



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 18

NEW YORK, N. Y., TUESDAY, JULY 27, 1937

FIVE CENTS

AFM-ET Parleys Begin

SEE PRESIDENT FAVORING CRAVEN, WHEAT FOR FCC

Washington Bureau, RADIO DAILY

Washington—Appointment of a new FCC chairman to succeed the late Anning S. Prall, along with selection of a new commissioner to fill the vacancy created by the recent expiration of Irvin Stewart's term, is expected to be made this week by President Roosevelt, who is reported as favoring Commander T. A. M.

(Continued on Page 3)

Texas Co., Lever Bros. In Renewals On CBS Net

The Texas Co. on Sept. 9 will renew the "Texaco Town" series on 76 CBS stations, Sunday, 8:30-9 p.m. Program now features a light summer show. Eddie Cantor returns to

(Continued on Page 3)

Preparing New Series For Southwest Stations

Ft. Worth—Mrs. Della West Decker, whose "Helen's Home" dramatic series has been on WBAP for over a year, is authoring another script, "Your Home Town," which J. Walter

(Continued on Page 4)

Riehl Joins KVOO

Tulsa—J. Oliver Riehl, formerly with WSM, Nashville, has joined KVOO here as production manager in charge of programs and music. Riehl entered radio in 1920 at KDKA, Pittsburgh, and conducted the first sustaining and first commercial orchestra on the air. He set up the Chicago NBC program department and has done supervisory work over 26 leading stations.

Recognition

Ft. Worth—News about radio and its personalities, formerly included in the movie column, has now been given a column of its own by the Fort Worth Press. Le Roy Manuel is handling it. This makes two local papers now carrying regular radio columns. The third runs a column on daily local programs, but no news.

Television Progress

A coaxial cable link between Madison Square Garden and the Empire State Building transmitter is planned by NBC for the televising of sporting events from the Garden.

The CBS transmitter to be installed in the Chrysler Building next spring is expected to be linked with a studio in Grand Central Palace.

INS IS SIGNED BY NBC FOR SHORTWAVE SERVICE

For the exclusive use of its foreign short wave service, NBC has signed for the complete reports of International News Service. Teletype machines are in operation and material was used in yesterday's short wave broadcast through W3XAL, Bound Brook, N. J.

This is the first time NBC has bought INS. All its owned and oper-

(Continued on Page 5)

Modern New WSPA Plant Holds Official Opening

Spartanburg, S. C.—Official grand opening of the modern and spacious new studios of WSPA was held Sunday, with a large visitor list on hand to congratulate Virgil Evans, station owner and manager, on setting up a

(Continued on Page 3)

Radio-Tele Expo

Lyons, France—An international Radio-Television Exposition, under auspices of the S.P.I.R., will be held Sept. 18-27 at the Palais de Foire.

Preliminary Conferences Held Between Musicians Union Executive Board and Disk Manufacturers

INTERSTATE NETWORK FORMED IN NORTHWEST

Portland, Ore.—Formation of a new interstate network, which will include KXL here, KRSC of Seattle and KFPY of Spokane, is announced by KXL. The affiliation becomes effective July 30, with a permanent name to be selected from listener suggestions. Programs and talent will be exchanged.

A.A.A.A. Annual Meet Will Be at Hot Springs

American Association of Advertising Agencies will hold its twenty-first annual meeting at The Homestead, Hot Springs, Va., on April 28-30, 1938.

Weiss on Northwest Deals

Portland, Ore.—Lewis Allen Weiss, general manager of Don Lee network, is flying here from Los Angeles for conferences starting today in connection with several station deals included in the Don Lee-Mutual northwest expansion program.

Irene Rich from Coast

The Welch Grape Juice program on NBC with Irene Rich will originate from Hollywood on and after Aug. 13.

Executive Board of the American Federation of Musicians and electrical transcription manufacturers yesterday began the conferences which are intended to eventually clear up the ET situation. Opening day activities were confined to two sessions. The morning period, which got underway at 11 a.m., was held in the offices of Ascap, and the afternoon session switched to the AFM headquarters at 1450 Broadway. Preliminary conferences between the two factions, with both parties outlining their individual problems, was the sole activity noted. A more comprehensive study and discussion of these problems is scheduled for this morning, with the opening session of the day scheduled for 10 a.m. at the Ascap headquarters.

Attending the opening day sessions were representatives from the following organizations: World Broadcasting System, Transamerican, Marsch laboratories, Jessie L. Kaufman Inc., Muzak and the entire National Committee of AFM and attorneys for AFM.

A closed meeting of the Executive Board of the AFM was held Sunday, during which company policies were discussed. It is believed that the AFM, due to the Sunday get-together, is fairly certain of its stand.

Should the present meeting end with no decision reached, it is believed that the AFM will go through with plans for a general strike to be called Aug. 14. Strike would draw approximately 2,000 men from radio stations across the nation.

Meanwhile, AFM locals have been instructed by Joseph N. Weber, AFM

(Continued on Page 3)

Television Patents Pooled By Farnsworth and A.T. & T.

Griffin's NBC Show Renewing for a Year

Griffin Mfg. Co. (All-White shoe polish) on Aug. 16 renews the Hughie Barrett show on the NBC-Blue network, Mondays, 7-7:30 p.m., for 52 weeks. Birmingham, Castleman & Pierce Inc. has the account.

Farnsworth Television Inc. and American Telephone & Telegraph Co. have signed an agreement whereby each grants to the other extensive rights to its television patents. The licensing deal was closed in New York late last week by Philo T. Farnsworth organization, and C. P. Cooper, vice-president of A. T. & T.

(Continued on Page 3)

Regular Reporters

Muncie, Ind.—WLBC's news department is now recognized as a full-fledged news-gathering agency, and the reporters working for the department have been accorded full press privileges here. Official recognition was granted recently as a result of the way WLBC has been covering local news developments with its own staff.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Monday, July 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	172	172 1/4	+ 1/4
Crosley Radio	20 7/8	20 7/8	20 7/8	- 1/8
Gen. Electric	59	58 1/4	58 3/8	- 5/8
North American	29 3/8	28 3/4	29	- 3/8
RCA Common	9 3/8	9 1/4	9 1/4
RCA First Pfd.	69	69	69
RCA \$5 Pfd. B.
Stewart Warner	19	18 5/8	18 5/8	- 1/2
Zenith Radio	37 3/4	36 3/4	36 3/4	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3 3/4	3 3/4	3 3/4	- 1/4
Nat. Union Radio

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

WOV-WBIL Marconi Tributes

WOV, which airs a number of Italian programs, presented a one-hour tribute to the late Senator Marconi at 5-6 p.m. yesterday. Generoso Pope, publisher of Italian newspapers here, and Mayor La Guardia were speakers.

At 7:15-7:30 p.m. WBIL aired an address on Marconi by the Italian Consul General, Comm. Gaetano Vechiotti.

KARK Promotes Jack Lewis

Little Rock, Ark.—Jack Lewis, who joined the KARK announcing staff 18 months ago, has been promoted to program director, succeeding John Cleghorn, who returned to his alma mater, WMC, Memphis. Dale Alford, University medical student, is temporarily filling the vacated announcer spot.

