



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 19

NEW YORK, N. Y., WEDNESDAY, JULY 28, 1937

FIVE CENTS

New Radio Union Setup

NEW BARRYMORE SERIES IS SCHEDULED FOR FALL

John Barrymore, who concluded his series of six Shakespearean presentations on the NBC-Blue network last Monday, will be back on the air in September.

Plays in which he will appear, with
(Continued on Page 3)

WGTM in Wilson, N. C. On Regular Schedule

Wilson, N. C.—After a series of successful test airings, the new WGTM is now operating on a regular schedule. Station is owned and operated by H. W. Wilson and Ben Farmer. Allen Wannamaker, former CBS announcer, is commercial manager;

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Shaeffer Pen Co. Signs Weekly Show on Mutual

W. A. Sheaffer Pen Co., Madison, Ia., has signed with Mutual for a once weekly quarter-hour musical showing featuring Harold Stokes and his orchestra and guest soloists. Series starts Aug. 27 at 8:15-8:30 p.m. over WGN, WOR and CKLW. Sponsor will also use spot radio in addition to the MBS quarter-hour. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

RCA Victor Fall Drive

RCA Victor has announced an extensive advertising campaign to be conducted this fall in behalf of its new line of phonograph-radios, phonographs and records. Radio activities will continue to carry a heavy portion of the advertising. Dealers will be asked to tie-in with the campaign through the company's co-

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Multi-Lingual Choir

Philadelphia — An International Choral Group composed of 60 voices and trained to sing in at least eight languages is being formed by Joseph Schreiber, WDAS musical director, for service on the station's foreign and English shows. David Del Rossi, composer, is assisting Schreiber. Choir will also present popular swing stuff.

Announcers' Derby

St. Louis—A contest, planned as an annual affair, to determine the best all-around announcer among the 40 mikemen employed by seven local stations, is being conducted by the Jim Daugherty Agency Inc. This year's trophy will be awarded shortly after Labor Day, according to Brad Simpson, representing the agency. Committee will determine mikemen's versatility from waxes to be made off the air.

3 P. & G. DISK SHOWS START RUNS OVER WOR

With much secrecy, WOR started the Procter & Gamble recorded series on Monday with disks of "The Gospel Singer" and "Judy and Jane" being used. "Pepper Young's Family" starts Aug. 2, along with the WOR-Mutual live show, "Couple Next

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Kendall Refining Sets John B. Kennedy Spot

Kendall Refining Co., Bradford, Pa., has taken the Tuesday, 7:45-8 p.m., and Saturday, 6:45-7 p.m., spot on WJZ for John B. Kennedy series. Program was originally booked for Thursday but cancelled because pro-

(Continued on Page 3)

Marconi Memorial Fund

Veteran Wireless Operators Ass'n, of which the late Senator Marconi was "Wireless Veteran No. 1", has started a memorial fund to erect a monument to the inventor. First con-

(Continued on Page 3)

Chesterfield Football Series Signed Over 92 CBS Stations

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has signed Eddie Dooley for a football series to be heard over 92 CBS stations, Thursdays and Saturdays at 6:30-6:45 p.m., beginning Sept. 16. Sponsor is now utilizing the 6:35-6:45 p.m., niche on

Actors Equity, Musical Artists Guild and Screen Actors Guild Financing Radio Unit With Own Autonomy

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

Maintaining a policy of absolute secrecy, the AFM Executive Board yesterday completed its second day's session behind closed doors with nothing definite as yet decided upon. A brief announcement by an AFM official last night stated that the preliminary discussions which started Monday concerning the platforms of the AFM and the electrical transcription manufacturers and recording

(Continued on Page 3)

Consultant on Speech Is Added to CBS Staff

Dr. W. Cabell Greet, professor at Columbia University and outstanding authority on American speech, has been signed by CBS in the capacity of linguistic consultant. He will establish a Speech Clinic at the network for announcers, and also to correct faults in speech of any person connected with broadcasting at CBS.

Apple Series Effective

Seattle—In a survey covering 10 cities conducted by J. Walter Thompson Co. to ascertain effectiveness of advertising in various media in connection with last year's campaign for Washington State Apples Inc., nearly one-third of the persons contacted recalled hearing the radio ads. A new series is planned.

Plans of Actors Equity Ass'n for organization of the radio field took a new turn yesterday, with the launching of a new active radio organization with its own board, complete autonomy and full jurisdiction over its own affairs. The move was taken jointly by the Steering Committee of the temporary Radio Equity, American Guild of Musical Artists and Screen Actors Guild. Three latter organizations will contribute the finances to start the new unit, for which a permanent name is yet to be chosen.

Jurisdiction of the radio organization will include everyone appearing before the microphone except

(Continued on Page 2)

ANTI-ASCAP BILL VETOED BY MICHIGAN GOVERNOR

Lansing—Governor Murphy yesterday vetoed the anti-Ascaph bill, stating he was advised by the Attorney General that certain phases of the measure were not likely to stand up under court test. The bill was sponsored by Michigan radio stations.

Democratic Publicist Accepts Crosley Post

Washington Bureau, RADIO DAILY
Washington — Charles Michelson, publicity director for the national Democratic party has accepted a position as public relations counsel for Crosley Radio Corp. Michelson

(Continued on Page 3)

New Call Letters

New call letters assigned recently by the FCC include: WTOL, Community Broadcasting Co., Toledo; WLAW, Hildreth & Rogers, Lawrence, Mass.; KARM, George Hamm, Fresno, Cal.; KTRL, Sioux City Broadcasting Co., Sioux City, Ia.; KDTH, Telegraph-Herald, Dubuque; WBRK, Harold Thomas, Pittsfield, Mass.; WSAI, Frank M. Stearns, Salisbury, Md.

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FINANCIAL (Tuesday, July 27)

NEW YORK STOCK EXCHANGE
Am. Tel. & Tel. 172 1/4 172 172
Crosley Radio 20 3/4 20 1/2 20 1/2
Gen. Electric 58 3/4 58 58 1/2
North American 28 1/2 28 1/8 28 3/8
RCA Common 9 3/8 9 1/8 9 3/8
RCA First Pfd. 68 3/4 68 68 3/4
RCA 55 Pfd. B.
Stewart Warner 18 7/8 18 5/8 18 3/4
Zenith Radio 36 7/8 36 7/8 36 7/8
NEW YORK CURB EXCHANGE
Hazeltime Corp. 15 5/8 15 5/8 15 5/8
Majestic 3 7/8 3 7/8 3 7/8
Nat. Union Radio

OVER THE COUNTER
CBS A Bid 31 Asked 32
CBS B Bid 31 Asked 32
Stromberg Carlson Bid 13 Asked 15

New Albany Agency

Albany—Cameron Hyde, Robert R. Reeves and Ted Hyde, all former newspapermen on the Knickerbocker Press, which was merged with the News, have become associated in an advertising, promotion and publicity firm. Offices are in the Childs Building.

Westinghouse Distributor

Westinghouse Electric & Manufacturing Co. has appointed R. H. McMann, Inc., as distributor of Westinghouse radios in the New York metropolitan area. Plans for an extensive advertising campaign, to begin about Sept. 15, are now being worked out. A showing of new models, ranging in price from \$19.95 to \$169.95, will be held for dealers here within the next two weeks.

