



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 17

NEW YORK, N. Y., MONDAY, JULY 26, 1937

FIVE CENTS

Sykes Temporary FCC Chairman

UNION OF ALL TALENT EQUITY AIM IN RADIO

Clarifying the situation generally and relative to the reported and long heralded organization of the radio broadcasting industry by the AFL, officials of Actors Equity Ass'n stated that Equity has for year held the AFL jurisdiction over radio artists and any division of authority in this

(Continued on Page 2)

645-Ft. Canadian Mast Will End Mexican Bogy

Toronto — Erection by Canadian Broadcasting Co. this fall of a 645-foot steel radio mast with 50,000-watt strength at Hornby, Ont., will mark the most notable advance in Canadian radio history and will banish the bugaboo of Mexican interference, according to Willis C. Little, regional CBS engineer. An aircraft beacon will top the new transmitter.

Broadcasting Companies Must Pay Virginia Tax

Richmond—Broadcasting companies must be domesticated in Virginia in order to do business in the state, and the State Corporation Commission is now making careful check to compel

(Continued on Page 2)

Joseph W. Lee at KTOK

Oklahoma City—Joseph W. Lee, formerly at KADA in Ada, has become general manager of KTOK here, succeeding Ralph Wetzel. KTOK is full-time station of the Oklahoma network and a member of Mutual. It is owned by Oklahoma Broadcasting Co. headed by Harold V. Hough of Fort Worth Star-Telegram and WBAP.

Ina Claire's Second

Second in the series of three plays in which Ina Claire will appear over the NBC-Blue network is "What Every Woman Knows," by Sir James Barrie, with Miss Claire playing a sweet role in contrast to her usual sophisticated portrayals. It will be aired next Sunday at 8-9 p.m. Last night Miss Claire and Osgood Perkins did "Madame Sans Gene."

Co-Op Cool Program

Joplin, Mo.—WMBH has established a "Kool Klinik" for 30 minutes three times a week, with a service station the water works, a summer garden, a soft drink botler, a beer distributor and an air-conditioning distributor co-operating to tell the people how to think cool, live cool and be cool—and of course to avail themselves of cooling merchandise. This is an eight-week feature.

VOX POP TWIST PUTS 'BANK NIGHT' ON RADIO

Houston—Though "bank night" as originally conducted has been declared illegal in Texas, it is being sponsored over KTRH with a Vox Pop angle that makes it entirely lawful.

Al Lever of the Metropolitan Thea-
(Continued on Page 2)

Bunte Bros. to Start Spots; Simmons Co. Chainbreaks

Chicago — Bunte Bros. (candy) starts a spot campaign about middle of August. Over 40 stations were used last year. Fred A. Robbins, this city, is the agency.

Simmons Co., Chicago (beds-mattresses), will begin a chain-break announcement series the end of August.

Midwest Network Meeting

Chicago—Midwest Broadcasting Co., successor to Samuel Insull's Affiliated network, will hold a conclave here the first week in September.

★ THE WEEK IN RADIO ★

... CBS Fall Upswing

By M. H. SHAPIRO

IF there is any grass growing around a network sales department, it must be the two guys from Buffalo; it couldn't possibly be CBS. With 11 new accounts under its belt and many weeks still to go in which to sell additional biz or concentrate on daytime hours, this web undoubtedly will break records for a single network gross... H. K. Boice apparently backs his team with a Carl Hubbell delivery...

News periods also seem headed for

Craven, Wheat and Gary are Mentioned as Possibilities to Succeed the Late Anning S. Prall

By GEORGE MEHRTENS

RADIO DAILY Staff Correspondent

Washington — Judge Eugene O. Sykes has been appointed temporary chairman of the FCC until President Roosevelt designates a successor to Anning S. Prall, who died Friday at Boothbay Harbor, Me. Sykes has been acting chairman since Prall went to Maine early this month.

Leading possibilities as new appointees are T. A. M. Craven, retired navy commander and now FCC chief engineer; Carl I. Wheat, telephone rate counsel, and Hampson Gary, general counsel.

Herb Pett, former FCC secretary
(Continued on Page 7)

WEOA, EVANSVILLE, IND. JOINING CBS NETWORK

WEOA, Evansville, Ind., owned by the Evansville on the Air Inc., of which Martin L. Leich is manager, has just completed negotiations with

(Continued on Page 3)

Sponsors Help Celebrate WTMJ's Tenth Birthday

Milwaukee — Some two dozen WTMJ advertisers participated in an exhibit in connection with the station's tenth anniversary, which was celebrated yesterday. Displays of products and promotional items were put up along Advertiser's Midway, with giveaways and samples among the attractions offered. WTMJ also had its own exhibit in the trans-
(Continued on Page 3)

Three Plan Campaigns

Chicago—Histeon Corp. (hay fever remedy) plans an extensive spot campaign in August, through Ruthrauff & Ryan.

Holland Furnace Co., Holland, Mich., considering fall ET series from Hollywood. Ross Metzger, radio director of Ruthrauff & Ryan, handling.

Gately Wheeler credit clothiers reported planning big radio campaign through Dade B. Epstein agency.

MUTUAL GETS NBC SHOW; 'GOOD WILL' ON 2 NETS

Within the past week Mutual has signed contracts with Duart Sales Co., San Francisco, and Macfadden Publications, while Procter & Gamble (Oxydol) has signed with MBS for the extension of "Couple Next Door" to WOR, in addition to WLW and WGN. Latter is aired Mondays through Fridays, 10:45-11 a.m., and begins on WOR Aug. 2.

Duart Sales on Sept. 12 is taking
(Continued on Page 7)

N. W. Ayer Time Buying Being Shifted to Philly

Shift in radio setup and personnel of N. W. Ayer & Son, Inc. will result in all time buying being centered in the Philly offices of the
(Continued on Page 7)

Favor U. S. Sets

Toronto — American-built radio sets ran a close second to clothing among items purchased in the U. S. by Canadians making trips across the border in May and June, according to figures released here. Sojourners are permitted to bring home \$100 worth of goods duty free. Purchases in the U. S. this year by visiting Canadians are double the 1936 volume.