WQXR IN A CLASS BY ITSELF
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 24, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joseph Morris Music Corp.)		40
Where or When (Chappell & Co.)		34
Merry Go Round Broke Down (Harms, Inc.)		27
Sailboat in the Moonlight (Crawford Music Corp.)		24
First Time I Saw You (Santly Bros.-Joy, Inc.)		20
So Rare (Sherman Clay & Co.)		20
Good Mornin' (Famous Music Corp.)		19
I Know Now (Remick Music Corp.)		19
Stardust on the Moon (E. B. Marks Music, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Whispers in the Dark (Famous Music Corp.)		18
Gone With the Wind (Irving Berlin, Inc.)		16
Love Is Never Out of Season (Leo Feist, Inc.)		16
Miller's Daughter Marianne (Shapiro-Bernstein, Inc.)		16
They Can't Take That Away From Me (Chappell & Co.)		16
Tomorrow Is Another Day (Robbins Music Corp.)		16
Toodle-oo (Shapiro Music Corp.)		16
You're My Desire (Mills Music Co.)		16
All God's Chillun Got Rhythm (Robbins Music Corp.)		15
Stop, You're Breaking My Heart (Famous Music Corp.)		15
Sweet Leilani (Select Music Co.)		15

Western Electric Upheld In Patent Suit Appeal

U. S. Circuit of Appeals for the second circuit (New York) yesterday handed down a decision affirming the decision of Federal District Judge Byers which held that six patents owned or controlled by Western Electric, Electrical Research Products and A. T. & T. were valid and infringed by the General Talking Pictures Corp. as successor to the DeForest Phonofilm Corp. This decision was written by Chief Justice Manton and concurred in by Judges Swan and A. N. Hand, and it affirmed in every respect the decision rendered by the lower court in September, 1936.

Patents involved are the so-called Lowenstein grid bias covering the application of a source of potential for the grid of a vacuum tube; the Mathes patent covering a specific application of the Lowenstein invention, and four patents issued to the late Dr. H. D. Arnold, director of Research of Bell Telephone Laboratories, covering various methods of employing vacuum tubes in amplifier circuits involved in wire and radio telephony and motion picture sound systems.

Signed to Cover Cup Races

Jeff Davis and C. Sherman Hoyt have been signed by NBC and CBS, respectively, to cover the America's Cup Races at Newport. Davis is with the Providence Journal and is considered to be "The Dean of Yachting Editors." He has covered the event for the past 40 years. Hoyt is a noted yachtsman and was second in command of the "Rainbow" when she competed in the races.

Salute to New NBC-Blue Link

The 10 new southern affiliates which recently joined the NBC-Blue network will be saluted by artists from three radio centers, New York, Chicago and San Francisco, on Aug. 1 at 11:15 p.m. to 12:15 a.m., over the NBC-Blue network. Stations officially join the Blue network on the morning of Aug. 1.

Wickenden Resigns from CBS

Dan Wickenden, CBS assistant trade news director, has tendered his resignation, effective Aug. 1. Wickenden, after a New England vacation, will devote his time to writing. He is under contract to William Morrow & Co. for three novels. The first one, "The Running of the Deer," was recently completed and will be published in October.

New Serial to Start on NBC

"The Adventures of Wickersham", new serial scripted by Jane Bishir, who also is producer and plays one of the leading parts, will make its debut shortly on the southeast NBC-Blue network. Jack Woods also is featured in the cast.

Woman to Announce Concerts

Lisa Sergio, noted European woman announcer, who recently became a guest member of the NBC staff, will announce the concerts of the Robin Hood Dell orchestra over the NBC-Red network on Saturdays.

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

COMING and GOING

THAD HOLT and EDWARD HORTON of WAPI, Birmingham, are in New York.

F. D. KESLER of WDBJ, Roanoke, Va., is another New York visitor.

GASTON W. GRIGNON, manager of WISN, Milwaukee, is spending his vacation in Canada, where he motored with his family.

LEWIS ALLEN WEISS, general manager of the Don Lee chain, flew from Los Angeles to Portland, Ore., yesterday.

ROBERT S. TAPLINGER leaves for the West Coast the latter part of this week.

VINCENT LOPEZ arrived from the Coast and left for Saratoga.

HENRY SPITZER, head of Chappell Music, arrives from the Coast Saturday after a cross-country personal contact tour.

AUDREY COLLINS returned yesterday from vacation.

GEORGE GUYAN, program director of KFRU, Columbia, Mo., left last week for two weeks in Chicago and eastern cities.

BILL BURTON returned yesterday from vacation.

SERGE KOUSSEVITZKY, conductor, and MRS. KOUSSEVITZKY, arrive today from Europe.

LESTER GOTTLIEB of WOR returned yesterday from a two-week vacation.

JIMMY WINCHESTER, WHN sports announcer, is back from Washington.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn., is in town for the week.

Ralph Kirbery in Short

Ralph Kirbery (The Dream Singer), who has been dude-ranching it for the six weeks, is back in town to make a short subject for Universal.

WMCA Leads in PROGRAM PLANNING
NEW YORK'S OWN STATION
THE *Early Risers* CLUB
DAILY ~ 7:00 ~ 7:45 AM

AFM AND ET MEN BEGIN PARLEYS ON DISK ISSUE

(Continued from Page 1)
 president, to make no commitments for any recording or ET work or for remote control broadcasts, or any employment on commercial or sustaining programs, after Aug. 14.

Modern New WSPA Plant Holds Official Opening

(Continued from Page 1)
 plant that is comparable with the largest in the south.

First floor of the building has an auditorium with a stage, remote facilities, organ and seating capacity of 400. In this WSPA Playhouse, Program Director J. D. Mugford is negotiating to produce shows for visible and unseen audiences, including a regular "Everybody Sing," a dramatic cast and a "Saturday Fun Fest."

In the main studios proper, on the second floor, are five studios of latest design and equipment. Reception room is large, well lighted and attractively furnished.

The console control room is a masterpiece in design and equipment, for which credit goes to Chief Engineer Bob Wallace, assisted by George Tate and Clarence Morse.

Directly across from the studios are the business offices. An inter-office telephone switchboard facilitates business negotiations.

An intricate system has been established for announcers in studios. If it is necessary to communicate with the announcer handling the program, a light is flashed on a panel in the studio and he may talk by special telephone without leaving the studio, these telephones are so equipped that the voice of the telephoning announcer will not be picked up by the microphone.

Farnsworth and AT&T Pool Television Patents

(Continued from Page 1)
 The move, it is said, clears the way for cooperation between the Bell System, Farnsworth and certain licensees of the latter, helping to clarify a difficult patent situation and speeding up the eventual debut of television.

See President Favoring Craven, Wheat for FCC

(Continued from Page 1)
 Craven for the chairmanship and Carl I. Wheat for the other vacancy. Last rites for Prall, who died last week, were held yesterday from his home in Staten Island, N. Y.