First in local accounts in Chicago WGES (In the heart of Chicago)

New Radio Organization Setup

(Continued from Page 1)

members of American Federation of Musicians, and its charter will be somewhat like that issued to Screen Actors Guild by Associated Actors & Artistes of America, which holds the AFL jurisdiction for the theatrical field.

At a meeting of the Council of Actors Equity yesterday afternoon following a conference with official representatives of the Screen Actors Guild and the American Guild of Musical Artists, it was resolved by the Council of Equity that its jurisdiction in the radio field be returned to the Associated Actors & Artistes of America with the understanding that this jurisdiction will be conferred upon a new association to be sponsored by the Screen Actors Guild, American Guild of Musical Artists and Actors Equity. A national organization is to be perfected and a board of directors chosen out of actors and singers employed in the radio field who are members of the sponsoring organizations. A provision will be made in the new Constitution for boards of directors having local jurisdiction.

It is anticipated that all acting groups and singers appearing before the microphone will join in this association. This result is due to the joint effort of the executives of the sponsoring organizations working in conjunction with the radio committee of Actors Equity and the Radio committee of actors in New York and in Los Angeles. Counsel of these organizations are meeting to prepare

the new Constitution and other necessary agreements. These will be further considered by the Equity Council at a special meeting on Friday.

In the plans now under consideration the new association will be entirely autonomous. Under the new set-up the Associated Actors and Artistes of America will become a nationally active organization and Frank Gillmore will continue as president and will assume active duty in that organization. He will for the present continue also as president of Equity. In relinquishing active duty as president of Equity, Gillmore will not for the present at least disassociate himself from the workings of that organization but will continue in an advisory capacity to the extent that the Equity Council may desire. It is expected, however, that from now on most of his time will be devoted to the handling of the problems incidental to the new organization.

In negotiations leading up to this action the American Guild of Musical Artists was represented by Henry Jaffe and Leo Fischer, the Screen Actors Guild by Kenneth Thomson and Laurence W. Beilenson, and Actors Equity by Gillmore, Paul N. Turner and Paul Dullzell, also by George Heller of the Equity Radio Committee, Richard Gordon, Linda Carlon, Lucille Wall and Mark Smith, temporary chairman of the Radio Actors Committee. Mrs. Dorothy Bryant represented the Chorus Equity Association.

Ayer Agency Confirms Shifts in Personnel

N. W. Ayer & Son yesterday officially confirmed the shift of Thomas J. McDermott and Frank Coulter from the New York headquarters to the Philadelphia offices. Reason for shift advanced by the agency was that increased volume of radio business called for closer coordination between radio and publication advertising. Both McDermott and Coulter, as stated in RADIO DAILY on Monday, will buy radio time for the Ayer accounts, operating from the agency's main offices in Philly.

At the same time it was announced that Francis C. Barton Jr., formerly in charge of time buying in New York, will take charge of the company's Albany offices.

Fred Pflugfelder remains as head of the radio department in New York.

Royal Hawaiians Re-Booked

King Kolomoku and his Royal Hawaiians, who scored on the Tim and Irene program over WOR-Mutual the past two Sundays, have been booked for a third appearance next Sunday, and may be retained permanently. David Kaonohi is tenor with the group, which is managed by Anita Goldie.

WJAG's 15th Year

Norfolk, Neb.—WJAG celebrated its 15th anniversary Sunday with a day of unusual events, including visiting orchestras, special talent and speakers. Fritz C. Asmus reminiscends about 1922, Organist Russell Jensen gave a musical roll call for the years 1922 to 1937 with bits of station history interpolated, Art Thomas gave news of 1922 with music by Andy Moats' ork; Harry Burke, Marcella Lacy and Harold Kline had charge of another program, J. H. Dahlberg gave a talk with the Welsh male quartet singing, and a talk from Congressman Karl Stefan, formerly the station's chief announcer, was piped from Washington.

Big feature was a public meeting in Hotel Norfolk's ballroom of WJAG's radio family.

KMOX's Hotel Tie-up

KMOX, St. Louis, has effected a promotional tie-up with De Soto Hotel. Guests upon arrival will receive letter from hostelry management accompanied by ticket to live audience show in KMOX-Columbia Playhouse. Telephones in all rooms will carry transmitter collars calling attention to KMOX programs. Hotel execs feel tie-up is effective as added guest courtesy, while KMOX biggies welcome it as good-will measure.

COMING and GOING

ALBERT SCHNEIDER of Columbia Artists Inc. leaves for Hollywood tomorrow to confer with the West Coast office. Schneider will accompany Andre Kostelanetz and Lily Pons on their forthcoming trip to the Coast, stopping off at Chicago for the Pons-Kostelanetz concert engagement Saturday night at Grant Park. Schneider returns to New York about Aug. 15.

FRANCES CARLON of the "Mary Marlin" and "Today's Children" cast has returned to Chicago after a week's sightseeing tour of New York.

HENRY N. COCKER, general manager of WTEL, Philadelphia, was in New York early this week and visited at Star Radio, whose "Morning Bulletin Board" he has been using for some time, and he also signed for the Star "Commercial's".

EDMUND L. CASHMAN of CBS is off to Montauk Point fishing for two weeks.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from Wernersville, Pa.

BETTY JANE TYLER, child star of "Death Valley Days" is vacationing at Seagate, N. Y.

FERDE GROFE has returned from Hollywood, where he conducted a concert at the Hollywood Bowl.

PAUL H. RAYMER, station representative, returns from Paris on Aug. 1.

J. J. WEED of Weed & Co., station rep., arrived yesterday from a cross-country trip.

BORIS MORROS, musical director for Paramount Pictures, arrived in New York yesterday and is sailing on the Ile de France tomorrow, returning aboard the Queen Mary August 22.

ABNER SILVER and AL SHERMAN, songwriters, returned from England.

JERRY WALD arrived from Hollywood yesterday and will spend three weeks here.

BARRON G. COLLIER and MRS. COLLIER sail for Europe on the Queen Mary today.

FRANK FINNEY of the Street & Finney has returned to New York from a trip.

PATRICIA CLARK COOK, New England airwaves actress, has gone to Cape May, N. J., to join the New York Technicum Acting Co. for the summer season.

POLLY W. HART, secretary to Fred Weber, MBS general manager, leaves today on the Queen of Bermuda for 16-day vacation in Bermuda.

FRANK SCHREIBER, WGN publicity head, arrived in town late yesterday.

ARTHUR HAYES, eastern head of Radio Sales Inc., left on his vacation last night.

HAROLD FELLOWS, WEEL manager, is in town for a couple of days.

Cast With Ina Claire

In "What Every Woman Knows", her second show on NBC-Blue network, next Sunday at 8 p.m., Ina Claire will again be supported by Osgood Perkins, together with Ina Martin, William Podmore, J. Malcolm Dunn, Mary Michael, Eustace Wyatt and Audree Corday.

Helen Menken Back Aug. 3

Helen Menken, under auspices of Famous Actors Guild, starts her new "Second Husband" series for Sterling Products on Aug. 3 at 7:30-8 p.m. over 33 CBS stations.

CRAIG & HOLLINGBERY Incorporated Radio Station Representatives New York Jacksonville Chicago Detroit

CHESTERFIELD SIGNS CBS FOOTBALL SERIES

(Continued from Page 1)

will continue until the World Series, using the Monday, Tuesday, Wednesday and Friday spots, with football on the other two weekdays. Football contract is for 13 weeks, signing off Dec. 11. Newell-Emmett Inc. placed the account.