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

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FINANCIAL

(Saturday, July 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172	
Gen. Electric	59	58 1/2	59	+ 3/8
North American	29 3/8	28 1/4	29 3/8	+ 1 1/2
RCA Common	9 3/8	9 1/4	9 1/4	+ 1/8
Stewart Warner	19 1/4	19	19 1/8	
Zenith Radio	37 1/4	36 3/4	37 1/4	+ 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	30 1/2	31 1/2
CBS B	30 1/2	31 1/2
Stromberg Carlson	13	15

WNBR Becoming WMPS

WNBR, Memphis, owned by the Press-Scimitar, a Scripps-Howard paper, on Aug. 1 will change its call letters to WMPS, to identify itself more closely with the newspaper.

Fall Ice Campaign

National Ice Industries has reappointed Donahue & Coe Inc. as its advertising agents. Fall campaign calls for a 39-week run of "Home-makers Exchange" which was on CBS last season.

GUEST-ING

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf Summer Show, Aug. 1 (CBS, 7:30 p.m.)

JEAN DICKENSON, on Nellie Revell program, Aug. 3 (NBC-Red, 5 p.m.)

ADOLPHE MENJOU, MADGE EVANS and FORTUNIO BONANOVA on Kraft Music Hall, July 29 (NBC-Red, 10 p.m.)

LUCY MONROE, on "Hit Parade," Aug. 4 (NBC, Red, 10 p.m.)

KMMJ

Clay Center, Neb.

The favorite family station

★ THE WEEK IN RADIO ★

... CBS Fall Upswing

(Continued from Page 1)

disk men will confer early in the week and radio men will follow later . . . However, some of the AFM officials feel that not too drastic a revision of present setup will follow . . . KOIN employees get 50 per cent of the stock in the station, as per arrangement of C. W. Myers, former NAB president and chief owner of the outlet.

Passing of FCC Chairman Anning S. Prall further complicates the FCC personnel and leaves an important vacancy for President Roosevelt to fill . . . Ascac starts negotiations for adding catalogs of Holland and Czechoslovakia to its fold . . . Ascac is now also debating just how or when it will affiliate with a labor organization, either with a charter from the AFL or by a working agreement with the AFM . . . Radio Artists' Guild on the Coast voted to become an Actors Equity affiliate . . . and general activity was in full swing on the Equity front in New York where the actors' union claims long-standing jurisdiction over all radio artists as per nod from the AFL . . .

NBC dickering to broadcast the

next three Joe Louis fights and Buick will probably sponsor, but not definite as yet . . . Radio paid tribute to Senator Guglielmo Marconi, who died suddenly at his home in Rome . . . Soviet government sets up a television institute . . . CAB reports that nearly as many people listened to the All-Star daytime ball game as to the leading night programs . . . Rogers-Peet claimed Gabriel Heatter as its exclusive commentator property . . . Buryl Lottridge appointed managing director of the Oklahoma Network . . .

Mutual network sets 10 football games mostly originating in midwest and on the coast . . . Clark Wilson, AFM official from Frisco, offered an alternative plan relative to the proposed AFM-ET restriction . . . Mean-time AFM notified members to hold off on recording commitments as of Aug. 14 . . . President Roosevelt lauded radio in a letter sent to Lenox R. Lohr, NBC head, on occasion of opening new WRC and WMAL studios in Washington . . . WLTH, Brooklyn outlet which loses its licenses in September, started new fight to retain facilities.

Union of All Talent Equity Aim in Radio

(Continued from Page 1)

field would have to be by Equity consent.

Officials further declared they were not in a position to offer a precise forecast of what is to happen, but they will work together with other groups in effort to present a united front that the broadcasters simply could not turn down.

Opposition is expected from the broadcasters on various points, but not on the proposition of collective bargaining as a whole. Regardless of other "guilds," particularly the American Guild of Musical Artists which has operatic and other singers in its fold, Equity is taking on all comers who work before the mike, including actors, singers and announcers. Only ones not to be taken in are the AFM members. Musicians being on the side of Equity is in itself considered a powerful offset to the CIO or other technician organizations.

No set demands have been worked out as yet. Every artist who signs an authorization blank is also asked to submit abuses they believe ought to be abolished and reforms they are interested in.

Broadcasting Companies Must Pay Virginia Tax

(Continued from Page 1)

compliance with this law. CBS has been ordered to show cause Sept. 10 why it should not be fined for transacting business in Virginia without a certificate of authority. Entrance fees range from \$600 to \$5,000 depending on corporation's capital stock.

Vox Pop Twist Puts "Bank Night" on Radio

(Continued from Page 1)

ter and Lee Segall of Metzger Dairies worked out the stunt, which starts with the customary sidewalk interview for 15 minutes, after which the show is shifted into the theater where "Dr. I. Q." (Announcer Ted Neighbors of KTRH) officiates from the stage while four announcers go among the audience with portable mikes. First person to answer questions correctly gets \$5.

As the grand finale, a "master mind" question is asked, with \$25 as prize for the correct answer. If there is no correct answer by the time the program goes off the air, the \$25 prize is added to the prize of the following, etc., which is where the "bank night" idea comes in, but legally because it's a game of skill.

Campana and Babbitt Renew Shows on NBC

Campana Sales Co., sponsoring "First Nighter" over 53 NBC-Red network stations Fridays, 10-10:30 p.m., has renewed for 52 weeks effective Sept. 3. Aubrey, Moore & Coe, Chicago, handles the account.

B. T. Babbitt & Co., sponsor of "David Harum" over 23 NBC-Red stations Monday through Friday, 11-11:15 a.m., has renewed for 26 weeks effective Aug. 23. Blackett-Sample-Hummert has the account.

COMING and GOING

CHARLES "MOUSIE" WARREN, professional manager of Remick, left Friday for a week in Chicago on business.

JOE BURNS left Friday for Cleveland to handle Witmark songs.

RICHARD BROCK, Presto Recording Corp. Chicago representative, is on a six-week tour of eastern states.

CAMERON KING, Mutual yachting authority, left Saturday for Newport to cover the races there.

EDWARD J. CONTENT, assistant chief engineer for WOR, left Friday for Montana on a summer vacation.

CHARLES SINGER, WOR transmitter supervisor, left Friday for two weeks at Belmar, N. J.

RALPH WEIL of WISN, Milwaukee, arrives in New York today to spend a few days before sailing on a vacation trip to Newfoundland.

LEONARD KAPNER of WCAE, Pittsburgh, arrived in New York on Friday.

KOLIN HAGER of WGY, Schenectady, arrives in New York tomorrow.

JAMES CARPENTER, who has been in New York for several days, leaves on his return to WKBB, Dubuque.