Signed as Jolson Writers

West Coast Bureau, RADIO DAILY
 Los Angeles—Ken Brown and George Corcoran have been signed as writers on the new Jolson series. Team turned out scripts for Packard show last season. Dolan & Doane set the deal.

Bid for Polo

CBS and NBC have entered bids for the radio rights to all polo games played under the auspices of the United States Polo Association. Bids cover a five-year period, it is understood.

ET Business on Upbeat, Mertens & Price Report

West Coast Bureau, RADIO DAILY
 Los Angeles—Mertens & Price Inc., important factors in local transcription program field, report inquiries and closed business for fall decidedly on the upbeat. New contracts for August release of the popular "Sunday Players" series, dramatization of biblical stories, include: Woodlawn Cemetery, Detroit, for use on WXYZ; Michigan Trust Co. Grand Rapids, for WOOD; Lincoln Memorial Park, Lincoln, Neb., for KFOR, and Burpee-Wood, Rockford, Ill., for WROK.

"Home Folks," featuring Wade Lane, goes to WJSV, Washington, for Morris Plan Bank sponsorship; WCHS, Charleston, W. Va., for Charleston Federal Savings & Loan, and several others.

Agnes White, home economics expert featured on KFI and producer of the M. & P. "American Kitchen" program, leaves Aug. 1 for a six-week vacation-business trip in the Middle West and East, and will inaugurate her "Kitchen" on several stations 'in person,' with all of the newspaper tie-ups and merchandising aids which are a part of the firm's service.

Texas Co., Lever Bros. In Renewals On CBS Net

(Continued from Page 1)
 the program in September. Buchanan & Co. placed the renewal.

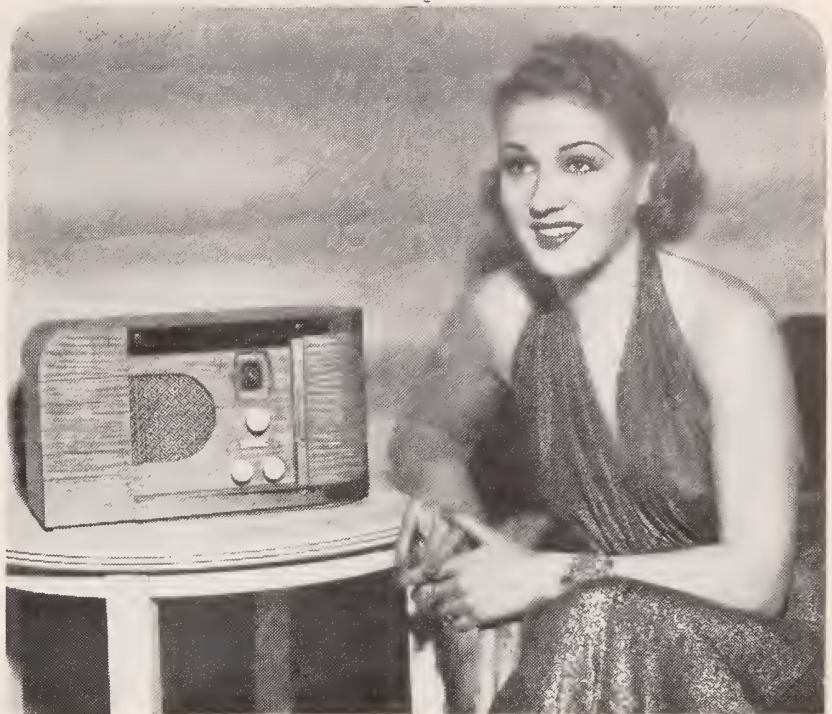
Lever Bros., Cambridge (Lux soap), has signed a 52-week renewal for Lux Radio Theater over CBS Mondays, 9-10 p.m. Show at present is off the air for the summer, resuming on Sept. 13. Renewal goes into effect on Sept. 27. J. Walter Thompson Co. is the agency.

"Lorenzo" Switching Stations

"Lorenzo Jones," serial heard over NBC-Red network Monday through Friday at 4-4:15 p.m., drops WXYZ and WCKY on Oct. 1. On the Oct. 4 airing, program will add WSAI and WWJ. Latter stations are being used because former will broadcast baseball. Sterling Products is the sponsor.

WANTED

Successful Producers of Latin American program for large foreign advertisers' series. Excellent past record essential. Write Box No. A-104, RADIO DAILY.



GRACE BRADLEY, star of 20th Century-Fox, appearing in... "Wake Up and Live".



DICTOGRAPH

Silent! RADIO
 with the ACOUSTICON MYSTIC EAR

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvellous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah. CP for new station. 15250, 21460 kc., 50 KW., unlimited.

WNBZ, Saranac Lake, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Sept. 23: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

Sept. 29: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

WMAZ, Macon, Ga. CP to increase power to 1 KW., 5 KW. L.S. 1180 kc., limited.

Oct. 1: WSAZ, Huntington, W. Va. CP for increase in power to 1 KW., 5 KW. L.S., 1190 kc., limited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, 250 watts L.S., specified.

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited.

EXAMINER'S RECOMMENDATION

Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime be dismissed.

Preparing New Series For Southwest Stations

(Continued from Page 1)

Thompson agency has accepted for Omar Milling Co. Contract calls for 42 scripts, which will be heard on 14 stations. Louis Jakobson, Chicago, is here to disk shows. Talent from WBAP's dramatic staff is being used.

Question-Answer Prize Shift

Michael McElroy, who handles daily street broadcasts for the Waterloo studios of WMT, Cedar Rapids-Waterloo, has added a new wrinkle to the current question-contest on his "Voice of Iowa" sponsored by Alstadt & Langlas Baking Co. Previously a dollar daily has been offered for the best contest-question included on the day's questionnaire. Now the dollar goes to the person ANSWERING the question on the street. Contestants submitting questions the persons interviewed are unable to answer, will receive their prizes as before.

"Cheer Up" on CKX

CKX, Winnipeg, is now presenting a daily program at 8:15 a.m. CST entitled "Cheer Up." In this program good wishes are extended for the success of various community enterprises taking place on the day of the broadcast at points within range of CKX. Fairs, exhibitions and other community celebrations are mentioned in the program and this effort on the part of CKX is producing many expressions of appreciation from residents of towns in Western Manitoba.



● ● ● Gillette's Summer Hotel, starring Milton Berle, Andy Sanella's ork, Elaine Barton and Bert Gordon, will fade from the airplanes permanently after the Aug. 29 airing... Mose Gumble assumes the dictatorship of the Professional Music Men's Ass'n next week, having severed all connections with his firm... Sherman-Clay was bought by Robbins yesterday, with "So Rare" going to that firm, and the standard catalogue being handled in the future by Miller Music... Mickey Alpert and Kathryn Rand will be married in October. Meantime, Mickey, Leo Kahn and Bernie Fazio are writing "A Serenade to the Waiters" at the Riviera... Yascha Bunchuk will conduct the show at the International Casino with George Olsen showing his white teeth to the dancers... Bob Crosby comes to New York and opens at the Belmont Plaza in October... Al Dubin had a luncheon appointment with Harry Warren the other day. He phoned Harry Link a few minutes before the scheduled time and said he couldn't keep the date—because he was in Vancouver en route to Alaska!