WGTM in Wilson, N. C. On Regular Schedule

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Jimmy Riser, sports announcer and news commentator; Miss Clyde Lee, program director; Billy Steadman, announcer; Jack Hudson, chief engineer; Edna Stallings, staff accompanist.

WGTM serves the bright leaf tobacco section, a rich agricultural section, with 12 to 16 million dollars realized annually by tobacco growers.

3 P. & G. Disk Shows Start Runs Over WOR

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Door." All programs are broadcast Monday through Friday.

Queried late Monday night a WOR executive said that no contract had been signed with P. & G. Compton Advertising Inc. has the first two shows. Pedlar & Ryan handles "Pepper Young," while Blackett-Sample-Hummert has "Couple Next Door."

RCA Victor Fall Drive

(Continued from Page 1)

operative advertising plan. Company at present is sponsoring the full-hour "Magic Key" every Sunday, 2-3 p.m., over 89 stations of the NBC Blue network.

Stanton Heads CBS Research

Dr. Frank Stanton has been appointed manager of the CBS market research division, effective immediately. Stanton's promotion was made by Hugh K. Boice, vice-president in charge of sales, to relieve John Karol, director of market research, from some of the pressure. Karol will devote most of his time to a study of new developments in radio market research.

NEW PROGRAMS—IDEAS

"The Public Announces"

Radio fans get a chance to try their ability at announcing in a new program over WCPO, Cincinnati, titled "The Public Announces." Put on at 11:15-12 midnight, the show also gives the public some idea of what goes on behind the scenes in the broadcast studio. During the program there is a portable recording turntable set-up in the lobby of the WCPO News Room for the sole purpose of allowing the public the privilege of stepping up and making announcements over the microphone. Stewart Finley, emcee, introduces the person to the radio audience, questions him or her, as the case may be, and the person in turn announces one or two musical selections.

"Calling All Tourist Cars"

"Calling All Tourist Cars" is a new KVOO feature which Commercial Manager Willard Egolf believes is the first of its kind ever produced by a radio program.

The 15-minute program heard daily over the 25,000-watt Tulsa station is directed at vacationists and travelers who are motoring near or toward Tulsa and who have radios in their cars. Music and information concerning the points of interests in and surrounding Tulsa are interspersed with commercial announcements about firms which can logically serve tourists.

For Tourists

Two new programs appealing to the tourists of the Pikes Peak region have made their debut on KVOR, Colorado Springs. Susan Smart (Zalle Wade of the continuity staff) tells tourists what to do and where to go in cool Colorado thrice weekly. Assisting her are Byron Jorgenson, baritone, and Ray Berry, pianist.

The Junior Chamber of Commerce is giving a three-a-week program, too. Handled by A. Frederic Handke, it tells historic and interesting facts of the region, suggesting picnic spots and all-day hikes.

"Fireside Reveries"

The suitable title of "Fireside Reveries" has been selected for the quar-

Democratic Publicist Accepts Crosley Post

(Continued from Page 1)

states that his duties will require but part of his time and that he will continue to hold his job with the national committee.

"Broadway" for Gen. Foods

"Broadway" will be the title of the new General Foods Corp. (Diamond Crystal salt) program which starts on the NBC-Blue, Sept. 26 at 3-3:30 p.m. Series will tell about life on Broadway. Cast will be changed weekly.

ter-hour program to be sponsored over KSL, Salt Lake City, by Independent Coal & Coke Co. starting Aug. 6. Commercial dialogue will conform with contemporary happenings throughout the territory served by the coal firm, with occasional salutes to honor cities. Miriam Erickson, soprano; Rampton Barlow, baritone, and a String Ensemble will provide musical touches.

"The Letter Box"

A new series of programs known as "The Letter Box" have been inaugurated at WSPD, Toledo, with Joe Rockhold as commentator. Series gives listeners a chance to comment on programs, personalities and policies of the local station. Letters are read and answered over the air, providing the sender signs a full name, although only the initials are used on the broadcasts. Gratifying results have been received so far.

Woman's Magazine

"Magazine of the Air," new feature on WFIL, Philadelphia, presents a verbal counterpart of a woman's magazine. It's divided into sections, covering the home, decorations, beauty, care of the baby, garden, children, recipes, women in the news, etc. Martha Laine writes the script and enacts the feminine characters, with Al Stevens and Vernon Crawford, announcers, assisting.

"Names Make News"

"Names Make News" is the name of a new program on WHBL, Sheboygan, Wis., conducted by William L. Doudna, program director. From the grist of news coming in on the United Press teletype, he selects stories about famed folk, lists the names after a fanfare at the opening of the program, and then goes into the news stories.

Classified News

WOWO, Fort Wayne, has devised a plan whereby it broadcasts news every two hours from 6:30 a.m. to midnight, with one period for the farmer, another the stockholder, the housewife, sports fan—and all for the average listeners.

Kendall Refining Sets John B. Kennedy Spot

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gram came directly before another news commentator period. Batten, Barton, Durstine & Osborn, Inc. is the agency.

Sponsor Saratoga Results

Schenectady—WGY is airing the Saratoga racing results, with Tydol Oil sponsoring Leo Bolley at the mike on Monday, Wednesday and Friday, while Kentucky Club Tobacco has Gene O'Hare giving the dope on Tuesday, Thursday and Saturday.

SECRECY IS MAINTAINED ON AFM'S ET PARLEYS

(Continued from Page 1)

firms were continued at yesterday's two meetings. Morning session was again held at Ascap offices, with afternoon session again switching to AFM headquarters. Today's meetings will mark the final sessions to be devoted entirely to ET and recording manufacturers. Thursday and Friday sessions will be between AFM and representatives of radio chains and stations.

A marked rise in attendance was noted at yesterday's meetings. New additions included representatives from Decca Recordings, Columbia Recordings, RCA Recordings, American Recording Co., Midwest Recording Co. and Conquest Alliance. Also in attendance were Lawrence Lowman, v.p. of CBS, Mark Woods of NBC and Milton Diamond. Jack Capp represented Decca.

Theodore Streibert and Fred Weber will represent Mutual, while Frank Schreiber, publicity director of WGN, will represent W. E. Macfarlane at the sessions beginning tomorrow.

Meetings will continue indefinitely.

New Barrymore Series Is Scheduled for Fall

(Continued from Page 1)

Elaine Barrie, include "Animal Kingdom" and "Accent on Youth."

NBC's summer drama parade continues next Monday night with a group of Eugene O'Neill plays, the first being "Beyond the Horizon," with Helen Hayes.

Marconi Memorial Fund

(Continued from Page 1)

tribution of \$100 was made by William J. McGonigle, president of the V.W. O.A., with David Sarnoff and Alfred J. McCosker also pledging contributions.

Pontiac Returns Oct. 1

Pontiac Motor Co., Detroit, returns the "Varsity Shows" to the NBC-Blue network on Oct. 1, 8-8:30 p.m., with repeat at 10 p.m. Program will be aired over 78 stations, and originate from leading colleges around the country. Henry Souvaine handles the production. Contract is signed for 13 weeks through MacManus, Johns & Adams Inc., Detroit.