I. R. LOUNSBERRY of WGR, Buffalo, arrives in New York on Wednesday.

MRS. MEYER DAVIS sailed Saturday for Europe aboard the Champlain.

PIERRE MONTEUX, orchestra conductor, and MRS. MONTEUX sailed Saturday for Europe.

CHARLES KULLMAN is leaving for the coast.

RUDY VALLEE and company, who left Dallas last week, will make several stops enroute to New York, where they resume broadcasting Thursday night.

WILLET BROWN, v.p. of Don Lee network, leaves the coast today for New York on business, returning via northwest where Don Lee-Mutual expansion plans are maturing.

IRENE DAVIS, secretary to Herman Bess at WNEW, leaves Saturday for week vacation at Great Barrington, Vt.

AL SIMONS, WHN publicity director, is on vacation at Lake George.

BUDDY EBSEN and his wife arrived in town over the week-end and are staying with the Robert Emmett Dolans.

KATHRYN CRAVENS takes a week's vacation starting Wednesday, and during her absence the Pontiac program on CBS will be substituted by "Afternoon Serenade."

CHARLES E. GREEN, president of Consolidated Radio Artists, is visiting the west coast office of CRA in Hollywood. STANFORD ZUCKER, new general manager, left Cleveland last week for Chicago to spend a few weeks with Leo Salkin, Chi manager. BILL BURNHAM of the New York office is vacationing in Maine.

EDDIE GARR is spending a week at the Grand Hotel in Highmount.

P. & G. May Use WOR

Procter & Gamble and WOR executives are huddling over the sponsorship of a number of shows on WOR. Idea is to take off the line recordings of the NBC live shows and place them on WOR. It is not known whether P. & G. intends to use supplemental stations in other large cities.

WITHIN 3 WEEKS "THE COLONEL FROM KENTUCKY"

(Col. Jack Major)

WAS 5th FOR
FAN MAIL

WABC — Columbia Network
Mondays 3-3:30 E.D.S.T.

Sponsors Help Celebrate WTMJ's Tenth Birthday

(Continued from Page 1)
mitter house, and the entire day's program was aired.
The Milwaukee Journal, with which WTMJ is affiliated, put out a 32-page special section of its regular Sunday Screen and Radio Color Magazine in honor of the occasion.

"Magic Key" Southern Shift

Radio Corporation of America on Aug. 1 will drop the south central group from its "Magic Key" program, NBC-Blue, 2-3 p.m. on Sundays, and add the new Blue southern network.

SAN FRANCISCO

KFRC Memo: Bill Davidson of "Morning Merrymakers" back from the northwest . . . Jack Hall, sales dept., back from L. A. . . Bill Pabst has been spending a few days at Fallen Leaf Lake.

When Dick Newton started his sustaining series Friday, he went over an NBC Coast Red net instead of only one outlet which he had for his commercial, now off.

Ira Blue, sports commentator, celebrated his first air anniversary over the NBC Pacific Coast Red net Friday.

Peter Paul Lohanich, Jr., 10, son of the KYA violinist, will leave with his father this week for Philadelphia to study piano with Jose Iturbi for a month.

Anita Day Hubbard, the S. F. "Examiner's" columnist of "The Good Neighbor," debuted a similar air column over KYA Thursday, as a once weekly.

After winning a peninsula beauty contest, Marie Dowell got a break on radio. Now heard in KYA's "Resident Physician" show.

Dixie Marsh, singer of southern songs in a "mammy style," gets a part in "Gloria Gale," new NBC script show.

Lou N. Small, business commentator and economic authority, launched a new series, "Business on Parade," on KYA.

Bert Buzzini is back at KYA from his N. Y. vacation.

Fred Johnson, drama editor of the S. F. "Call-Bulletin," back from N. Y. where he caught the new plays, started his "Behind the Footlight Series" Tuesday.

Enes Canata, KFRC traffic exec, out after having her head gashed by an automobile.

NEW PROGRAMS—IDEAS

Saturday Midnight Dance

A Saturday night dance concert program, continuing for two hours from 11 p.m. to 1 o'clock in the morning, inaugurated by WCAO five weeks ago, has proved so popular that it is to be logged indefinitely.

WGY's Vacation Program

Aimed at vacationers in New York and New England, WGY of Schenectady has started a series of two sustainers and has given them prominent night spots.

BALTIMORE

"Charlie" Purcell, the supposedly confirmed bachelor announcer of WCAO, has took, and gone, and done it. Slipping away from the studio the other day, he married Thelma Lee Gwaltney of Claremont, Va. Happy couple now motoring in south.

WFBR has launched "The Job Finder," designed to find jobs for those in need of them. Program is handled by Henry Blanc.

Globe Brewing Co., which has sponsored four news periods a day on WCAO for past six months, has renewed its contract, with an option of 52 more weeks of news broadcasting at the expiration of the new agreement. "Bobbie" Wells has been drafted for service as commentator.

Hochschild, Kohn & Co., a leading local department store, has signed with WCAO each morning except Sunday for talks by Hilda King.

WBAL, yesterday concluded its 10 a.m. Sunday "Bible Hour" program, conducted by Rev. Paul M. Meikle. The feature will be resumed in the fall.

Joe Clark is the latest addition to WCAO's staff of announcers. Joe is a graduate of the local Fourth Estate, and has a lively appreciation of news values, also qualifications as sports announcer.

John Adamy, WCAO's baritone, is on vacation in points east. Always bristling with new ideas, Adamy is expected to return with a crop of suggestions that will provide material for experimentation for the next six months.

AD AGENCIES

U. S. ADVERTISING CORP. has been appointed to handle the account of Hayes Body Corp., Grand Rapids (trailers). A radio campaign is planned. J. T. Jones is account executive.

BLACKSTONE CO. has been appointed to handle all advertising and sales promotion for Atlas Radio Corp. Campaign for the company is scheduled to begin immediately, on a national basis.

REISS ADVERTISING INC. has been named advertising representative for Bud Radio Inc., Cleveland, manufacturer of radio products.

"Vacation Varieties," featuring Annette McCullough, contralto, and the Three Shades of Blue, NBC Red network male trio, with a dance orchestra, ties in with prominent vacation spots in WGY's airea. Musical greetings are aired to various vacation spots. "In the Good Old Summer Time," a male tenor voice with orchestra feature, is heard 10:45 p.m. Wednesdays, and features musical ballads reminiscent of summers "in the good old days." Varieties is heard Tuesdays at 7:30 p.m.