● ● ● During the KDKA, Pittsburgh, pick-up airing of the dance music by Mike Riley's band at the New Penn, listeners heard the dancers yelling "Hey, Hey"... Someone has asked what it's all about... Here's the inside. Seems when the remote goes on, Mike had just completed the music for the floor show there and since the show features his latest zany, "Hey, Hey" the crowd continues the chant which lingers into the opening of the broadcast... Jack Foster, WHBL, sports announcer in Sheboygan, Wis., found a busy week for himself with six softball and one baseball games in four days last week!... Suggestion to CRA, MCA or Rockwell-O'Keefe: Get Sammy Kart, playing at the Stork Club in Providence under your wing. His is the hottest combination we've ever heard!

● ● ● Will Rockwell, formerly headman at Miller, will join forces with Roger White... Frank Burke of CRA is out ill... Lucille and Lanny clicked with their routine for Arthur Willi at RKO... Irving Berlin will score the next Fred Astaire-Ginger Rogers flicker... Al Beilin takes Harold Lee's job in Chicago... "March of Time" will do a bit of Jimmy Fidler in action today on the Coast as part of a flicker... Oscar Shaw records a new show today... Easy Aces will dramatize their own life on the air to celebrate their 8th year on the nets... Bernie Cummins opens at the Biltmore August 7... The NBC wire at the Willows has been replaced with an MBS line... Clarence Chamberlain, the flyer, is looking for a press agent to road-tour his name prior to a barnstorming flight... Mickey Bond is lining up a band for Lee Sims' fall program... Rudy Bundy did for sides for Master and before leaving the studio, he was signed for two more... Jack Osterman, after reading Abe Lyman's "one minute interview" in RADIO DAILY on "bandleaders joking on the air" writes us a "one second interview": "Dear Abe; What jokes?"

● ● ● WNEW will air Amelia Earhart's voice today on the Martin Block "Make Believe Ballroom"... This is a record made by the aviatrix some time ago on the topic "The Future of Aviation"... Paid advertisement in Cincinnati Post and other papers were used by Cincy stations to salute L. B. Wilson and WCKY on the occasion of the station's 10,000-watt transmitter dedication today... Jack Graney, WHK-WJAY, Cleveland, sportscaster will do a re-enactment of the fifth game in the 1920 world series tomorrow on WHK's baseball show...

ORCHESTRAS MUSIC

CHICK WEBB and ork are being Crouted through the southwest by Consolidated Radio Artists. They play Houston, Aug. 2; Corpus Christi, Aug. 3; San Antonio, Aug. 4; Muskogee, Aug. 4; Tulsa, Aug. 10.

J. C. Stein, president of MCA, is now dividing his time practically equally between Chicago, New York and Hollywood. W. H. Stein, v.p., flew to the coast to supervise new plant construction.

Herman Waldman's orchestra is now playing at Casino Park ballroom, near Fort Worth, and being aired several times weekly over WBAP. The West Coast hotel strike is responsible for Waldman being in Texas this summer. Red Nichols and his orchestra go into Casino ballroom for an indefinite stay about Aug. 1.

Ewen Hail and his Plaza Hotel orchestra from San Antonio has replaced Ken Moyer's orchestra at Midway Inn on the Fort Worth-Dallas pike. Hail's band also is being heard three times weekly on the Inn's commercial programs being aired by WBAP.

Herbie Kay and his orchestra go into Catalina Island Casino on Sept. 1.

Emil Velazco and band are currently playing at Sylvan Beach, Houston, for CRA's Dallas office.

Harry Lewis and ork open Aug. 1 at the Wilshire Bowl, Los Angeles, set by Hollywood office of CRA.

Leo Reisman, after three weeks in Paris, is doing three more at the Monte Carlo Casino. He returns to the Waldorf Hotel early in September.

Ebba Sundstrom, conducting the world's only Woman's Symphony Orchestra, will be heard over CBS network from Grant Park, Chicago, Aug. 3.

Johnny Hamp and his orchestra play the Hotel Robert E. Lee, Winston-Salem, N. C., July 30, booked by CRA.

The Swing Five of WMT, Waterloo, part of a participation show on the noonday Cornhuskers program, boasts truly unique instrumentation, with no brass or woodwind instruments included. Group includes piano, celeste, drums, guitar, and string bass. Try it over on your microphone.

Jerry Blaine is the only New York bandleader who has four coast-to-coast radio hook-ups. His "streamline rhythm" is heard from the Park Central over the WEA-F-NBC network four times weekly.

Maurie Sherman and his orchestra play Fernwood Gardens at Sturgeon Bay, Wis., for CRA, on Aug. 13.

NEW PROGRAMS—IDEAS

KSTP's Minnesota Tour

Maybe KSTP, Minneapolis-St. Paul independent, is making softies out of the state's thousands of tourists, but anyhow the station is making life a little less complicated for the vacationer. With the benefit of a new program series, the tourist can take a regular Cook's tour of Minnesota without budging from the comfortable armchair of some cool cabin by one of the state's 10,000 lakes. All he has to do is turn on the radio and he can get enough information about Minnesota to keep conversation humming all next winter.

Program, known as "Our Minnesota," is directed primarily at aiding in building up one of the state's biggest industries—the tourist business. It has several other aims: to point out unusual facts about the state to the tourist; to point them out, too, to Minnesotans who can then put up sales arguments when they try to induce friends or relatives to vacation here. Show goes on at 5 each Monday evening for 15 minutes, and outlines little-known facts about the state, its growth, history and significance, as well as some of the historical spots. Weeks of research are necessary for each broadcast, consulting old documents, newspaper files and the like.

The show is produced and aired by William H. Kely. Programs tell some unusual facts about the iron range country in northern Minnesota and its early characters; newly discovered data about Jim Hill, the celebrated "empire builder;" the growth of music and literature; the story behind the famed Mayo clinic at Rochester; folk lore and ghost tales, and the like.

INS is Signed by NBC For Shortwave Service

(Continued from Page 1)

ated stations use Press-Radio for unsponsored broadcasts and United Press for sponsored news program.

Simultaneous with the addition of the INS wire, NBC enlarged its foreign broadcast service to a 16-hour schedule. The new W3XAL beam antenna will be pointed toward Europe from 9 a.m. to 3 p.m. From 3 p.m. to 7 p.m. broadcasts will be non-directional. From 7-9 p.m. beam will point to South America and from 9:15 p.m. to 1 a.m. program will continue to be aired to South America. Quarter-hour lapse is made to change the broadcasting frequency of the transmitter.

INS news will be broadcast in French on the European beam at 12 noon, in German at 1 p.m., and in Italian at 2 p.m. South American schedule is 7-7:15 p.m. to Argentina in Spanish and 7:15-7:30 p.m. to Brazil in Portuguese.

European broadcast will be aired

WQAM's "Summer Scrapbook"

An about-face to the early days of radio has proved the biggest mail-puller produced over WQAM, Miami, for several years. Titled "Summer Scrapbook," the program features all request numbers, with emphasis on old-time popular and folk songs. Birthdays, wedding anniversaries and births are announced and celebrated by the cast, introduced by special arrangements of "Happy Birthday", a wedding march and "I Love You Truly" and "Rock-a-Bye Baby."