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

BIRTHDAYS

Greetings from Radio Daily
July 28

Lawrence Gray	Rudy Vallee
Roy C. Witmer	Hal Totten
Fred Uttal	Bill Goodwin

CLYDE BARRIE
CBS

Thursday 6:15 P. M.

☆ "Quotes" ☆

VICTOR YOUNG: "The identity of radio programs by a theme song is one of the best aids to program success which could be effected. The theme song is the same thing to a radio program that a signature is to a letter. And has the same effect upon the public. If the listener hears the theme and if it identifies a good program, they keep dialing that station; but if the theme identifies something which they don't like, it is easily enough done to tune out. The theme is a 'good-will' item on the program, and should be incorporated in every program."

MAX TERR: "Radio is one entertainment medium which goes slightly frantic in its search for new talent and new ideas. We have had almost every type of radio offering possible. But now I have discovered what many West Coast talent scouts consider a new novelty for radio: a 'Sing Band'. The idea in itself has been tried before, but certainly not on as ambitious a scale as we have in the present group. There are forty-two members of the singing group who can play rhythmically or melodically your favorite waltz, foxtrot or swing tunes. We use no instruments, except an amplifier for sound projection."

PAUL WHITEMAN: "There is an ever-strengthening bond between radio and the screen. I believe it is possible for an artist to achieve success in one without making his mark in the other. A bandleader can no longer engage musicians solely on the basis of their musical ability. While a modern orchestra may be involved with only broadcasting today, it may be concerned with movie shorts next week and a feature picture the week thereafter."

ALAN ROBERTS: "For several years there has been a great deal of agitation for the passage of a bill by Congress which would cope with the regulation and sale of advertising over the radio of food, drugs and cosmetics. Why can't the broadcasters themselves make a cooperative agreement which would take in the whole of the radio field and prohibit the further continuance of the practice?"

GUEST-ING

ALLAN JONES, on Werner Jansen program, Aug. 1 (NBC-Blue, 7:30 p.m.).

FRANCES FARMER and WYNN MURRAY, on "Sealtest Sunday Night Party," Aug. 1 (NBC-Red, 10 p.m.).

MICHAEL WHALEN, guest of George Fischer on "Hollywood Whispers," July 31 (WOR-Mutual, 10:15 p.m.).

RUTH ALTMAN, prima donna, interviewed by Bide Dudley on "Theater Club of the Air," tomorrow (WOR-Mutual, 1:15 p.m.).

WILLIE HOWARD, HUGH O'CONNELL, IRENE PURCELL, TIM and IRENE and ADELAIDE KLEIN, on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).



● ● ● William Powell and Myrna Loy will be heard in 13 weekly installments on a "Thin Man" series which will be produced at a cost of \$17,500 per broadcast... Irene Rich's grape juice show after being heard for years on Fridays will switch to a Sunday nite spot as of Aug. 15... Saturday Night Swing Club will be commercialized in September... Al Roth's NBC airing of "Musical Contrasts" the other nite with Bailey Axton, Dorothy Dreslin, a choir a la Kostelanetz, was really an aired audition for Young & Rubicam... Henny Youngman remains three more weeks at the Surfside after being booked for three appearances only... Tommy Dorsey is better and has taken back the baton from Lennie Hayton, who sub-conducted at Manhattan Beach... Everett Sloane, the Sammy in "The Goldbergs", will be with the new Gertrude Berg series... Jerry Cooper, besides buying brighter canary-yellow sweaters, purchased three pieces of Los Angeles property... Ken Murray has signed a seven-week picture deal with Universal... Paul Tremaine with one of the greatest musical aggregations of his career, after a long absence from the nets, will be heard six times weekly via WOR-Mutual from the Lido in Larchmont, where he opened last night.

● ● ● Miracles do happen... Bob Murray, WHN vocalist, while returning from a week-end trip, had a narrow escape when a bus in which he was riding crashed into an embankment—on the very day Bob was to audition for Jesse Crawford... Bob was unscratched and reached N. Y. in time for his scheduled audition... P.S.: Bob was hired and goes on tour with Crawford starting next week in Washington and thence to Memphis and southwest... "A Consumer Looks at 'Price-fixing'" is the subject of a talk by Harrison J. Cowan, proxy of Cowan & Van Leer Inc. on WINS tonight... KCKN, Kansas City, Kas., attributes the popularity of its "Sunday School of the Air" show to Homer S. Alberti, who is the busiest man around town, (being cashier of the Brotherhood State Band), to come over from his numerous duties to handle this program.

● ● ● "Tugboat Annie", as a dramatic script, is being handled by Lenetska-Rosenthal for the air... Teddy "Blubber" Bergman has been resigned to transcribe for Bigelow-Sanford next fall... Beatrice Kay will be built up via the O'Keefe show... Buddy Clark starts a commercial from the coast in Sept... Lucille ("—and Lanny") Linwood and Chick Adams will be married next year... Ben Blue and Andy Devine have been rehired for the Jack Benny show... Frank Black is vacationing from the "Contented Hour" for a month, with Roy Shields pinch-hitting, but he will continue with "Magic Key"... Maureen O'Connor, guesting on the Cantor summer show, goes into Jackie Cooper's "Boy of the Streets" flicker... Jerry Wald has a broken back from the back-slapping in Lindy's yesterday... The floor show at the Park Central will be yanked Aug. 2, leaving only the band there... Joe Rines, who does four sides for Joe Higgins at Erunswick tomorrow, received a Victor royalty check for \$9.81 from the sale of a two-year old record in JAPAN. The title of the song on wax was—"Underneath the Harlem Moon".

● ● ● From WRJN, Racine, Wis., comes word that Harold Newcomb, general manager there, pulled a terrific stunt during the swimming meet at Root River... Bill Goll was to swim to a lighthouse and back to the bridge—with his arms and legs bound... 5,000 spectators lined the banks of the river watching this feat... Newcomb, with a short wave transmitter, was in a coast guard boat trailing the aquatic star in his long pull, describing every detail from this point... Harold even got the mike close enough to Bill while he was in the water and having trouble treading water... Harold actually interviewed the swimmer and was partly responsible for saving the day for the press agent by calling off aid when Bill caught a cramp but insisted that he could make it—which he did!

Viewpoints

Urges Woman Announcer On Every Major Station

"Every major radio station in the country should have one woman announcer on its staff. I believe there is a definite place for the woman announcer and think it would be a worthwhile innovation for a number of the large stations to add them to their staffs as an experiment. I know there are a lot of objections raised against women announcers, but they all boil down to one thing, the oft expressed notion that the feminine voice is unsuited to the style of delivery announcing calls for. And that is absurd in view of the fact that kinds of announcements demand different styles of delivery.

"I don't say that women announcers could or should compete generally with men because the feminine voice by its very nature lacks the authoritative quality of the masculine voice. I do say, however, that there are certain types of programs for which women announcers are better suited than men. Any program that sells some product that is exclusively, or largely, for the use of women, such as cosmetics for instance, should be announced by a woman. After all a man can't be very convincing in talking about such things unless he happens to be a manufacturer, chemist or in some other way expert in that particular field.

"Cosmetics are not the only product that women should handle on the air. There are many programs sponsored by makers of various household articles that could be better handled by women than by men. And certainly there are lots of non-commercial programs that women announcers could handle at least as well as men."—ALICE HILL.