BOSTON

Scott Furriers have signed for two periods on WCOP in addition to their three-a-week on WEEI. The WCOP series will also be known as "Continental Music."

Bill Williams, WBZ sports commentator, has introduced a new series on his late broadcasts on Fridays. At that time Bill will bring before the mike a well-known golf professional.

Crowell Publishing Co. has renewed its two broadcasts on WEEI for an additional 52 weeks. The programs are the Jean Abbey broadcast every Monday and Caroline Pryce on Fridays.

Lew Whitcomb, publicity boss at WEEI, no sooner gets back to his desk after a prolonged illness than his secretary Evelyn Towle gets herself a stiff neck and a mess of neuralgia.

Arthur Feldman, who has charge of special events broadcasts at WBZ, is in Newport, making a survey for microphone placements in preparation for NBC's coverage of the America's Cup yacht races.

Several of the WEEI staff are photography fans. They include Arthur Edes, program manager, whose works have been exhibited; Ed Philbrick and Phil Baldwin in the control room, and Johnny Rushworth of the production staff has just joined the ranks.

Keyes Perrin, new member of WBZ's announcing staff, made his debut on the New York stage at 11 years of age.

WEOA, Evansville, Ind., Joining CBS Network

(Continued from Page 1)
CBS to be its 105th affiliated station. Station operates on 1,370 kcs. with 250 watts day, 100 watts night.
No definite date has been set when station will join CBS. A. T. & T. is now arranging lines. Network rate will be \$120. Furgason & Aston Inc. is the station's representative.

"Little Show" on Blue Web

Boston—"The Little Show," originating at WBZ-WBZA, goes NBC-Blue coast-to-coast starting today at 5 p.m. Variety program has Tony Russell, baritone; Happy Sisters, Four Collegians, Salvy Cavicchio, xylophonist; Eleanor Lane, blues singer, and Rakov's band. Show will continue twice daily over WBZ-WBZA at 12:05 p.m. and 6:05 p.m.

KANSAS CITY

Les Jarvies of WHB announcing staff in Colorado on two-week vacation. Frank Barhydt, staff continuity writer and publicity chief, left Saturday for St. Louis, then to New York.

M. F. (Chick) Allison, KMBC publicity director, was chairman of the publicity and attendance committee for the annual Advertising Club picnic.

Ellis Atterbury, general manager of KCKN, is spending a two-week vacation at his summer home at Lake Forest near Edwardsville, Kans.

KCKN has begun airing a program of cowboy ballads featuring Bill Willhite, who sings and plays the guitar as the "Shepherd of the Hills." The quarter hour show originates at WIBW and is aired five times weekly by KCKN via the Kansas network.

Ben Allmayer, KCKN continuity writer, has returned from vacation spent at Chicago. Evan Frye, staff announcer, left last week for a vacation in Iowa.

BIRTHDAYS

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 26

John J. Karol Gracie Allen
Charles Butterworth Don Voorhees
Buddy Clark Walter Blaufuss

★ ★ ★ ★ ★ ★

RAY MIDDLETON

Now Appearing

★ NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★

There is no Substitute for Coverage

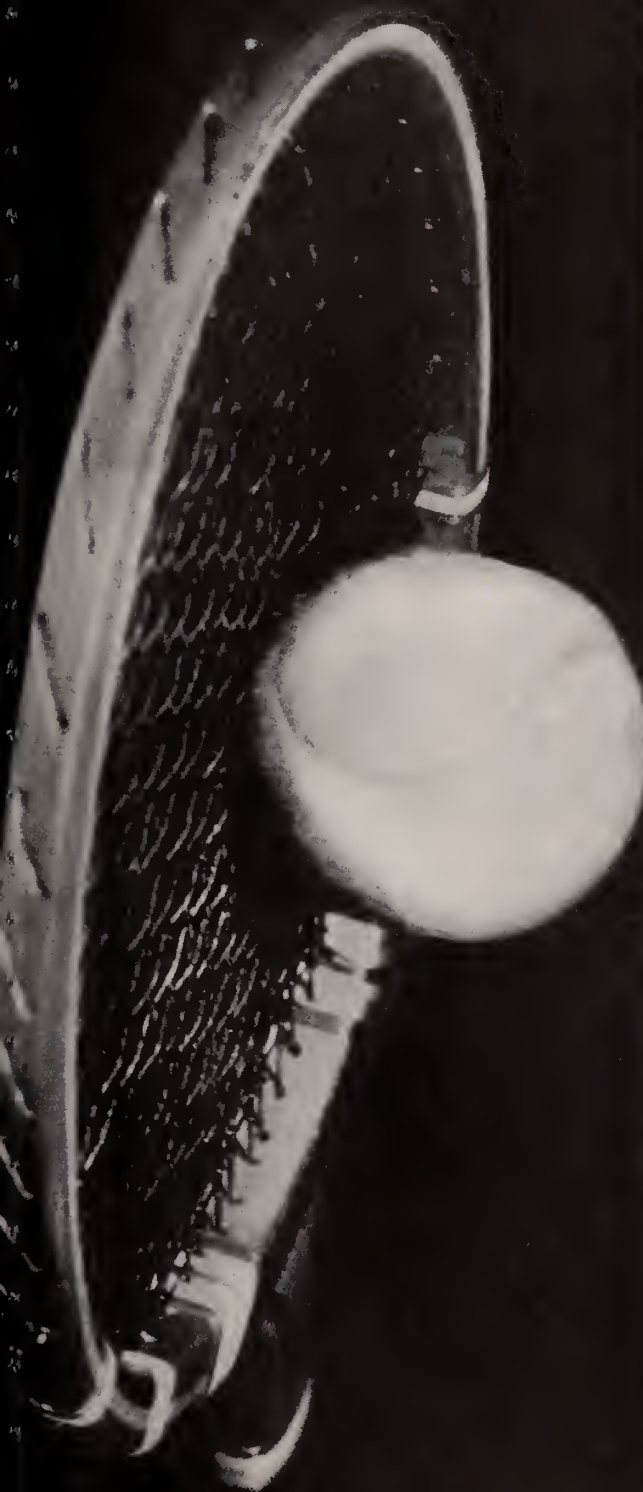
W S Y R

Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK



Taken at 1/100,000th
of a second. Photos
by courtesy of Ethyl
Gasoline Corporation.