Program moves fast, but with an informal, neighborly mood. A wide variety of music is always included, and the half hour daily at 11:30 is proving as popular in cosmopolitan Miami as in hundreds of small towns in South Florida. Typical mail comment from far-off villages is "We feel like it is our home town program." Which is exactly what station aims at.

Commercials are straight selling, but introduced as pictured on the pages of the book. Talent comprises the "Kentucky Ramblers," versatile orchestra and singers, Jack Thurston, piano and organ, Eloise McAllister, soloist, Norman MacKay as master of ceremonies, also supplies a comedy spot as "Tony Audio," Italian news commentator familiar to WQAM audiences.

Philatelic Program Clicks

One of the biggest mail pullers at KFOX, Long Beach, Cal., is "The Stamp Man." This cheery, well-informed philatelist brings in simple terms to his audience the stories behind the picture on stamps. He urges the collecting of stamps by classification of pictures rather than by the regular standards of year, perforations, watermarks and grills.

on 17,780 kcs., or 16.8 meters. Same wave length will be used for South America until 9:15 p.m. when it switches to 6,100 kcs, or 49.1 meters. Foreign short wave department is under the direction of Phillips Carlin, in charge of sustaining programs, with Charles R. Carvajal in charge of all production.

Staff of announcers who air the news reports and the language which they will handle are Lisa Sergio, Italian and French; Ernst Kotz, German; Marin Viala, Spanish; Pinto Taneirao, Portuguese, and Armando Mencia, Spanish.

McKeon Buys New Home

Harry F. McKeon, NBC auditor, has bought a new home at Great Neck, L. I.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

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

MAGWILKINS & COLE, INC.

Seattle, Wash.

"... I would like to compliment RADIO DAILY because it is a very fine publication. It is something which, I believe, should have a very good market throughout the United States."

Larry Bradley
Radio Director.

KGNO

Dodge City, Kansas

"... RADIO DAILY should do a fine job for its advertisers if it maintains its present standard."

John C. Drake

WESG

Elmira, N. Y.

"... I want to take this occasion to compliment you very highly on the fine daily sheet you publish. RADIO DAILY certainly fills a long-wanted need in the industry."

Dale L. Taylor
Manager.

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

★ Program Reviews and Comments ★

"GOOD WILL HOUR"

MacFadden Publications
WMCA-Intercity Network, 10-11 p.m., and WOR-Mutual, 10:30-11 p.m., Sundays.

MARITAL RELATIONS PROGRAM PACKED WITH SOB STUFF FOR MOB APPEAL.

The reconstructed version of the former "Good Will Court" went commercial last Sunday night, with a full hour of domestic trouble cases that were expertly presented from a listener angle. The new version eliminates the middle man, formerly A. L. Alexander's job, but instead has John J. Anthony, director of the Marital Relations Institute, acting as director and advisor to the cases appearing. Cases are treated with respect, and though there is no apparent effort to over-dramatize them, the program reeks of showmanship. Several of Sunday night's subjects, including unwed mothers, mistreated wives of unfaithful husbands, etc., broke down and cried into the mike.

All cases, domestic and otherwise, are given the desired advice in a straightforward manner, and broadcast moves swiftly along for the full hour. A noticeable lack of lengthy commercials also helps the program materially. The show is easily as big as its predecessor, and should prove even more successful if it continues in the same vein that it exhibited last Sunday night.

"Hi, There, Audience!"

In as much as this Sunday night WOR-Mutual program headed by Ray Perkins is frankly a testing spot for new ideas in skit as well as song, and also since it must work under the limitations of budget and facilities imposed on a sustaining, some of its misses are understandable. The one thing that must be borne in mind by the producers, however, is that listeners are unaware of, and unconcerned with, backstage difficulties.

When caught again last Sunday, following its recent change from an hour to a half-hour, the program showed much improvement in the musical end and equally as much courage along comedy lines. A comedy skit, under the billing of "Musical Candid Camera," presenting a travesty on "Old Man River" just

after Sid Gary had vocalized the number very meritoriously, struck this listener as one of the experiments that didn't click. It wasn't exactly appropriate.

Helene Daniels went over strong with "St. Louis Blues," Ray Perkins handled "Johnny One Note" very entertainingly, and the work of Key Men, Bob Stanley's orchestra and the singing ensemble all were excellent. Kenneth Delman, the man of many impersonations, also scored, and Frank Knight did well by the announcements.

As for the comedy Jonah, perhaps the best policy for a show with a limited budget is to steer clear of the type of sketches that require the craftsmanship of several high-salaried writers to put them over.

Pennsylvania Program

Interesting possibilities are suggested by the type of show aired Saturday at 10:45-11 p.m. over CBS stations from WCAU in Philadelphia. Designed to attract vacationers to the Penn country, the program presented Governor Earle as "host" in a brief invitation; the secretary of the State Highway Commission, telling about the state's good roads, a couple of pleasing vocal numbers by Ben Alley and Eleanor Bowers, and music by the Candelori orchestra. A "hospitality passport," plus maps and other data about the state, were offered to anybody writing in. Swell idea here for making the country more travel conscious and thereby promoting much additional commerce.

"Little Variety Show"

WBZ at Boston sent a bright and sparkling little variety program over the NBC-Blue network last Saturday at 5-5:30 p.m. as the first of a weekly series titled "Little Variety Show." The singing of Tony Russell, who has plenty of "it" in his voice; Eleanor Lane, who is equally pleasant to the ear, and The Collegians, a lively and melodious harmony group, plus the topnotch Rakov orchestra, a piano team and sportcaster Bill Williams, made up a snappy and well diversified show.

Williams, by the way, is unusual among sports commentators. He is somewhat on the erudite side, yet has a Floyd Gibbons pace and punch in his delivery, and knows his stuff.

"A Matter of Life and Death"

There is only one trouble with most of the Columbia Workshop offerings, and that's their more or less depressing subject matter. This new playlet by Leopold Atlas, his first written direct for radio, falls in that category. Aired Sunday night at 7-7:30 over CBS, it deals with prevention of child deaths due to rheumatic heart. It's a laudable subject, and both the dramatization by Atlas and the performance given it by the Workshop troupers under the direc-

tion of Irving Reiss, brought the point home with tragic force. But somehow it gave the listener an uncomfortable feeling. Chiefly for the class audience.

Ina Claire

In the first of her NBC series, Ina Claire brought to the NBC-Blue network at 8-9 p.m. Sunday a fairly entertaining performance as the washerwoman who rose to duchess in Sardou's Napoleonic comedy, "Madame Sans Gene." An expert actress, with a voice that holds you despite the fact that Miss Claire is not yet fully acclimated to the mike, the noted stage star can count her radio debut as a mild success. A good supporting cast, including Osgood Perkins, Louis Hector, Charles Webster, Helen Choate and Julian Noa, helped the presentation.