NEW BUSINESS

WNEW, New York

Axton-Fisher Tobacco Co. (Zephyr cigarettes), 13 weeks, Monday through Saturday on "Make Believe Ballroom", through McCann-Erickson Inc. General Supply Co., 52 weeks Monday through Friday on Alan Courtney's "Joymakers", through Scheer Advertising Agency, Newark.

WHN, New York

Bartlett Pear Co. of California, spot announcements, through J. Walter Thompson of San Francisco.

KMAC, San Antonio

Bost Toothpaste, George Hall orchestra transcriptions.

San Francisco

Burton Voorhees, former KGO producer, now at KEX-KGW, Portland, visiting here.

Ralph R. Brunton, gen. mgr. KJBS-KQW, in L. A. completing the deal linking KQW, San Jose, with the Don Lee-Mutual web.

Van Fleming of NBC produced the Fred Waring broadcast via KPO Saturday.

Bill and Fred Pabst, KFRC, back from one vacash, went to Lake Tahoe this past weekend.

Vicki Vola, NBC dramatic artist, got out of a flu-ridden bed to do two serial broadcasts.

Darrell Donnell, radio ed. S. F. "Examiner," vacationing, with Eddie Murphy in the swivel chair.

Fred Hart, manager of the Honolulu Broadcasting system, KGMB-KHBC, is en route to Europe with his daughter and wife.

KLStuff: Bob La Marr, formerly KROW, now doing a 3-a-week sustainer called "Friendly Melody" in which he talks and sings . . . Gloria Thompson birthdaying . . . Avon Jardin, fashion commentator, appearing on the "Hollywood News" program . . . Bay Broadcasting Company, comprised of KLS, Oakland, and KGGC, S. F., has changed its tab to Bay Broadcasting System.

Jack Moyles, KSFO, vacationing at Catalina Island.

Two blues singers—Cora Lee Scott and Josephine Reynolds, and pianist Norman Haws start a new show called "Two Little Girls in Blue" over KYA and the Orange Net.

Bob Dumm, KSFO, back from Feather River country.

Kathryn Julye, harpist and member of the Orange net, presented the first in a new series over KYA Monday, made up entirely of harp solos.

Suzanne Mennis, 13-year-old soprano, has been signed by KYA and is being heard over the Orange net. Working with George Nyklicek, she calls her programs "Idylls."

Beryl Cameron, NBC singing star, back from a week's visit at Lake Tahoe. While there, she sang with Eddie Oliver's band.

Charley Marshall and his "Mavericks" (NBC) suffering from vacationing trouble. Johnny Toffoli at a Utah resort, while Ace Wright is visiting friends near Auburn.

John Nesbitt's Sunday show was cancelled and Tuesday's show was his last on NBC. Starting Sept. 12, his present sponsor, Duart Sales Co., will launch him over the KFRC-MBS hookup. During the summer, John will make six short subjects for M-G-M. Doan Hoag, his assistant writer, is still working with him.

RALPH KIRBERY
"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

★ Program Reviews ★

"New Ideas"

Riding along with the current Shakespearian cycle on the radio, Martin Weldon presented an interesting new wrinkle on his WINS program Monday night. He offered the principal love scenes from "Romeo and Juliet," "Twelfth Night" and "The Taming of the Shrew." The latter play also was presented in fuller version the same night by the Barrymores on NBC—and will be done next Monday by the CBS cast.

It was a good idea, and the execution also was commendable. In fact, Frank McCullough, the actor-producer, who was guest critic on the program, praised it to the skies, lauding the judicious adaptation, the work of the players, and the general idea of the Weldon program which provides a laboratory for new radio material and gives young players a chance to show what they can do.

Selection of the scenes and direction were handled by Marion Halpert. The players, who were excellent on the whole, included Helen Aurd and Juliet, Byron Keith as Romeo, Pat Lederer as Katharine, Jack Beck as Petruchio, Elisabeth Morgan as Viola and George Barrie as the Duke.

This particular listener, however, feels that there is already too much Shakespeare on the air, that the offerings of this kind by smaller stations are bound to lose out in comparison with the more ample and more distinguished presentations of the big networks, and that Weldon could do better along less trodden paths. His program idea, and its possibilities, of course, are excellent.

Charles Benford

Radio listeners who like a news commentator with definite opinions and the force to express them will find Charles Benford an unusually interesting editorialist on the passing parade. Coming from WOL, where he directed the educational department and was connected with public and similar activities, Benford made his debut Monday night in a WOR-Mutual series. In a 15-minute talk, he covered a number of vital current topics, touching on the war overtures in the far east, approving the defeat of the late Supreme Court plan, advocating federal legislation to handle labor disputes so as to avoid injurious effect on industry and workers, urging a definite governmental policy of neutrality, and even including a bit of human interest.

In addition to oratorical impressiveness, Benford has a faculty for sound analysis, plus a background of educational and sociological experience, thereby enabling him to talk authoritatively. He should have no trouble winning a good following.

Dick Ballou Orchestra

From the Casino in the Air, one of New York's newest night-spots, comes the music of Dick Ballou and his orchestra, one of the best musical aggregations on the air today. From the opening theme, "Sleepless Night," to the close, the program caught Monday at 8-8:30 p.m. over WHN swung swiftly through old-timers dressed up in modern style and the latest dance syncopations. Opening show was featured with the playing of "Summertime" as a tribute to George Gershwin, and the rendition was one of the best heard by this listener in a long while. Other highlights of the program included "Sometime I'm Happy," "Where or When" and "Sleepless Night." Ballou handles the vocals himself, and although his voice is not the best, it has a pleasing quality. Ray Saunders did the announcing chores.

"The Understanding Heart"

Psychological talks on parenthood, childhood and domestic problems in general make up the bill-of-fare for this new program which began at 10:15-10:30 a.m. yesterday over WMCA as a Tuesday and Thursday feature. The discussion and advice given follow the usual pattern of such programs, with listeners invited to submit their particular problems. Booklets and consultations also are offered, the listeners being told to write in for information on how these may be obtained. Commentator has a pleasant style of talking, and his advice sounds good.

"Taming of the Shrew"

John Barrymore concluded his Shakespearian series on the NBC-Blue network Monday night with a lively offering of "The Taming of the Shrew." Barrymore and Elaine Barrie were at their best in this lively comedy, and they had a fine supporting cast in J. Farrell MacDonald, Vinton Hayworth, Hanley Stafford, Henry Hunter, Hans Conried, et al.

Though the appetites for Shakespeare will have been pretty well satiated on conclusion of this cycle, there is much interest in hearing further from Barrymore on the air, either in classic or in modern drama.

"Julius Caesar"

By far one of the best presentations of the Shakespeare windfall was the "Julius Caesar" presented Monday night over CBS. In cast as well as in staging, also in interest-holding qualities, it was first-rate. Thomas Mitchell scored heavily as Brutus. Claude Rains, Raymond Massey, Walter Abel and Reginald Denny were the other principal players, with Conway Tearle again serving as narrator. The orations of Brutus and Mark

Philadelphia

Happy Valley Boys, the latest addition to the broadcasting ranks of hillbilly music, make their debut over WCAU this week under Drug Trade Products sponsorship replacing the Sleepy Hollow Boys, now on tour. Sid Newman, the "Deacon" of the Sleepy Hollow Boys, remains behind to direct the broadcasting and personal appearances of the Happy Valley Boys.

