seeking the extra station, presenting claims that they are so sold on time now that they cannot serve the community as much as they would like and pointing out what leeway the extra station would give them in their civic-minded ideas. Another 100-watter would be a benefit, especially if those radio row rumors about the Mutual network's expansion into the south eventually are true.

Television Costume Worries

Berlin—Experience so far collected in the Television Studio here proved that the costumes of actors in television plays must be rich in contrasting colors. But pure white is banned, just as dead black, because of its dazzling effect. A dazzling white pocket handkerchief looks like a black spot on the screen of the television receiver. Shining metal pins, brooches and belts must be avoided for the same reason. The rustling of silk may interfere with the dialogue. The same applies to running water. In a play enacted here July 1, "The Caliph's Daughter," a youth had to fill sand instead of the scenario-prescribed water into his jug in order to avoid disturbing noise.

Replacing WSPD Antenna

Toledo—Verne Alston, WSPD chief engineer, is building a new antenna to replace 214-ft. tower which was wrecked by hurricane recently.

ST. LOUIS

Sunny California is a favorite vacationing spot for KMOX radio celebrities. Among those loafing in that state are "Tiny" Renier, program director; Marvin E. Mueller, announcer, and "Pappy" Cheshire, who handles a hillbilly entertaining squad—when on the job.

Harry W. Flannery, news commentator and head of the KMOX news department, is honeymooning in Michigan.

William Cook is doing a good job on the daily "Candid Camera of Radio" program for KWK.

Wright Esser, KWK's production department, has been busy with announcing, filling in during the vacation season. He also scripts the weekly Hyde Park House Party heard every Saturday eve at 10:30.

New W. E. Equipment Described in Bulletins

Three new bulletins have been issued by Western Electric Co. describing and illustrating the latest additions to its extensive line of equipment for broadcast stations. In the first of these bulletins the new 104A, 105A and 106A amplifiers are set forth. Compactness and operation economy are featured.

In the second bulletin, the new 110A program amplifier is described. Being new in principle, this unit will be a welcome addition to any station where the management desires to increase the transmitter's coverage without the necessity of raising the output power rating. The increased efficiency is made possible by virtue of the fact that the device introduces automatic volume limitation, permitting a higher average percentage of modulation to be maintained without danger of over-modulation.

The third bulletin describes the new 23B speech input equipment which is designed for use by stations when the operators ride channel gain by means of the main gain control.

Station Improvements

Springfield, Ill.—WCBS has applied for construction permit to install a new transmitter, along with power jump and change of hours of operation to unlimited.

San Francisco—KYA has applied for permit to use old RCA 1001-B, transmitter as an auxiliary and move its transmitter from 1231 Market St. to Bayview Park, using 1 kw.

Philadelphia — John G. Leitch, technical supervisor of WCAU, will locate his new high frequency transmitter atop a central city building. Will operate on four frequencies with 100 watts.

Install Sound Proof Doors

St. Louis—KMOX has installed in its new studios three new sound proof doors built by Irving Hamlin of Evanston, Ill.

Novel Mike Device

NBC has devised a microphone buffer to control modulation of actors in Shakespearean plays. Gadget is square fence, about waist high, around which cast acts into mike suspended in the center of barrier at eye level.

★ Program Reviews ★

Alistaire Cooke

Alistaire Cooke is an English drama critic who won a number of listeners here through his series on NBC the past year or more, having been heard on international hookups in course of the abdication of King Edward and on two other occasions. Favorable comment from its audience prompted NBC to bring the commentator over here and, as he stated in the course of his talk, he is not here as a foreign visitor but as a permanent resident (and citizen eventually).

Wednesdays at 10:45-11 p.m. on the NBC Red network, Cooke delved into matters of 20 years ago and touched on World War angles, finally working up to how the "other half" lives in various climes abroad, and their living standards as compared to ours over here. An item or two touched on the English viewpoint and there was an anecdote relative to the Manchester Guardian, famed British weekly.

Cooke's subdued delivery appears to need closer study from the engineering department to help sharpen his voice, which may be described as a sort of cross between Heywood

Broun and Hendrik Van Loon. He speaks leisurely and with authority.

"Your Hit Parade"

Lucky Strike series maintains an even tempo of entertainment value and convincing type of commercial copy on its NBC Red network series Wednesdays, 10-10:45 p.m. Harry Salter and his orchestra of 35 men offer the leading song hits plus the usual hits of the past, with a variety of rhythms, yet absolutely no blare. Brass is held down to a minimum and the strings and saxophone section is played up in the arrangement, seemingly simple, but very easy on the ears. Arrangements are naturally of the type insisted upon by Lucky, which, in so far as it is concerned, would play the publisher's straight commercial orchestration. However, Salter manages to inject an individual touch and gives each selection an interpretation that reveals a skilled musician and conductor. Two vocal soloists are heard with the band.

Fred MacMurray, movie star, came in for the personal appearance and testimonial on Coast switchover, both talking and singing. Tobacco auctioneer's chant as usual added a novel note.

Write-In Offers Show Sharp Drop This Year

(Continued from Page 1)

NBC offers had dropped to 163 offers and 37 contests were being held during the same time.