"Fun in Swingtime"

Insertion of a Hawaiian swing specialty, with instrumental playing and vocalizing by a group of "Royal Hawaiians," provided a bright and very entertaining spot on the "Fun in Swingtime" headed by Tim and Irene and Bunny Berigan's orchestra over WOR-Mutual last Sunday evening. Otherwise this program holds to about the same level week in and week out—fair and occasionally very good comedy, with consistently hot and snappy music by Berigan's crew.

"Sunday Night Party"

Henry Hull and Peggy Conklin, in a dramatic sketch, and Niela Goodelle in vocals did swell jobs in the guest end of the show on last Sunday night's Sealtest program over the NBC-Red. James Melton, emcee, sang a few numbers in his popular style. Tom Howard and George Shelton dispensed their usual batch of comedy, and Robert Dolan's orchestra provided a musical background that was highlighted by a medley of Noel Coward tunes.

"Everybody's Music"

Another work of the Columbia Composers Commission was premiered on CBS at 3-4 p.m. Sunday under the direction of Howard Barlow and with Henry M. Neely as commentator. The new composition was tentatively titled "Music for Radio," and listeners were asked to send in suggestions for a permanent title. It's not an easy number to classify by title, but it did sound good to the ear, being very melodious plus carrying a bit of novelty.

Alice Faye

There is much disappointment in the performances given by Alice Faye in her Friday evening stints with the Hal Kemp orchestra on CBS. Colorless and routine singing, and a listlessness in the brief dialogue exchanges, makes the listener wonder if this is the same Alice Faye who

has been such a delight on the screen. Perhaps movie work leaves her tired out when her radio time comes around. Whatever it is, it's not doing her reputation any good.

Briefly

Charlie Olcott, emcee of Monday's "Spotlight Revue" on WOR-Mutual, did a very satisfactory job on this snappy and tuneful variety show.

Betty Caine, the new lead in Princess Pat's "A Tale of Today" over NBC-Red network on Sundays, sounded okay in her debut on this program Sunday.

Freddie Lightner has been improving his comedy on the Sunday evening Jell-O show over NBC-Red, but Jane Froman's vocalizing is still the choice item on this summer program.

The brief bits of advice to kids, such as obeying their parents, studying their lessons, watching out for traffic on the streets, etc., offered in the "Junior G-Men" program on WOR, are items of constructive service.

Mary Pickford's appearance on the Sunday night Chase & Sanborn hour was most ingratiating. Few women provide greater listening joy than Miss Pickford does over the air.

Jerry Belcher sounded a little bit "awed" as he interviewed Jimmy Fidler and his guests on the "Our Neighbors" program last Sunday. Many of the questions Belcher put to Fidler had to be evaded—some shouldn't have been asked and probably wouldn't if Belcher hadn't been a bit ruffled. The few moments with Jane Withers, however, were a sheer delight.

GUEST-ING

ETHEL MERMAN and EDDIE MALLORY and his Californians, on "Good Time Society," Aug. 2 (NBC-Blue, 8 p.m.).

OZZIE NELSON and his orchestra, HARRIET HILLIARD and VINA BOVY, Met opera soprano, on "Magic Key of RCA," Aug. 1 (NBC-Blue, 2 p.m.).

RAYMOND SCOTT and his Quintet, BUSTER BAILEY and VIOLET MELE, on "Swing Club," Saturday (CBS, 8 p.m.).

FRANCIS FAYE, EDITH NELSON and BILLY KYLE on the "Broadway Melody Hour," tomorrow (WHN-WOR, 8 p.m.).

ROSCOE ATEES, on Jay C. Flippen Amateur Hour, tonight, (WHN, 7 p.m.).

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Greetings from Radio Daily

July 27

Jack Roseleigh
Mabel Albertson
Fox Case



OLSEN AND JOHNSON'S proposed Richfield broadcasts from Catalina Island have been called off on account of conflicting commitments, and program will continue from local NBC studio, with Jimmy Grier supplying music for next three weeks, following which Ted Fiorito takes over the baton for similar period. Comics' tour of the Northwest, however, will be made as scheduled, with San Francisco, Seattle, Portland and other towns on the itinerary. Gertrude Neisen and other members of the cast will troupe also.

"Five Hours Back," NBC's Blue network show which is picked up by British Broadcasting Co., originates here Friday, British listeners will hear the Packard show virtually intact, with Johnny Green's music, Jane Rhodes, Trudy Wood, et al, and Ken Carpenter officiating.

J. Savington Crampton, recently installed as head of the local Wm. Esty office, had all the trade and newspapermen in Los Angeles county out for Benny Goodman's opening at the Palomar, and everybody swung a little to Benny's swing. The Palomar also will be the scene of the next local swing-concert jam-session on Sunday, August 1, with Goodman, Jimmy Grier, Louis Prima, Hal Kemp, Raymond Scott, Bobby Sherwood and Segar Ellis all contributing their best licks.

Lucille Dinsmore, KFAC publicity, off on the annual vacation. Ditto for Isabel Ranney, KFVD secretary.

Jerry King, Standard Radio, back from business trip to New York, Chicago and Minneapolis. Also managed to visit a few of the 200 stations subscribing to his Standard Library service.

Johnny Luther and his gang back on the KNX Hollywood Barn Dance after completing Eastern engagements.

Edna deNunzio, operatic soprano, becomes a regular member of Cap. Dobbsie's "Ship of Joy" crew on KEHE and the Orange network.

Bert Gottschalk has installed the latest in air conditioning plants to the equipment in his Electro Vox record studio at Air-Chek.

David S. Ballou, well known in local radio field but more recently manager of KPND, Pampa, Texas, has returned to Los Angeles and cast his lot with the Aerogram Corporation.

Fred Jones, KEHE press agent, has resigned. Successor is Lewis C. Paterson, who comes from the Hearst organization in Washington, D. C.

Buell Thomas, colored tenor, becomes a staff artist at KMPC following his discovery by Van Newkirk singing in the chorus of Carmen at the Hollywood Bowl.

Aerogram Corp. is cutting the fourth of a series of dramatizations showing the functioning of the Los Angeles County Probation Department, which are released nationally

RADIO PERSONALITIES

No. 53 in the Series of Who's Who in the Industry

DR. LEON LEVY, president of WCAU Broadcasting Co., joined the field of radio broadcasters in 1925, and in 1926 was elected to his present office.

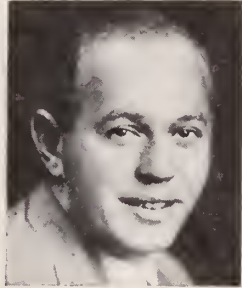
Born and raised in Philadelphia, he attended local public schools and is a graduate of the University of Pennsylvania. During the war he served as a lieutenant in the United States Navy.

When he took over WCAU, the station was operating on 500 watts power with studios in the Hotel Pennsylvania and the transmitter located on the roof of the hotel.

Seeing the great possibilities of this new industry, he guided the policies of WCAU and is directly responsible for its growth and present ranking as one of the outstanding 50 KW. stations in the country.

In 1933 the Pennsylvania Military College, at its graduation exercises, awarded him an honorary degree of "Doctor of Science" for his work in the new studios and transmitter of WCAU.