... at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills... Princeton or Portland... Milwaukee or Carnoustie... broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play... at the moment of impact... with the starter's gun... with all the thrills and *all* the details. Here's just part of Columbia's advance and *exclusive* sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE *(Partial Listing)*

TENNIS U. S. — Germany Davis Cup Matches from England . . . July 17-20
U. S. — England Davis Cup Finals July 24-26-27
★ The National Doubles Tennis Championship August 23-28
★ The National Singles Tennis Championship September 2-11

GOLF ★ The National Amateur Golf Championship August 23-28
★ The Women's Amateur Golf Championship October 4-9
★ The P. G. A. Championship May 1938

RACING ★ The Kentucky Derby May 1938
★ All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.

Endeavor II vs. Ranger for the America's Cup . . July 31 to close
CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.

Plus baseball and football, of course, on nationwide hook-ups.

★ CBS EXCLUSIVE BROADCAST FROM THE FIELD

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD



DON McNAMARA, former announcer who took a fling at pictures for a year or so, has returned to his first love and joined the announcing staff at KMTR.

George Hamilton of "Music Box Music" was the guest of Al Jarvis and his "Make Believe Ballroom" over KMTR on Friday.

Jack Proctor, well-known picture publicity-advertising-exploitation expert, is turning his talents to radio and branched out with New York representation through Josef Israel and Publicity Associates, and in Chicago with William Harshe Inc.

Maurie Webster, KNX-CBS announcer, is off to his home town, Seattle, on vacation, and will keep his hand in by officiating at the opening of the Seattle studio of KVI, Tacoma.

Olcott Vail is Robert Armbruster's concert master on the Chase & Sanborn show, doubling his similar assignment with Raymond Paige on Hollywood Hotel.

"Romance in Melody," with Irma Schnitzer, soprano, Paul Keast, baritone, and Leon Leonardi's orchestra, set by KFVB for weekly airing, Thursday 7:30-8 p.m.

George Fischer is playing host to Jerry Danzig and Arthur Deutsch, visiting firemen from New York. Danzig conducts Mutual-Don Lee program, "Let's Visit," with Dave Driscoll.

Jerry Belcher, conductor of NBC's Sunday sustainer on the Blue network, "Our Neighbors," is in Hollywood with his itinerant mike and will interview cinema celebs in their homes each Sunday of his eight weeks stay. Next Sunday will be a sort of "carrying coals to Newcastle" arrangement, since Jerry will set up alongside Jimmy Fidler's swimming pool. If Fidler won't talk... imagine? ... Jerry will have Richard Arlen and Jobyna Ralston, who are to be Jimmy's guests also, to fall back on.

Hedda Hopper's "Movie Magazine of the Air" moves from the 9 p.m. spot Wednesday to 6:45, bracketed between "Hit Parade" and Amos 'n' Andy.

James Burton is battling for Jimmy Vandiveer on his "Meet Some People" while Jimmy takes his two weeks with pay. And ditto for Stu Wilson on "Rise and Shine."

Ted Bliss, KHJ announcer, off to commune with nature in Yosemite Park for two weeks.

Would you believe that Wilbur Hatch found the first baton he ever waved lodged between the pages of a special arrangement he used on his first KNX show ten years ago?

Carlton Kadell, besides remaining indefinitely on the Chase & Sanborn show, gets a picture test on one of the major lots.



PETTY CASH VOUCHER—Week ending July 23.

● ● ● **Saturday...** Some one tips us to the fact that the Vitalis show, with Ray Sinatra's ork and outstanding personalities in the news, will take fall time following the Jergens Journal—and spend big sums weekly for talent... From WHIO, Dayton, came word that during an inquiring reporter show the announcer selected a man in the crowd who was worthy of the title "King Bum" judging from his clothes... Concluding that some interesting moments might be aired with the fellow, the wordslinger directed his questions to him. The replies were perfect and intelligent... He was an honor student and graduate from Princeton U.

● ● ● **Sunday...** Up to Conn. where Shaw Newton, advertising exec., and Lester Lee are broiling hamburgers over an open fire... Then back into town to the Riviera, where, as we enter, the Harry Hershfields with Al McCosker's "Lady Friday," Bertie Greene, are departing—but not until Harry relates a yarn... Martha Raye and her husband follow us with a party of friends... The Raye gal goes wild to the ump-pah of Mickey Alpert's ork. Mickey Bond, Benny Meroff's "Man Friday," is gushing over a chorine... Will Hudson and Eddie De Lange pull up as we leave.

● ● ● **Monday...** During the lunch session Walter Winchell enters with press agent Irv Hoffman, and the spectators are shocked at seeing the aircaster with smoked glasses—eating smoked herring... Later for dinner with Mack Goldman and Harry Weinstein where a "truce" is called... Word spreads of Marconi's death and that WBNX, the only station in America that the wizard dedicated, would observe a half-minute silence during its four daily Italian programs.

● ● ● **Tuesday...** For dinner to the Park Central, where we encounter CRA official Milton Roemer and publisher Bob Miller... We discover that Jerry Blaine's motor for that "streamline" effect—is a record on a victrola which the guitar player pushes... Later with Arthur Michaud to the Pavilion Royal where we're introduced to Bunny Berigan for the first time—and notice that he has his name spelled wrong on all signs around the place

● ● ● **Wednesday...** From WMT, Waterloo, comes word that a snooty orchestra leader was put in his place by an announcer... Over to the Paramount to view Mal Hallet's versatile band and enjoy the novelties presented.

● ● ● **Thursday...** Decided to cut down on expenses so we drop into the Automat for coffee and pie... One of the doors jump up and smacks us clear in the eye causing a swelling—so we rush over to Lindy's and plunk down \$1.50 for a raw steak!

● ● ● **Friday...** Lunch with Al Porgie and Joe Higgins... Hear something that should interest Lew Brown and Nick Kenny: Jerry Wald, former radio columnist, after a four-year absence from Broadway (working for Warners on the coast at a fabulous sum), arrives Tuesday for three weeks... Jack Osterman, with a script of his own, will audition next week, Billy Kent relates... Toots Shor of the Tavern and Monte Hellinger, exec with Lord & Thomas, preparing to spend their week-end at the—Polo Grounds!

TOTAL EXPENSE... \$1.50 for raw steak to take care of black eye!