WCAU Women's Club of the Air, under the direction of Elsie Carol, fades July 30 for six weeks.

Morton Lawrence is back on the air at WCAU after a vacation.

Taylor Grant and Bill Dyer, WCAU baseball announcers, are making a series of personal appearances in and about Philadelphia in the interests of Wheaties.

Fred Ford, WCAU sports commentator, returns to the local airwaves in the Fall.

Pending Stoney McLinn's return to WIP, being on the sideline due to a dislocated hip, Jack Barry takes over his 6:30 p.m. nightly sport program, while his 11:15 p.m. series will be under the guidance of free-lancing announcer Don Martin.

Peggy Madison, well-known to local fans thru her singing broadcasts on WIP, is organizing an all-girl band. A member of the blue-blood set, her real name is Peggy MacGuffin.

Tom Donahue joins the WIBG staff for commentations on Montgomery county news.

Henry N. Eisenbrand is a newcomer to the WIP talent staff, airing as a Dutch character comedian on the "9:35" variety shows.

Announcers Al Stevens and Vernon Crawford add their dramatic talents to Martha Laine's women's club program on WFIL.

Roger Morehouse doing his piano rambling stint nightly over WIP.

Stoney McLinn, WIP director of sports, is well on the way to recovery, recuperating at the Pennsylvania Hospital.

Antony, after Caesar's death, were genuinely thrilling.

Al Bernard

A genial fun and music fest is dispensed by Al Bernard, the songwriting "Gentleman from the South," in his new NBC-Blue series with the Melodeers Quartet. The program caught Tuesday at 5 p.m. had lively musical numbers and bright comedy. Bernard performs in a happy vein, and the Melodeers swing right along with him, making for a gay quarter hour.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

ORCHESTRAS MUSIC

REGGIE CHILDS and his ork go in for three weeks at Elitch's Gardens, Denver, replacing Dick Jurgens. The Childs band, with The Three Youngsters and Joe Fitzpatrick as soloists, will air over KVOD.

Louis Armstrong and Noble Sissle, with their respective orchestras, will stage a battle of music tonight at Iroquois Gardens, Louisville. Rudy Vallee played the stand Sunday.

Husk O'Hare is at the Gypsy Village, Fontaine Ferry Park, Louisville.

Up at Saratoga, during the racing season, are Vincent Lopez and aggregation at Piping Rock; Ralph Wader and his Surf Club Orchestra, at Turf Room; Hugh Walks, Harlem Club; Xavier Cugat, with Gracie Barrie, at Arrowhead Inn; Eddie Elkins, with Wini Shaw, at Riley's, Lake Lonely, and "Mother" Kelly at Meadowbrook Club.

Chick Webb broke all attendance records at the Sunset Casino, Atlanta, packing 2,100 into the place and turning away 1,000.

Woody Herman has been set for a fortnight at Hunt's Plaza Ballroom, on the Wildwood, N. J., boardwalk, remoting nightly via WIP, Philadelphia.

Jan Savitt, KYW musical director, returns to the Philadelphia studios on Aug. 1 after touring with his Top Hatters.

Joseph Schreiber, musical director of WDAS, Philadelphia, has composed a concert suite as a special tribute to Amelia Earhart, titled "In to the Heavens."

Jimmy Lunceford makes a return appearance at the Pier Ballroom, in Ocean City, Md.

Ace Pancoast, widely known Philadelphia radio pianist via WPEN and WDAS airwaves, steps out as an orchestra leader at the Sunset Inn, Drexel Hill, Pa.

Floyd Mills now playing his second season at the Hotel Du Pont, Wilmington, Del. Airing nightly via NBC and Intercity outlets.

Lee Authier, director of the Lee Authier dance orchestra which airs via WSPR, Springfield, Mass., has turned composer. He has completed the score for "It Must Be Love," by Tom Walsh.

Ozzie Nelson and his orchestra will take up broadcasting activities again next week when they return to New York on Monday night for an engagement at the Hotel Astor Roof. Nelson, succeeding Ted Lewis, will have WABC and WOR wires, with coast-to-coast Mutual and CBS outlets.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 54 of a Series

KSTP—St. Paul and Minneapolis

1460 K.C.—25,000 watts daytime; 10,000 night-time.

STANLEY E. HUBBARD, President
KENNETH M. HANCE, Vice-President

KSTP, one of the nation's pioneer stations, is located in the Twin Cities of Minneapolis and St. Paul, maintaining studios and offices in both cities: in the Hotel St. Paul, and in Hotel Radisson in Minneapolis.

The station, which went on the air—April 1, 1928, and is the outlet for the basic Red network of NBC, grew out of WAMD, operated in Minneapolis by Stanley E. Hubbard, and KFOY in St. Paul. Several years ago arrangements were made to purchase KFOY and to merge the two into a real Twin Cities station, KSTP.

Closely checked coverage of KSTP, which has been greatly increased since the construction of a new \$300,000 transmitter last winter, embraces more than 4,000,000 persons in Minnesota and adjacent states. The spending income of this population is estimated at \$1,966,170,000.

The station was a pioneer in the field of radio news. Hubbard, as early as 1925, founded a news bureau at WAMD. Later the Radio News Association was formed, with KSTP as one of the founders.

KSTP also is one of the pioneer stations in the field of special events broadcasting, maintaining its own mobile short-wave transmitting unit—the only one in the entire northwest area. The present unit is the station's second, the first having gone into service more than four years ago.

The station is the only one in the northwest which maintains a shop and laboratory, with an engineering crew apart from its regular operating staff for research and experimental work, and for the development and construction of new equipment. It is under the guidance of Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

The station is one of the few in the country that maintains its own educational department, directed by Thomas Dunning Rishworth, for the origination of educational programs to keep listeners in touch, not only with the work of the public school and the pupils, but with its university and college of agriculture as well.

A special department was set up nearly two years ago, headed by Val Bjornson, for the handling of informative, unbiased political news non-commercially, originating programs to give listeners both sides of important political questions as well as news from the state capital and the legislature.

Under the direction of Ray Jenkins, general sales manager, and Fred Laws, assistant, a complete merchandising service, including market information, mail publicity, special surveys, listen-in posters and headquarters for out-of-town sales and advertising executives, has been established.

The station also has been the source for nine years of all NBC programs originating in this area, including during the past year such shows as Rudy Vallee's hour, Fibber McGee and Molly, the Winter Carnival, the General Motors Good Neighbor concerts, the Minneapolis Symphony and many others.

Paul Sabin and his orchestra, currently at the Hotel La Salle, Chicago, have had their contract extended for another four weeks through Leo Salkin of CRA. The Sabin orchestra will be followed by the King's Jesters for six months beginning August 1.

Rita Rio and her all-girl orchestra have been booked by the Chicago office of CRA to play the Orpheum Theater, Madison, Wis., on July 29 and 30.

Lucky Millinder and his orchestra have been set to play the Chestnut Street Hall, Harrisburg, Pa., on July 30 for CRA.

Mike Riley and his "Round and Round" Orchestra have returned to the New Penn Club, Pittsburgh, for CRA with a KDKA and NBC wire. Later they move into Castle Farms, Cincinnati.