Dr. Levy has also helped to guide and build the Columbia Broadcasting System. In 1927 he was elected secretary and treasurer of CBS. Several years ago he resigned and was elected to the board of directors.



Won D. Sc. degree for his radio work.....

for private showing to various co-ordinated groups active in crime prevention work. Current release is "The People vs. Thompson," and was dramatized from case history by Frank Tobey, with the co-operation of K. J. Scudder, county probation officer.

Charles Lapworth, formerly of the London Daily Mail and one time English representative for Samuel Goldwyn, becomes a news commentator on KFI, Mondays at 3:45 he will give a digest of the news of the week under the caption, "What the Papers Say," and on Thursday at the same hour he will cover pictures, stage and radio in a resume of the week's activities called "What the Critics Say."

Chiquito, credited with being the original "Peanut Vendor" on the initial recording of that classic, was heard Saturday on Hollywood Showcase.

KMPC will air a Hollywood Bowl rehearsal with Hans Kindler conducting today at 10:30. Van Newkirk, program director, and Leo Tyson, station manager, taking bows on another "first time" stunt.

Tommy Tomlinson, CBS announcer, vacationing at Catalina.

"Hollywood Showcase," CBS sustainer, will have Joe Hernandez, famous race announcer, describing the Del Mar Handicap and final day of racing at Bing Crosby's Del Mar track on July 31.

Irving Fogel Radio Productions moved from Cross Roads of the World to swank new quarters on the "Sunset strip"—8979 Sunset, to be exact. Fogel controls exclusive radio rights for five years to Charlie Chan. Scripts have been done by "Hec" Chevigny, Virginia Radcliff and Earl Derr Biggers, Jr., and first few episodes produced and transcribed for audition purposes. Several major agencies and national advertisers are reported interested.

Title of last Thursday's episode of "Calling All Cars" on KHJ was "The Throat that Didn't Bleed?" The

author of Nick Carter couldn't have done better in his prime, and Betty McFadden Wright, scripter for Nick Harris, must have turned green with chagrin.

Jack Wheeler, CBS announcer and producer for Lloyd Pantages, in and out of Good Samaritan Hospital. Black widow spider responsible.

Jessie G. Abbott, Abbott Radio Productions, now installed in Cross Roads of the World. Moved from former Cherokee street recording studio and now confining activities to productions and agency.

KNX will have Sterling Young and orchestra on remote from San Clemente Casino beginning July 31.

KMPC announces a new remote of Don Ricardo and his orchestra from Pan Pacific Auditorium, 11 p.m., Fridays, Saturdays and Sundays.

Harvey Harding, CBS, is a one man quartette. To prove it he has cut a record with three of his voices in the wax and sings the fourth part "in person." Now thinking of transcribing all the vocal parts and playing his own accompaniment at the piano.

The perambulating CBS mike of "Hollywood in Person" is due for a trip to RKO studio on Aug. 2, when Margot Grahame and Erik Rhodes will be quizzed on this and that.

Elza Schallert will pop questions at Frances Marion, veteran screen scenarist, on her July 30 NBC airing.

NASHVILLE

Howard E. Rasmussen is the latest addition to the sales force of WSIX.

George W. Doyme, former salesman at WSIX, has left to open his own advertising agency.

David Stone, announcer at WSM, has returned from his honeymoon and is back on duty at local microphones.

Leon Cole, WSM organist, is giving a series of weekly concerts at Centennial Park.



QUIN RYAN, manager of WGN, is determined to get entirely out of the hay fever season this year. He sails for three weeks in Alaska about Aug. 15.

Now that Horace Heidt has declined to go into the Drake for four weeks ahead of Fred Waring, Jack Denny is being held over with a new show—an ice carnival.

Martha Hoaglund, formerly with Jack Ryan's Press Agency, is handling publicity for Drake Hotel.

Kirby Hawkes, radio director of Blackett-Sample-Hummert, made a quick trip to the coast over weekend.

Tom Wallace of Aubrey, Moore & Wallace about set to start on fortnight's vacation in Colorado.

John Pierre Roche, president of Roche Willians & Cunnyingham agency, to Knoxville on business and then for a tour of the Great Smoky mountain region.

Betty Craig and Gene Barron taking over Larry Wolters' work as radio editor of Chicago Tribune while he vacations on the ancestral farm in Iowa.

Florence George, who went practically unnoticed during the many months she was at NBC here, has been signed by Paramount to a long term contract. She probably will be starred in "The Vagabond King."

Harold Peary, portraying a Portuguese role here the other day, revealed that he was actually of Portuguese extraction.

Ken Fry of NBC special events division to Shawneetown, Ill. for special broadcast over Sunday.

"Elder" Lucy Smith (colored), choir and band are back on the air from All Nations Pentecostal church (The Glorious Church of the Air) with a full hour's broadcast at 12 midnight every Sunday over WCFL. Elder Smith is a sort of feminine Elder Michaux.

University Broadcasting council launched a new art series under title Art and the American Scene over WIND yesterday. First speaker will be Prof. James Carson Webster of Northwestern University.

Fourth annual Collegiate All Star vs. Pro Champion football game—this year Green Bay Packers—will be broadcast in its entirety from Soldiers Field here by NBC and WGN-Mutual on Sept. 1, sponsored by Chicago Tribune. WGN will be only local station permitted to carry. Mutual is using Bob Elson for play by play, with Elmer Layden, Notre Dame coach, and Lynn Waldorf of Northwestern to do the experting. NBC is using Hal Totten of Chicago and Bill Stern of New York. CBS is thinking of airing a half hour.

Fitger Brewing Co., Duluth, now using spot announcements on various stations to call attention to its fishing contest on Minnesota network of WCCO, WEBC, WMFG, and WHLB. Leo Burnett Co., Chicago, handling.

PROMOTION

KWTO's Follow Thru Policy

The "follow thru" in radio advertising is just as important as in the game of golf—and KWTO, Springfield, Mo., is leaving nothing undone to see to it that its accounts get results.

A recent example is the cooperation given the Junge Baking Co. of Joplin, Mo., which sponsors the daily, except Sunday, "Man on the Street" broadcast over KWTO.

Leslie Kennon, local salesman handling the Junge account, spent two whole days in the territory working with Junge salesmen in an effort to promote the closest possible contact between the advertiser, the medium, and the retailer.

The Junge salesmen and Kennon visited 61 different retail stores in 17 Southwest Missouri counties during the two days. Kennon's principal object was to show the retailer how he could tie-in more effectively with products advertised over KWTO.

During the two days, Kennon also had ample opportunity to gain some first-hand knowledge of the most popular programs on the station, and the opinions of representative merchants on radio advertising versus any other medium. What the merchants told Kennon was sufficient to convince the Junge salesmen and their company that they should renew their contract for another year.