AUDITOR'S REMARKS... Request denied: you took the steak home after cooling the shiner!



H. LESLIE ATLASS, CBS vice president, spending a month fishing in Georgia Bay and Mackinac region.

Marjorie Hannan of "Bachelor's Children" is vacationing in Bermuda.

Holland Engel, Erwin-Wasey radio director, taking his vacation in five-day intervals between stanzas of the "Carnation Contented Hour." He's golfing.

Cheri McKay, WBBM songstress, has a cable from Jack Hylton in London inviting her to join his troupe there in the fall. Hylton also wants the Merry Macs.

Alice Mae Jones of CBS sales staff here is the bride of Foster Artis of Warren, O. She plans to give up her radio post.

Geoffrey Palmer, commercial continuity editor of 3DB and 3LK, Melbourne, Australia, visiting local studios.

Jack Pearce, WGN engineer, is summering aboard his new cruiser Arlo II in Jackson Park harbor.

Irene and Walter Wicker visiting friends and relatives here. Walter expects to stay on for a few weeks to look after his recording interests.

Joe E. Brown of the movies due here next Monday to broadcast Kellogg baseball show on WJJD and to be guest baseball instructor at Baseball school sessions sponsored by same concern in park system here.

Gale Page, NBC songstress and actress, flying to Portland, Ore., to visit relatives for weekend.

Jim Goss, announcer for Varady of Vienna, vacationing in Cambridge, Wis.

Jack Ryan and Bob Blaine, who operated the Press Agency, have parted company. Ryan in business alone now. Al Goodman of Tom Fiddale staff has joined Blaine, who is brother of actress Joan Blaine.

Raymond Johnson, head man of NBC's "Guiding Light," is refurbishing the ancestral mansion in Sweden.

Jack Mather, who left local studios for Hollywood, has joined the "Show Boat" stock company.

WAAF has added Helen Grayson and Mary Agnes Donahue to its vocal staff.

Harold Gerarde (nee Freedman) has joined "Betty and Bob" cast.

Announcer Dick Wells is doing a little acting in the cast of Kitty Keene, Inc.

Ed Prentiss back from the first visit to his home town in three years—Cedar Rapids.

Little Jackie Heller appearing at the Stratford theater this week.

Ranch Boys of NBC—Jack Ross, Curley Bradley and Shorty Carson—are separated for first time in seven years. Their vacation takes them respectively to the north woods for fishing; Oklahoma and Texas.

Al Shaw and Sam Lee headlining the Palace theater vaude bill.

NEW BUSINESS

Signed by Stations

KNX, Los Angeles
Goodyear Tires, 15-minute evening news spot.

WTMJ, Milwaukee
Brown & Williamson Tobacco Co. (Avalon cigarets), renews "Last Word in Sports" with Charlie Nevada spieling.

WSYR, Syracuse
Fairbanks - Morse radio dealers, one-hour Sunday baseball broadcasts.

WGN, Chicago
Duluth Chamber of Commerce, temperature reports, through Stewart-Taylor Co.; Bartlett Pear Advisory Board, announcements, through J. Walter Thompson, San Francisco.

WBBM, Chicago
Sinclair Refining Co., nightly news period, through Federal Advertising Agency.

WFMD, Frederick, Md.
Schmidt Baking Co., Baltimore; American Oil Co., through Katz & Son, Baltimore.

WQXR, New York
Buckingham Hotel; Clement E. Merowit & Co.; West Disinfecting Co., Long Island City, through Al Paul Lefton Co.; Grayrock-on-Sound, Rye, N. Y., through Grant & Wadsworth & Casmir Inc. All spot announcements.

Gen'l Foods on Yankee Net
General Foods Corp., through Young & Rubicam Inc., on Aug. 3 will start participations on the "Marguery Mills" program on the Yankee network, Tuesdays and Thursdays.

N. W. Ayer Time Buying Being Shifted to Philly

(Continued from Page 1)
agency beginning sometime this week. Definite announcement to this effect is expected within the next two days, although official confirmation or denial was not forthcoming from local offices.

Reliable sources have Francis Barton Jr., time buyer from New York office, going to Albany to establish a new Ayer agency branch, with Barton as account executive there. Earlier reports had the new office as being in Buffalo. Frank Coulter Jr. and Tom McDermitt are transferred from New York to Philly and hereafter will buy radio time for the Ayer accounts.

Setup of the radio department in New York is expected to be status quo otherwise, Fred Plugfelder is head of the radio department.

Meakin's New Program

San Francisco — Jack Meakin, NBC conductor, starts a new NBC-Blue network program tomorrow titled "Stringtime" and built around "swinging strings."

★ **Program Reviews** ★

"LES MISERABLES"

Sustaining
WOR—Mutual System, Fridays, 10-10:30 p.m.

WELL STAGED AND ENGROSSING ADAPTATION OF VICTOR HUGO CLASSIC.

This serialized Orson Welles "projection" of the Victor Hugo classic is WOR-Mutual's entry in the higher drama sweepstakes, and it is both an ambitious undertaking and good entertainment. The emotional narrations of Jean Valjean's unrelenting persecution make an engrossing and suspenseful story, and the 30-minute periods into which the story has been divided seem just about right for this type of fare. Background music is suitable and the sound effects accentuate the tale competently. Handicap of continuity retrogression is capably handled.

Welles has projected his skill into the stellar ranks of dramatic radio entertainment, and in "Les Miserables" he has a judicious script for a gripping presentation. An unusually strong cast is employed, including Welles, Whitford Kane, Martin Gabel, Will Geer, Ray Collins, Frank Readick and Alice Frost.

"Your True Adventures"

The Floyd Gibbons "Your True Adventures" program on CBS last Thursday night featured a story in which Jessica Dragonette, CBS operetta star, played a prominent part.

Miss Dragonette appeared on the show in person to lend her charming voice to an otherwise just ordinary presentation.

Although the dramatic item had all the possibilities, it seemed to this listener that the steady flow of commercial patter, which was not only interspersed with the actual drama, but even interrupted the presentation, took the punch out of the show.

"BARNES' OPERA HOUSE"

Sustaining
WOR—Mutual System, Thursdays, 9:30-10 p.m.

VARIETY PROGRAM GETS OFF TO MIXED START BUT HAS POSSIBILITIES.