Johnny Green will observe the completion of his tenth year as a composer of popular tunes when he conducts a special sequence of his own

hit numbers over the NBC-Red network on Aug. 3 at 9:30 p.m. He will be aided by singers Trudie Wood, Jane Rhodes and Jimmy Blair as well as the Rhythm Chorus.

A Kansas City, Kas., music company reports several calls for sheet music to "Baby, Have a Heart" and "Romance in the Rain," songs originated by Joe Boan of the KCKN staff, following their presentation on Joe's daily quarter-hour program for Kuluva Clothing Co.

"Music at Nine" on WQXR

"Music at Nine," WPA madrigal singer troupe, will be heard on WQXR at 9 p.m. Mondays starting Aug. 9. The singers have been appearing on WMCA and WNYC.

Another WPA show, "Serenade at Nine," resumed last night on WMCA.

Dave Chrisman Resigns

Dave Chrisman of Mutual's New York office has resigned. Chrisman has been with the network from its earliest days.

PROMOTION

Bonuses for Best Ad Libs

General Mills (Wheaties) is offering special bonuses to sports announcers for the best ad-lib commercials used during broadcasts each week. Announcers are given stock commercial announcements, but are requested to tie-in remarks about the product during the course of the ball games whenever possible. Each announcer then sends in a copy of his plugs, and those adjudged winners are paid \$2. To date, Earl Harper, WNEW announcer handling the Newark assignment for Wheaties, has won special bonuses, as has Joe Bolton, WHN sportscaster handling the New Jersey games for same sponsor. Offer holds good for every sport announcer working for General Mills on baseball assignments.

"Choose Your Announcer"

A "choose your announcer" contest conducted by WCPO, Cincinnati, with all staff announcers competing in the program, has been stirring up quite a bit of interest. Fans listen to the program, then write a letter telling which announcer they prefer to read the news, and why they prefer him. The person sending in the best letter, in the opinion of the judges, receives a cash award of \$25. Next best gets \$10, and the third \$5. There are also 10 honorable mention prizes of \$1 each. The announcer who gets the most votes will receive a cash award of \$25; second best, \$15, and the third, \$10.

WHIO Cab Exploitation

WHIO, Dayton, O., further continues to publicize the station as well as emphasizing the known fact "It Pays to Advertise." After reaching an agreement with the local cab companies, WHIO has placed on the back of each cab a long, two colored streamer stressing the points that there is "Always a Good Show on WHIO" at 1260 on your radio dial.

Talent Discovery Contest

KFOX, the Hal Nichols station in Long Beach, Cal., in cooperation with Walker's Department Store and the State Theater, is running an eight-week Talent Discovery Contest designed to give opportunity to talented entertainers and at the same time publicize the three agents behind the contest.

New WCAE Commercial

Pittsburgh—"The Voice of Romance," new commercial sponsored by Jerome Wolk Furriers, starts tomorrow night at 7:45 on WCAE. Show will build stories around songs, starting with "Alice Blue Gown," prepared by Frank Siedel of the WCAE staff. Johnny Mitchell, organist, a romantic tenor called "The Voice of Romance," and a dramatic cast including Stephanie Diamond, Pearl Hamel and actor-announcer Carl Dozer, will appear in the show.



FRANK GOLDER has been promoted from engineer to night traffic supervisor of Chicago NBC Central division, succeeding John W. O'Neill, who resigned on account of health. Joseph W. Conn Jr. takes Golder's place.

Announcer Dick Wells on week's vacation in north woods.

Elinor Harriot, former Chicago radiactress and the Ruby Taylor of Amos 'n' Andy show, has written friends here that she expects to announce her engagement on coast this week to Frank Nathan, Los Angeles insurance man.

Esther Shultz, Evening American radio ed, on vacation.

Hilliard Edelstein of Carlton Kelsey's CBS "Poetic Melodies" orchestra has authored a composition for string ensemble called "Reverie."

William Hodapp, formerly on faculty of Indiana University extension school, is new member of Chicago NBC continuity staff, replacing Al Barker, who was taken off staff work to write "Don Winslow" and NBC Minstrels.

Truman Bradley, WBBM announcer and commentator, will handle announcing for Grant Park concert Saturday evening featuring Lily Pons and Andre Kostelanetz.

Durward Kirby, formerly of WLW, Cincinnati, has been added to NBC announcers' staff here.

Charlie Gilchrest, radio ed of Daily News, is waxing a series of gossip and news for Ruthrauff & Ryan.

Coming Events

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

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

Aug. 4-5: Stewart-Warner Corp. dis-tion under auspices of Institution of Radio tributors' convention, Edgewater Beach, Chicago.

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

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

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

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

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

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

KANSAS CITY

Jimmie Sams of the announcing staff of KXBY, has resigned to join KSAL, Salina.

Ed Warner, who has been in Texas auditioning the new Arthur Church disk series, "Phenomenon," has returned here for a short while before going back into the Texas territory.

KCKN has added two shows originating at WIBW, Topeka, and aired via the Kansas network. One features the singing of a blind tenor, Edmund Denny, five times weekly, while the other, "Crime Patrol," features Tom McGinnis, WIBW dramatic artist, and is written by George M. Hamaker and directed by Art Holbrook, both of the WIBW staff.

L. L. Longsdorf, program director at KSAC, the radio station at the Kansas State Agricultural College at Manhattan, spent Saturday at WDAF conferring on the new WDAF farm program for which Longsdorf provides scientific argicultural material.

H. Dean Fitzer, WDAF general manager, left Saturday with Mrs. Fitzer for New Orleans and Havana, returning in three weeks by way of New York.

Marian Donaldson, KMBC traffic director, has left for a vacation in Detroit and Canada.

Arthur B. Church has been appointed chairman of the radio committee for the Jubilesta, Kansas City's ten day fall festival.

SAN ANTONIO

Elliott Roosevelt, president of KTSA Broadcasting Co., and E. J. Gough, vice-president of Hearst Radio Stations, were in the city conferring with KTSA Manager H. C. Burke last week.

Jerry (Bud) Morgan, KOMO production director, is vacationing down at Rockport.

Les Ketner, RADIO DAILY correspondent, is doing a weekly radio column for "Sunday Express."

Capt. F. G. Neuhauser, emcee on "The Old Heidelberg Students" program heard thrice weekly via KTSA, recently authored "Pioneer," to go before the camera here next month.

Judith Allen is author, producer and announcer of "Happiness House," now heard twice weekly on KABC.

Sponsor's Auction Clicks

KOBH, Rapid City, S. D., has inaugurated a new sales promotional idea known as the KOBH Sponsor's Auction. It's a business stimulator and interest getter. Each sponsor receives upon contract an amount of so-called KOBH money which he returns to his customers at the rate of one dollar for each dollar spent. Then at a future date there will be held an auction where many valuable prizes will be offered for sale with this KOBH money.

There is no lottery or game of chance connected with the proposition the idea being that each customer who has enough money will bid the limit and thus obtain the car, or any of the additional articles. On special days the sponsor may give special deals of two sponsor's dollars for each dollar spent and the like.

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

WOR

New York City

"... I never miss an issue of RADIO DAILY. You are doing a fine job."

William B. Gellatly

Sales Manager.

KLRA

Little Rock, Arkansas

"... Please accept our commendation on RADIO DAILY, a swell publication."

Frank Hennessy

Chief Announcer.