CBS had 134 offers on its network during the first six months of 1936, which compares to 117 offers for the first six months of 1937. In first part of 1936, CBS had 26 contests running, while the same period this year gave the chain 25 contests.

Big drop in offers is taken as an indication of more assurance on the part of sponsors that they had a suitable audience for their shows in question and did not need to key the potential draw, also that more advertisers feel that they have the right program and that it is pulling.

Kennedy-Kendall Series Starts Agency Dispute

(Continued from Page 1)

on the air Sept. 4, as originally scheduled.

Lewis charges that he holds a verbal contract with Harry Kelly, New York distributor for Kendall, calling for the Jay Lewis Associates to handle radio advertising for the refining company for the current year.

Program in question was cancelled July 16 because of talent conflict with another NBC show. BBDO said that Lewis phoned them yesterday and told them about the threatened lawsuit. Agency declares that Lewis did contact the Kendall people sometime ago with an idea, but nothing was done about it. This happens every day in the advertising field; numerous persons submit ideas to clients but only one can be commissioned, the agency points out. BBDO has been handling the Kendall newspaper, billboard and other white space advertising out of the Pittsburgh office for a long time.

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

Greetings from Radio Daily

July 23

Gale Page John Blair

Gwyneth Neil

July 24

Basil Ruysdael Hollace Shaw

July 25

Ralph Dumke Al Pearce

Presto Sales Up 265%

(Continued from Page 1)

crash, Amelia Earhart's takeoff from Miami and the arrival of the Soviet fliers. Anticipating further increased activity, Presto has leased additional space.

Tom Foley Laid Up

Tom Foley of N. W. Ayer & Son publicity department has been out for the past two days with an infected eye. Foley returned early this week from a nine-week tour with the Al Pearce show.

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

NBC

Boston, Massachusetts

"... I think your editors distinguish themselves for timely up-to-minute news on the broadcasting industry. We like RADIO DAILY immensely."

G. A. Harder

KLO

Ogden, Utah

"... We find RADIO DAILY mighty interesting and a valuable adjunct to our daily activities."

Paul H. Heitmeyer

Manager.

KSL

Salt Lake City, Utah

"... Our sincere congratulations on the live-wire way in which RADIO DAILY is covering the radio field."

Earl J. Glade

General Manager

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

ALTERNATIVE ET PLAN IS OFFERED BY WILSON

(Continued from Page 1)

ize local musicians into efficient professional groups.

(5) Would in no sense impair the freedom of national advertisers to use network or transcribed programs at will, nor destroy the recording industry or attempt to limit the legitimate and economically sound functions of advertisers through this medium.

An additional recommendation by Wilson calls for the appointment of regional AFM supervisors to police recording laboratories and systematically check firms to eliminate recordings made with non-union musicians. Wilson also stated that though he felt no malice toward Ascap, he thought it an unfair gesture on the part of musicians to merge with any one publishing or holding company and exclude any, or all, others.

In conclusion, Wilson's recommendation states that he wishes to avoid strong-arm tactics and place no intolerable burdens on the radio industry, especially the 400 small stations.

ET Manufacturers Here For AFM Board Meeting

(Continued from Page 1)

at the AFM offices here and the board will hold an all-day session. Subsequently, either Monday or Tuesday, the disk men will get a look-in.

After the disk men will come the radio broadcasters and network representatives, scheduled to confer later in the week if they so desire. The invitation has been extended.

Strong possibility that the Executive Board will meet somewhere in the RCA building. AFM offices are not large enough and a nearby hotel was thought of at first. Understood that the NAB will have a representative on hand to confer also.

"Wifesaver" Signing Off

"The Wifesaver" program featuring Allen Prescott, on NBC-Red network, fades Aug. 26. Sponsor is Manhattan Soap Co.

ONE MINUTE INTERVIEW VICTOR BAY

"Musicians say there is poetry in music, while poets say there is music in poetry. Now, there is a new statement to dwell upon, and that has to do with the dramatic element in music. Opera lovers and the disciples of classical dancing have long recognized the value of the dramatic effect as enhanced by musical accompaniment. And radio listeners are rapidly reaching the stage where they expect every dramatic program to feature an accompanying orchestra."

★ Coast-to-Coast ★

WILLIAM JOHNSON has been appointed to the sales staff of WSPR, Springfield, Mass., covering the Holyoke area for the station, succeeding Allen Mills, who has resigned.

Q. A. Brackett, president of WSPR, Springfield, Mass. was the guest speaker at this week's luncheon meeting of the Holyoke Rotary Club. He gave a broad discussion of radio, from its mathematical conception in 1865 through its present high degree of perfection.

Ann Elstner, well known stage actress and devoted disciple of Izaak Walton, will take over the WOR-Bob Edge program next Thursday night and talk fishing to the feminine audience. **Lynn Bogue Hunt**, painter of fishing pictures, will be her guest.

Lola Andre, commentator over WRJN, Racine, Wis., is vacationing in northern Wisconsin.

"The Musical Answer Man's" program over WTMJ, Milwaukee, has moved to a three-a-week schedule. **Bob Heiss** is in charge.