A fairly fast moving half hour of music, comedy and readings is this program featuring Pat Barnes as emcee made its debut Thursday night under the title of "Barnes' Opera House." Principals, besides Barnes, include Barbara LaMarr, contralto; Brick Holton, tenor, and Bob Stanley's orchestra. Although it still needs whipping into shape, the program is a pleasing presentation. Pat Barnes' reading of "The Creation" was easily the highspot, with Brick Holton's rendition of "September in the Rain" running second. Comedy is definitely in need of improvement, and is the weak spot of the show. Miss LaMarr also sang well, while Bob Stanley and his orchestra supplied a satisfactory musical setting.

Mutual Gets NBC Show; "Good Will" on 2 Nets

(Continued from Page 1)
a Mutual spot for a shore to replace the Tuesday NBC-Red period which signs off tomorrow.

"Passing Parade" with John Nesbitt will be aired on 14 stations (WGN, WOR, WAAB, CKLW and Don Lee network), Sundays 9-9:15 p.m. WFIL and KOIL may be added later. Howard E. Williams Co., San Francisco, has the account.

Macfadden last night began the sponsorship of the WMCA "Good Will Hour" over the Inter-City and MBS networks. WOR, WGN and CKLW are the Mutual stations. Series is aired a full hour on Inter-City and from 10-10:30 p.m. on MBS. Last night Mutual took the show from 10:30-11 p.m. Program is signed for 52 weeks through Ruthrauff & Ryan and promotes "True Story Magazine."

Negotiations for the cooperative sponsorship of the Jessel-Talmadge show are rapidly nearing completion. Twelve sponsors have already been signed with deal yet to be closed with a client who will take twenty-seven outlets. Present indications are that entire deal will be completed this week.

"Pacific Builders" Fading

"Pacific Market Builders," CBS Pacific coast show sponsored by Sylmar Packing Co., signs off Aug. 17.

Sykes is Appointed F. C. C. Chairman

(Continued from Page 1)
and now with WHN, also has been mentioned.

Funeral services for Prall, who was 66, will be held today at his home in West New Brighton, Staten Island. His widow and a son, Mortimer Prall, survive.

As a tribute to the late commissioner, the NAB wired all stations in the country to observe one minute of silence at noon today. WREC, Memphis, already observed a minute of silence at 6 p.m. Friday, and various other stations paid tribute to Prall over the week-end, including a 10-minute talk by President Donald Flamm, WMCA, last night.

Among radio leaders and others who issued statements eulogizing Prall were William S. Paley, president of CBS; Lenox R. Lohr, president of NBC; Alfred J. McCosker, president of WOR and chairman of Mutual; Judge Eugene O. Sykes, Senator Burton K. Wheeler, Senator Royal S. Copeland, Senator Robert F. Wagner, Representative John J. O'Connor, and others, including a statement by the FCC.

Harry Kramor Taking Leap

Harry Kramor, WNEW staff announcer, will be married tomorrow evening to Ruth Boxer of Brooklyn.

PROMOTION

KMMJ Farm Prosperity Stunt

KMMJ, of Clay Center, Neb., has a novel series of follow-up exploitative stuff in an assortment of small sacks being mailed out with large tag attached for address and promotion spiel. One sack has a bit of Nebraska top soil, another corn and others to follow with various grain products, symbolic of its farm area prosperity and buying power. Stunt has attracted considerable attention. Furgason & Ashton are the station's rep.

Street Interviews Recorded

A new idea in street interviews was presented recently to listeners of WSPA, Spartanburg, S. C. During the past year, Pat has been conducting a street broadcast each week from the business section of town. The other day a regular street broadcast was conducted during which time Pat told those whom he interviewed, that he wanted to make a recording of the program.

He went about it something like this: "Have you ever heard your voice on the air? If not, how would you like to do so?" In all cases the persons stated they would like very much to hear themselves. Then Pat told them if they would stick around for just a few minutes he would put on a special broadcast which would be recorded. In contrast to the usual custom of street becoming deserted, the crowd hung around to see what would really happen next.

Immediately upon conclusion of his regular broadcast, he called upon his friend, Irvin Stone of the State Theater, to lend his recording equipment and the mythical broadcast went on. After each person had spoken into the mike, Pat told them to listen at 6:30 p.m. that afternoon and they would hear themselves on the air. Promptly at 6:30, the recording was started with usual street introduction and the interview began. Phone calls into the studio immediately following the recording showed plainly that stunt was a novel one. Negotiations are under way to sponsor such a show each week.

Listener Checkup via Street

A unique and voluntary answer to the "How many are listening?" problem was received by the Electric Construction & Appliance Co., sponsors of a daily "Man on the Street" broadcast over WHBF, Rock Island and Moline, Ill., and Davenport, Ia.

Theater tickets are offered the first person phoning in the correct answer to a daily question asked the radio audience by Ivan Streed and Forrest Cooke, street interrogators. The local telephone company informed station heads it was necessary to put on extra operators to handle station calls received during the broadcast.

The "Man on the Street" show has been aired commercially for the last year and a half at 12 noon and is one of the most popular features on WHBF.

ORCHESTRAS MUSIC

THE ORIGINAL DIXIELAND BAND, now at the Frontier Fiesta, Fort Worth, Tex., is again actively engaged in the music field after a lay-off of ten years. D. J. (Nick) LaRocca is the manager and leader of the aggregation, which dates back to 1908. The troupe originates from New Orleans and is composed of white musicians. No connection with any colored band of similar title.

Albert Kavelin and his orchestra have returned to New York after two years in the "highspot" hostelrys throughout the country, including the Blackstone in Chicago and the Mark Hopkins in San Francisco.

Kay Kyser, who wound up his auto series Sunday for the summer, will be back at the Blackhawk in Chicago this fall, airing over Mutual.

Art Kassel to open at Kennywood Park, Pittsburgh, Aug. 7.

Herbie Kay, now on one nighters in Texas, opens at St. Catherine's, Catalina, Sept. 12. That will enable him to be near wife, Dorothy Lamour, who is in Hollywood.

Charley Agnew opened at Rice Hotel, Houston, July 23.

Shep Fields takes his "Rippling Rhythm" orchestra on the road again this week. Tomorrow they play Enna Jettick Park, Auburn, N. Y.; Wednesday, Tecla Park, Bellefonte, Pa., and Thursday, The Allways, Williamsport, Md. Sunday they begin a week's stand at Manhattan Beach.