"KMOX Goodwill Tour"

The Public Affairs Department of KMOX, Jerry Hoekstra, director, arranged a "KMOX Goodwill Tour" on July 24. Hoekstra, Marvin E. Mueller, announcer, Gordon Sherman, special recording engineer, and Norman Green of the production staff, sailed down the Mississippi on the packet boat "Golden Eagle," the guests of Captain Henry Leyhe. The first stop on the trip was St. Genevieve, Mo., then Cape Girardeau, Cairo. At each town arrangements have been made for a 15-minute recording of the historic background of the city and short talks by outstanding citizens. The "KMOX Goodwill Tour" program will be heard over KMOX for four evenings.

ONE MINUTE INTERVIEW
LEWIS ALLEN WEISS

"Big names are not necessary to the success of a radio program. The best example of this may be found in the tremendous popularity of 'The Lone Ranger' dramatizations. Entirely unidentified, the cast performs anonymously, and the reason for its 'draw' can be traced directly to the sincerity of production, completeness of script and the appeal of its adventure. Well rounded production, with all factors pushing toward the common goal, is the background of any program series—with or without 'names'."

★ Coast-to-Coast ★

WBT, Charlotte: Reginald Allen, Esso newscaster, has started a new series of Hollywood chatter quarter-hours . . . Willie Johnson and his Golden Gate Jubilee Singers have taken over the daily RCA show . . . The Chamber of Commerce's Better Business Bureau has started a 15-minute weekly program . . . A. K. Sutton Inc. (Philco dealer) has started "Philco Melodies," with Jane Bartlett, pianist; Marie Davenport, organist, and Martha Dulin, interpolator; Philco also sponsors the Bill Davis Cotton Blossom Band . . . Margaret Siceloff, assistant program director, on vacation.

When Anne Mundy, concert pianist who was widely acclaimed in Europe following her debut with the Warsaw Philharmonic, arrived in St. Paul last week to make preparations for opening her first American tour, KSTP scored a musical beat by wangling her for a 15-minute stint on the station, marking the start of her American recital series. Miss Mundy, formerly of St. Paul, is here to complete arrangements for an appearance with the Minneapolis Symphony.

WCPO, Cincinnati: Bob Bentley, who conducts the "Yours Truly" program, started his vacation this week . . . "Open House to Ladies," with Jane Schrader as emcee, is a new series scheduled to start soon . . . Cleo Brown, dusky maiden of melody, is featured in a new weekly program, "Harlem Minstrels," Tuesday nights.

"Down by Herman's," the WISN (Milwaukee) Saturday afternoon program heard over CBS network, has started its third year.

WLBC, Muncie: Donald Burton, owner, and Bill Craig, commercial manager, and their wives are enjoying a motor trip vacation through Colorado wilds . . . Robert Ebert and Combs Blanford, announcers, have been assigned as directors of studios A and B, respectively, in settlement of a feud which has raged between the pair . . . Half-hour unbroken dance melody parade nightly, 11-11:30, has been inaugurated in response to listener request . . . American Security Loan Co., Ross Conservatory and the Home Store are new accounts.

Dick Fisher is a new member of the announcing staff at KWK, St. Louis. He came from WTAD, Quincy, Ill.

33 CBS Yacht Cup Broadcasts

CBS has scheduled a total of 33 broadcasting periods to be devoted to the America's Cup yacht races, starting July 31 in Newport, R. I. Nearly nine hours will be devoted to the broadcasts, with the majority

of the periods being a quarter-hour in length. Three commentators have been assigned to handle the announcing duties. They are Ted Husing, Sherman Hoyt and John Scott Hughes. CBS has announced that it will be the only chain on the official committee boat.

KVOR, Colorado Springs: New staff members are Leon Marshall, commercial department, and Carl Druemiller, technical department . . . While Anita Parry, office manager, is vacationing, Virginia Gatlin, secretary to J. I. Meyerson, sales executive of Oklahoma Publishing Co., is substituting.

Hugh Cross and Shug Fisher the "Radio Pals" of WWVA, Wheeling, left on their annual summer vacation on Monday, but the boys made recordings of a large number of their favorite songs on the new WWVA recording equipment and these transcriptions are being used to hold their time until they return in person Oct. 1.

Barbara Rice, pianist, is being heard in a new program, "Piano Pictorial," each Wednesday over WIBA, Madison, Wis. James Robertson, staff announcer, is narrator.

Jay Coffey, announcer at WELI, New Haven, is doing publicity for the Post Road Playhouse, Madison, Conn.

In addition to the softball games which it presents three nights each week, WHBL, Sheboygan, Wis., is airing all home State league games of the Sheboygan Chairmakers. The series started with the first of a play-off series with the Madison Blues for the title in the first half of the season, in which they were tied. Jack Foster is doing the announcing.

Jud LaHaye, program director at WICC, Bridgeport, and Miriam Malley, actress, are collaborating on some new songs.

MCA planning to bring Sterling Young's California crew to Chicago around first of the year. Also is considering bringing Jack Hylton back to Chicago.

Irma F. Bitner of the KSL (Salt Lake City) staff is on a trip to the northwest and Canada, combining business and pleasure. Sylvia Cannon planned to Alberta on Saturday.

William Wallace, announcer and sales representative at KFJM, Grand Forks, N. D., recently returned from a honeymoon trip with the former Adelpia Brackley, and the couple is now comfortably ensconced at the Rex Apartments, East Grand Forks, Minn.

NEW BUSINESS

Signed by Stations

KFEL, Denver

General Foods (Huskies), 30-min. program Fridays; Radium Hot Springs Hotel, Idaho Springs, Colo., 13 spots; Brook Forest Inn, Evergreen, Colo., 4 spots.

WMAZ, Macon

Pinex Co., 264 announcements starting Oct. 4; Armour Fertilizer Works, 100 announcements starting Jan. 1.

KTSA, San Antonio

Philco Radio, Boake Carter period, thrice weekly.

WBNS, Columbus

Okee-Doke Popcorn (Kraft product), ten-week spot campaign.

New CBS Music Series

CBS begins a new weekly series devoted to serious music on Thursday at 8-8:45 p.m. Programs will run 10 weeks and will feature the Columbia Concert Orchestra under the baton of a different conductor each week. First conductor will be Paul Lemay, with Frederick Charles Adler, Phillip James and Bernard Herrmann to follow.

Harper to Emcee Special Show

Earl Harper, sports announcer for WNEW handling the Wheaties assignment for that station, will broadcast a special half-hour show direct from the Newark ball park Aug. 3. Broadcast will take place just prior to the playing of the game, and will feature singers and other entertainers from the station. Harper will emcee the show, which will be heard at 8:30-9 p.m.

PHILADELPHIA

Pat Stanton, WDAS station manager, is now honeymooning with his new bride, the former Mary DeMey, motoring through New England and Canada.

Bernie Cutillo, novelty pianist, joins WDAS talent staff, airing the tango and rhumba tunes on a piano rambling period on Wednesdays.

William J. (Bill) Bailey, of the NBC announcing staff, was in Philadelphia to pay his respects at the bachelor party tendered to WDAS's station manager, Pat Stanton.

James S. K. Hammann, who becomes sales manager for KYW on Aug. 1, formerly handled the local NBC sales office.

School of RADIO TECHNIQUE



WESTERN ELECTRIC RECORDINGS
Programs recorded in our studios
George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York