Sammy Fuller has been "Uncle Sammy" to countless youngsters all over the world since he has been presenting the **KDKA (Pittsburgh) Kiddies Klub** programs. Now he is a daddy. All concerned are doing fine, although it was a serious crisis for the genial papa.

WLTH Starts Actions To Retain Facilities

(Continued from Page 1)

29 denying WLTH's application for a renewal of license, and the second is a petition for a stay order to prevent the FCC from making effective its order and assigning the facilities of WLTH to WBBC.

"WLTH has been in continuous operation since 1925 and has conducted a meritorious and reliable radio broadcasting service in the public opinion," attorneys for WLTH declare. "Appellant is of opinion that there are good grounds why it is probable that the order of deletion may be reversed on its consideration by this court. The termination of appellant's radio broadcasting service pending decision of this court would work irreparable injury upon this appellant through the dissipation of its audience, the extinction of its revenue, the cancellation of its advertising contracts, the loss of its program talent, and in many other ways."

It is claimed that "the action of the commission . . . is void in its entirety as a matter of law in that the facilities of WLTH were attempted to be taken from the appellant and granted to another without publica-

tion by the Federal Communications Commission of any statement of facts or grounds of decision, and without the entry or making of any finding that the action of the Federal Communications Commission would serve or was required by public interest, convenience, and necessity" as required under the Radio Act.

James Marlowe, a lyric tenor, is a new singing "discovery" at Seattle's KOL.

WICC, Bridgeport: *Bess Newell selected as accompanist for tenor Ray Generosa . . . Walter Osborne Howard, announcer, vacationing among Cape Cod dwellers . . . George Tompkins caused cancellation of "Young Playmates" program due to vacation. New revised edition scheduled for fall.*

WELI, New Haven: *Frankie Garguilo returns to sing Sunday afternoons at 1:15 . . . Pop Bernard and his boys taking leave till fall.*

Betty Phillips, 13 year old songstress on *Ethel Rattay's Junior Entertainment Hour*, heard Saturdays on WPG, Atlantic City, will be presented with *Alex Bartha's Steel Pier Orchestra in the near future.*

Another old fashioned spelling bee will be conducted over WABC-CBS on July 25 between the two teams that tied for honors last Sunday. Participants are 16 Girl Scouts and 16 Y.M.C.A. lads from N. Y. Contestants' age range from 10-14 years.

Vacation time at WFMD, Frederick, Md., off to flying start. Program Director Bob Longstreet will start ten day leave this week. Asst. Program Director and Announcer Deane Long will take over.

Samuel J. Gellard, WLTH president, back from Washington, and declared "justice will be obtained in the courts, if the commission sees fit

RADIO ACCOMPLISHMENTS PRAISED BY ROOSEVELT

(Continued from Page 1)

sion of the opening of the network's new WRC and WMAL studios here. The communication signed by Roosevelt reads:

"The opening of the new studios for WRC and WMAL seems to me to symbolize the onward march of radio. And so, on this occasion, I am glad to send congratulations to you and your associates upon this progressive step.

"Although the ether is a comparatively new means of communication and lends itself in many useful ways, we find ourselves continually amazed at things which have been accomplished and the development of future potentialities.

"The watchword of science must be progress. It is not within the province of reactionaries to put obstacles in the way of orderly developments nor to mark boundaries beyond which radio may not go. I believe that sooner than many of us realize, television will be established in homes throughout this country. Indeed it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers or news reports, no matter how remote we may be from the place of their publication and distribution.

"In the spirit of progress, I greet you and all others whose efforts are directed to the advancement of radio; to the promotion of its way to ever increasing practical usefulness."

Addresses by Postmaster General **James A. Farley**, Judge **Eugene O. Sykes** of the FCC; **Melvin C. Hazen**, Commissioner of the District of Columbia; **Lohr**, and Senator **Burton K. Wheeler** also were part of the opening ceremonies of the new studios.

WCAU Producing Show For Penna. on CBS Net

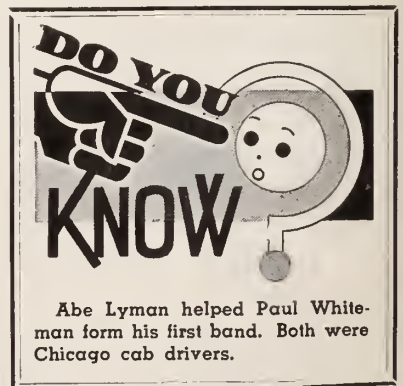
(Continued from Page 1)

in the WCAU studios, will be Governor **Earle**; **Eleanor Bowers**, soprano; **Ben Alley**, tenor, and the **Candelori** orchestra.

A regular CBS network series is to be started later by Pennsylvania.

to ignore our service, financial responsibility, and pioneership in broadcasting."

Gellard appeared in person before the commission during protracted examinations. He said no other Brooklyn station owner took personal part. For this reason, alone, he averred, he was "staggered" by the adverse ruling.



Abe Lyman helped **Paul Whitman** form his first band. Both were Chicago cab drivers.