Dick Ballou and his orchestra will be heard twice weekly over WHN starting this evening at 8-8:30 p.m., when the maestro will begin a new series of programs directly from the Belmont Plaza Hotel in New York. On Thursday nights he will broadcast at 8:30-9.

Latest composition of Gustav Klemm of WBAL, Baltimore, nationally known composer, "House on the Hillside," will have its first presentation on WBAL's "Hi Jinks" program today. It will be sung by Rex Reynolds of the WBAL staff.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"I can understand why a comedian finds a studio audience helpful since it helps him in timing his delivery. However, to a singer, an audience serves no such purpose. Personally, I'd prefer to sing without a studio audience—I can then concentrate on the microphone, and I can sing without having to wear a coat."

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Red Lands Broadcasting Ass'n, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
State Capitol Broadcasting Ass'n, Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., specified.
Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.
WAAB, Boston. Mod. of license. 1410 kc., 500 watts, 1 KW. LS., unlimited.
Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS DENIED

Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.
J. B. Roberts, Gastonia. CP for new station. 1420 kc., 100 watts, unlimited.
Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.
C. W. Corkhill, Sioux City, Ia. CP for new station. 1420 kc., 100 watts, unlimited.
Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.
Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Connecticut State College, Storrs, Conn. CP for new station. 100000, 110000, 200000, 300000 kc., 250 watts.
Charleston Broadcasting Co., Charleston, W. Va. CP for new station. 1622, 2058, 2150, 2790 kc., 40 watts.
Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.
EXAMINERS' RECOMMENDATIONS
WBOW, Terre Haute. CP for change of frequency, increase in power to 1290 kc., 500 kc., 1 KW. LS., unlimited, be granted.
Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime, be denied.

WORL, Boston. CP for change in power to 1 KW., be granted. 920 kc., unlimited.
Ann Arbor Broadcasting Co., Inc., Ann Arbor. CP for new station. 1550 kc., 1 KW., unlimited, be denied.
KWBG, Hutchinson, Kas. CP to change frequency and increase power, be denied.

HEARINGS SCHEDULED

July 27: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.
Sept. 17: KRKO, Everett, Wash. CP for change in freq., increase power and change hours of operation to 1420 kc., 100 watts, 250 watts LS., unlimited.
WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share-WSAN.

Ray Noble, musical director-stooge for George Burns and Gracie Allen over the NBC-Red Network, Monday evenings, has been signed by RKO to make his debut as a film actor. He will appear in the picturization of P. G. Wodehouse's novel, "A Damsel in Distress," starring Fred Astaire and Burns and Allen.

Johnny Hauser's original theme song, "My Heart is Yours for the Asking," which introduces his orchestra to the WOR-Mutual audience, has been purchased by Davis Music Co. for immediate publication.

Dick Jurgens and his band open at the Chicago Aragon next Saturday and will be heard over WOR-Mutual during their three weeks stay before they move to the Trianon for a week. Little Jack Little, "Radio's Cheerful Little Earful," opens at the Trianon on Aug. 14, for a week's stay.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 KW. LS., unlimited.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.
Sept. 21: KVOD, Denver. CP for change in frequency, increase power and change hours of operation to 630 kc., 1 KW., unlimited.

Southern Minnesota Broadcasting Co., Rochester. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.
Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

WJBW, New Orleans. CP to increase power and change hours of operation to 100 watts, 250 watts LS., unlimited. 1200 kc.
Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Sept. 22: WIBG, Glenside, Pa. Mod. of lic. 970 kc., 5 KW., limited.

The Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Sept. 27: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Asso. Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, unlimited.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Sherman Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

KWOS, Jefferson City, Mo. CP for increase in power and change in hours of operation to 100 watts, 250 watts LS., unlimited, 1310 kc.

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

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

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

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Oct. 18: Voice of Detroit, Inc., Detroit. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Standard Oil to Re-Audition

Chicago—Standard Oil of Indiana plans to do some auditioning again. Musical variety show probably with Pat O'Malley, comedian, and Carl Hoff's crew and several other names will be heard here in CBS studios Friday. McCann-Erickson is agency for S.O.I.

Stars for CBS "Shrew"

West Coast Bureau, RADIO DAILY
Los Angeles—Edward G. Robinson and Frieda Inescourt will co-star in the CBS presentation of "Taming of the Shrew" on Aug. 2 at 9-10 p.m.

Paul Kennedy on WCKY

Cincinnati—Paul Kennedy, radio ed of the Post, Scripps-Howard paper, starts a twice weekly series over WCKY tomorrow. L. B. Wilson, WCKY prexy, invited Kennedy to do the series.

Coast-to-Coast

BURT RAE BURN, singer on WMCA, is now appearing nightly at the Queen Mary Restaurant on 58th Street and Park Avenue. Burt is heard over WMCA every Thursday at 2:15 p.m.

Cliff Barnie is now the soloist on WMCA's "In the Music Room," 1:30-2 p.m. Tuesday.

Connie Moore, singer with Ken Moyer's orchestra until last week, has gone to Hollywood, where she is under contract to Rufus LeMaire, who discovered her while she was singing with Moyer's band at Midway Inn near Fort Worth. The Moyer orchestra is now at Gunter Hotel Roof, San Antonio. New girl singer is Gwendolyn Mann.

Raymond Le Pere, formerly organist at WFAA, Dallas, is now playing electric organ in the Firefly Garden at the Fort Worth Frontier Fiesta.

While Ruth Royal, KCKN (Kansas City, Kas.) musical director, is vacationing on the coast for two weeks, a male quartet is furnishing entertainment on Young's program of "Musical Memories" in place of The Harmonizers team.

David Carney, commercial representative for KFOX, Long Beach, Cal., is the father of a boy.

Clarence Cosby, g.m. of KWK, St. Louis, is acting as "contact man" for Charlie Grimm, stricken pilot of Chicago Cubs who is confined in a St. Louis hospital. Cosby calls on Grimm every afternoon and reports the Cubs' activities as received on KWK wires.

Cecil B. De Mille's next movie, "The Buccaneer," will only be half-finished when the Lux Radio Theater returns to the air on Monday, Sept. 13.

"Newlyweds" on CBS Web

West Coast Bureau, RADIO DAILY
Los Angeles — "The Newlyweds," KNX sustaining strip drama, will go CBS network on Aug. 1, sponsored by Listerine. Script is by Howard Swart, who also produces and plays a part. Cast also includes Alvia Allman and Mary Lansing.

FRANK DEGEZ

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