LUTHER WEAVER & ASSOCIATES

Saint Paul, Minnesota

"... RADIO DAILY is doing a snappy informative job. I trust there is no offense connoted in enclosing a check for a year's subscription."

Luther Weaver

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

LOUISVILLE

Hank Keene's Radio Gang, WHAS hillbillies, touring Kentucky, Tennessee and West Virginia territory with a tent show. Bob Atcher, mountain minstrel and former WHAS singer, also with the troupe.

Nelson Dickey, new salesman on staff of WGRC, New Albany, Ind.

Slim Bryant, guitar player, has rejoined Clayton McMichen's Georgia Wildcats on WAVE.

Paul Sutton, vocalist with Harry Currie's ork on WHAS, now filling morning sustaining spot, singing, announcing, and accompanying himself at piano.

Earl P. Carter, head of Central Transcriptions, new recording company here, on combined business and pleasure jaunt to Chicago, Philadelphia and New York.

Jane Evans of Pikeville, Ky., is organizing listening centers which will be added to those already established by University of Kentucky. Service will be installed in remote sections of Breathitt, Magoffin, Johnson, Floyd and Martin counties.

Marion Ackley of WLAP, Lexington, in town to record some 15-minute film chatter programs.

Asher Sizemore and Little Jimmie, local air favorites, spending the summer on their farm in Indiana.

WGRC Louisville studios were visited Monday by Hoot Gibson, cowboy star, who was interviewed by Bob McIntosh.

COLUMBUS

Irwin Johnson, WBNS staff announcer, has gone to Erie for his vacation.

Fred Hoffman, WCOL salesman, and Bob Seal, announcer and continuity chief, also vacationing.

Eldon Howells and Agnes Wright, duo-piano team, are guest-artisting over WHKC's symphony hour from Olentangy park, directed by Abram Ruvinsky and sponsored by Standard Oil Co.

Ed Bronson, WCOL program director, flying to New York on his vacation. Two other WCOL'ers vacationing are Neil A. Smith, commercial manager, fishing in Alabama, and Herbert Welch, announcer, heading for Chicago and Wisconsin.

ONE MINUTE INTERVIEW

BORIS MORROS

"Music for radio alone has not yet been written. This can only happen when the present day composers realize the specific facilities and the tonal timber that the microphone gives to orchestrations and the human voice. In other words, the composers must realize that the mike must give birth to a voice, as in the case of Bing Crosby. Music will have to be born for radio, as it has been born for the movies. It will take a long time. Only now has the movie industry found the answer."



Coast-to-Coast



BUD HEYDE, program director for **BKVD**, Denver, vacations for two weeks starting Aug. 1. He heads for Scottsbluff, Neb., where his family lives.

Gene O'Hare, sportscaster at **WGY**, *Schenectady*, starts a series of Thursday night interviews with members of the *Albany Baseball Club* tomorrow.

WCAE, Pittsburgh: Phil Davis is back from vacation . . . Three Little Maids are prospects for a commercial spot . . . Ed Sprague manages the Beach Club at Conneat Lake on the side.

Clark Dennis, young **NBC** tenor, and *Fran Allison*, ballad singer, who was graduated to the networks from **WMT**, Waterloo, Iowa, will form one singing team, and *Jack Baker*, tenor, and *Annette King*, balladist, will form another to provide vocal entertainment on the **NBC Breakfast Club** and the **Club Matinee** from the **NBC Chicago studios**, beginning next Monday. *Miss Allison* and *Dennis* will be heard from Aug. 2 through Aug. 7 over the **NBC-Blue network** at 9 a.m. **EDST** on the "Breakfast Club." *Baker* and *Miss King* will be soloists the same days on the "Club Matinee" over the **NBC-Blue Network** at 4 p.m. **EDST**.

KMOX, St. Louis: Maurice Cliffer, announcer, is vacationing in Kilgore, Tex. . . . *Rollie Williams* of the production staff is in Minnesota . . . *Harry Fisher*, control operator, back on the job after a month's absence due to an auto accident.

The 3rd Annual Aquaplane Derby, from Avalon, Catalina Island, to Hermose Beach, will be shortwaved from speed boats, a Coast Guard cutter and a blimp and released over the **Mutual network**, Aug. 1.

WFBM, Indianapolis: Bill Kiley, continuity writer, is relaxing in the Indiana lake region . . . *Henry S. Wood*, station's farm director, having unusual success with his second series of county fair broadcasts.

"Your Home Town," musical variety program with a plot that holds the works together, is being sponsored by *Omar Baking Co.* on **WIRE**, Indianapolis.

Doris Fisher, daughter of song publisher *Fred Fisher*, having made a successful debut as a radio singer on Monday's **CBS** "Metropolitan Parade", will be heard again in this morning's show.

Clem McCarthy will be at the mike for **NBC** when the famous *Hambletonian Stakes* is run at Goshen on Aug. 11.

William Watters, young actor and writer, formerly on the coast, is now

scripting new radio shows for the **Kass-Tohrner Agency** in New York.

Ralph Blane, radio and stage singer, who appeared in "New Faces", is being featured in "Frederika" at *Jones Beach* this week.

C. W. Haffenreffer and **Ernst Ratsey** are the latest additions to the staff of **Mutual** announcers who will cover the **America's Cup Races**. **Haffenreffer** operates the dry dock where the racers have been kept in condition, and **Ratsey** made the sails for both the **Ranger** and the **Endeavor**.

Paul Startup, former staff artist at **WLAC**, *Nashville* is now on the staff as regular announcer.

Eric Snowdon, veteran Shakespearean actor and well known in films, has been added to **CBS** staff as consultant on Shakespearean cycle and to assist on productions.

New "Couple Next Door" Sked

The **MBS-Procter & Gamble** show, "Couple Next Door" will go on a new schedule when it expands to **WOR** on Aug. 2. **WGN** and **WOR** will air the program at 2:45-3 p.m., with **WLW** carrying the program at 5:15 p.m. Program is keyed from **WGN**.

NEW ORLEANS

Regal Beer takes the air over **WWL** here with a new program of oddities in nature, business, science, etc., narrated by Program Director **James Wilson**. Program was placed through **Walker Laussey**.

Frank Arena, tenor, is some kind of a record holder among the commercials in point of years for consistent service. Starting out with his wife in a musical act seven years ago, he had been on one station ever since and claims always to have been sponsored.

Irving J. (Pinky) Vidacovich and his orchestra replace the **Gemelli Loyacano** combination at **Chez Paree** here and over the **WDSU** wire.

Billy Ogeltree and his **Dream Girls** are airing from **Biloxi, Miss.**, over **WGCN**. Outfit plays in the **Buena Vista** dining room.

ALBANY

Harold E. Smith, general manager of **WOKO**, will not be back in harness for another six weeks, as a result of his recent airplane accident. The most serious of **Smith's** injuries is a broken ankle (three places).

WABY will feed **WOR-Mutual** with 12 broadcasts on the **Saratoga** feature races, with **Bryan Field** at the mike for the stake events. **Bill Winne** will be **WABY's** local announcer.

Xavier Cugat and his orchestra at **Arrowhead Inn**, **Saratoga**, and **Dick Mansfield's** orchestra at **Hotel Ten Eyck** here will be fed to **Mutual** by **WABY** during the racing season.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY