



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 20

NEW YORK, N. Y., THURSDAY, JULY 29, 1937

FIVE CENTS

## 2 Councils in Radio Union

### VAN CRONKHITE BUYS OUT GEO. ROESLER INTEREST

Chicago—Van Cronkhite Associates Inc. has bought out George Roesler's interest in VCA's Foreign Language Station Rep. Division. The announcement, made by VCA's president, John Van Cronkhite, said the deal was effective immediately, but that Roesler would remain with VCA until the first of August.

Roesler pioneered in the foreign language field, being one of the part-

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### Ascap Offices Picketed By One-Man Delegation

For the past two days a one-man delegation has been picketing the Sixth Ave. entrance to Ascap's offices in the RCA Bldg. Pickets name is Ira B. Arnstein who claims via two 3x4 foot signs, that Ascap is "pirating his songs."

Arnstein claims he wrote "A Mother's Prayer," which to date has sold some 1,000,000 copies and is still

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### RCA and Gen. Electric Get Patent Injunction

Federal Judge John C. Knox yesterday granted a permanent injunction to RCA and General Electric Co. restraining Eli and Oscar Dane, Paul R. Nachenson, Majestic Radio, Dubro Radio & Television Corp., Webster Stores, Inc., and Avon Stores, Inc., from infringing upon radio receiving patents owned by the plaintiffs.

### WJAX Appoints Rep

WJAX, 5000-watt NBC Red and Blue station in Jacksonville, Fla., has appointed Craig & Hollingbery Inc.,

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### New Guest Wrinkle

Now that the guest artist policy has become as prevalent as swing music, Walter O'Keefe will try a new wrinkle on the NBC-Red "Town Hall Tonight" program by playing return engagements of former guest stars. Billie Bailey, Tex Lewis and his Texas Wranglers and May McKim will be heard in the Aug. 4 program.

### Cantor Back Sept. 19

West Coast Bur., RADIO DAILY  
Los Angeles—Eddie Cantor, now on summer vacation, resumes broadcasting as star of the Texaco Sunday program over 88 CBS stations on Sept. 19. Show will be heard, as at present, 8:30-9 p.m., New York time, with a rebroadcast at 12 midnight during Daylight Saving Time and at 11-11:30 p.m. during Standard Time. Buchanan & Co. is the agency.

### ARTA-WHN CASE IS HEARD BY WASH'N LABOR BOARD

The National Labor Relations Board yesterday revealed that the case between the ARTA and WHN has been heard by the board in Washington, but a decision has not as yet been handed down.

A recent controversy, arising over charges that the NLRB was being forced to hear a number of unnecessary cases, has been mainly responsible for the delay in the WHN case which was submitted to Washington

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### State-Operated Station Is Asked in Mass. Bill

Boston—A bill calling for the establishment of a radio station at the State House has been filed by former Representative Thomas Dorgan of Dorchester. Measure directs the superintendent of buildings to establish and maintain in the State House a broadcasting station for use by de-

(Continued on Page 3)

## General Mills May Invade Football Sponsorship Field

### CBS Football Schedule Getting Additional Games

In divulging preliminary plans for its football broadcasts this fall, CBS yesterday stated that although the schedule to date only calls for the airing of two games, the network announced that future games will be

(Continued on Page 3)

## Problems of Singers and Those of Actors, Will be Handled by Separate Bodies, Which Will Meet Jointly

### QUAKER OATS BUYS TIME FOR AUNT JEMIMA SHOW

Chicago—Quaker Oats Co. has bought a 15-minute NBC morning spot on a five-a-week schedule for an Aunt Jemima show under the title "Cabin at the Crossroads," starting Aug. 23. Show will feature Negro music and characterizations, with an orchestra and a dramatic cast headed by Harriet Widmer as Aunt Jemima. Lord & Thomas set the deal.

### Benton & Bowles Agency Adds Four to Personnel

Fred J. Hamm, Lester S. Dame, Adolph J. Toigo and William Fagan are new personnel additions at Benton & Bowles Inc.

Hamm, formerly a partner of Moore & Hamm Inc., will work on the

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### Abert to Manager WTMJ

Milwaukee—Donald Abert has been appointed manager of WTMJ, effective Aug. 1, with Russ Winnie continuing as assistant manager, W. F. Dittman as sales manager in charge of local and national advertising, and Dan Gellerup as technical director. Operation of WTMJ continues as a division of The Milwaukee Journal promotion department, headed by W. J. Damm, who maintains the policy and legal contacts.

Believing that actors and singers in the radio field have their own respective problems, the new radio organization sponsored by Actors' Equity will have two separate councils, one for each of these branches of entertainers, it was learned yesterday. Both the actors' council and the singers' council will meet in joint sessions, however.

An executive board also will be formed to head the organization.

Further details of the organization are to be discussed and possibly de-

(Continued on Page 3)

### AFM POSTPONES PARLEY WITH RADIO OFFICIALS

The AFM Executive Board yesterday postponed its scheduled meeting with radio heads until this morning. Only action yesterday was a 10-minute session in the morning at which time the postponement was decided upon. A full house is expected to attend the meeting today, with representatives from broadcasting chains and stations scheduled to sit in.

### Five-Year Deal on Polo Set by Columbia Network

Within a few days CBS will announce the addition of polo to its long list of sports which have been signed up for exclusive broadcasts. United States Polo Ass'n has not delivered the signed papers to CBS

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### O'Neill Producers

Three of NBC's crack producers have been assigned to the staging of the Eugene O'Neill plays which will be aired over NBC-Blue starting Monday. James Church will direct the first, "Beyond the Horizon." Lester O'Keefe handles "The Fountain," while Charles Warburton is to produce. "Where the Cross Is Made," with Henry Hull.





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## FINANCIAL

(Wednesday, July 28)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171½	172	—
Crosley Radio	20¼	19¾	19¾	— 5/8
Gen. Electric	58¾	57¼	57¾	— 7/8
North American	29	27½	27½	— 1/2
RCA Common	9¾	9	9	— 3/4
RCA First Pfd.	68¾	67¼	67¼	— 1½
RCA \$5 Pfd. B				
Stewart Warner	18¾	18½	18½	— 1/4
Zenith Radio	36¾	36½	36½	— 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic	37¼	37¼	37¼
Nat. Union Radio	1¾	1¾	1¾

### OVER THE COUNTER

CBS A	Bid 30¼	Asked 31½
CBS B	Bid 30½	Asked 31½
Stromberg Carlson	Bid 13	Asked 15

## WJAX Appoints Rep

(Continued from Page 1)

as national sales representative. This gives Craig & Hollingbery both east coast NBC outlets in Florida, as the firm already represents WIOD in Miami.

## CBS Signs Doris Fisher

Doris Fisher, composer and soloist, has been signed under the exclusive management of the Columbia Artists, Inc. Miss Fisher, daughter of Fred Fisher, composer, will do only soloist work under her new contract.

## Literati for Fan Mail

Mary M. Banning, daughter of Margaret Culkin Banning, the author, will join the NBC audience mail department on Monday as correspondent. Miss Banning is a recent graduate of Vassar and holds a Phi Beta Kappa key.

## DON KERR

Master of Ceremonies

WMCA

Fox Fabian Amateur Hour

Harlem Amateur Hour

Paramount Professional Parade

# COMMENTATORS

A TYPE of radio program that is still a good distance from the saturation point of its possibilities is the commentator.

In the trail blazed by H. V. Kaltenborn, the daddy of them all in his particular line, there has sprouted and flowered a vast variety of spellers, topical and philosophical, erudite and opinionated, personal and psychological, political and sociological, intimate and humorous.

And from this myriad, a small half dozen or so stand out.

Sponsored network topnotchers of the current general news parade are Lowell Thomas, Edwin C. Hill, Boake Carter and Gabriel Heatter.

The most colorful of these is Thomas, who, besides a gift of speech and a facile turn for wit, has the benefit of an adventurous and thrilling personal background, a world-wide acquaintance among headline and unusual personages, a versatility of talent and a capacity for prolific activity which keeps him on the pulse of things.

Carter has won his spurs chiefly by being scrappy and controversial; he is the more opinionated and more editorial-minded of the fraternity, and therefore attracts the big argumentative following.

Hill is a forthright and fluent discusser, a veteran newspaper man who has digested his training and experience, with a leaning to the more human interest angles, and possessing a decisive delivery that impresses his listeners.

Heatter has proved himself an efficient handyman in a variety of spots, doing a workmanlike job somewhat on the order of Hill.

Charles Benford, who made his debut from New York this week over WOR-Mutual after some activity in Washington, is a newcomer who bids fair to cut quite a swath in the outspoken line, combining oratorical force and with sound judgment.

In a still more fiery vein is Gerald L. K. Smith, espousing the cause of Americanism and anti-Communism—with emphasis against the CIO—over WINS and the N. Y. Broadcasting System; he's the nearest thing to Father Coughlin since the latter faded from the air.

For general listener interest, the Walter Winchell fraternity probably holds first place in number of dialers attracted.

In this field, Winchell is another pioneer who has held in the lead despite some stiff competition and not a little imitation; his success being due no less a matter of personal talent than to the type of news he airs.

Jimmy Fidler, the more spectacular of the Hollywood gossip boys, evolved a very successful formula in news and "moralizing" that hits the man in the street and the girl behind

the counter, so he's set to ride quite a distance on that horse.

George Fischer, latest chatterer to hit the networks from the coast, has made a fair start, but there is still some distance between him and the Winchell-Fidler duo.

At the New York end, Paul Stewart, the "Hollywood Observer" on a CBS commercial, is going strong with a somewhat different style of presenting his generous batches of news and gossip.

In the more scholarly department, which hasn't fared so well thus far, Eugen Boissevain has tried tea-time and dinner-time talks on subjected of limited drawing room interest, and the Englishman Alistair Cooke is now trying a slightly similar stint but at a later night period.

Of wider interest to the literate listeners are the whimsical chats of Alexander Woollcott; the folklore of that topnotch yarn-spinner, Cal Carter, in "Your Neck of the Woods"; Edward Tomlinson's "Other Americas", and the talks of Dr. William Lyons Phelps, Dale Carnegie, Phelps Phelps, and a few others who are heard less frequently.

Philosophers of cheer like Ted Malone of "Between the Book Ends" also deserve mention, and there is Ed Fitzgerald who manages very nicely to kill part of a half-hour each day in a more or less vaudeville type of chatter.

John B. Kennedy is another who was on the way to becoming a commenting specialist at one time, but seems to have dropped out, and there is the legion of straight news and sports dispensers including the busy Andre Baruch, Mark Hawley, Vincent Connolly, Dave Driscoll, Ford Bond, Paul Douglas, Bill Williams, et al.

The multi-sponsored Arthur Godfrey also deserves some classification, and there is the mellow theatrical commentator Bide Dudley, Harlan Eugene Read who talks on foreign matters, Howard Marshall who is heard here from London, and George Jean Nathan (caught once in a group discussion with Ernest Boyd and others) who ought to be aired but isn't, and the same goes for M-G-M's J. Robert Rubin who has an unusually fine mike voice plus a learned mind.

Among feminine commentators, Mrs. Franklin D. Roosevelt and Mary Pickford would garner the biggest listening audiences.

Kathryn Cravens does a fine job on news and comment, Peggy Wood is beginning to hit a good stride, Nellie Revell makes pleasant listening, Martha Deane takes the prize

## COMING and GOING

FRANK CHAPMAN and GLADYS SWARTHOUT return from Europe today aboard the Conte di Savoia.

JOCKO MAXWELL, sportscaster for WWRL and WLTH, returns Saturday to his duties after a brief vacation at Hunter, N. Y.

HENRIETTE K. HARRISON, radio director for New York City's YMCA, leaves this week for Beach Haven, N. J., for a vacation until Sept. 1.

MRS. LESTER LEE left yesterday for Syracuse to return with her mother, MRS. ROSE BARNEY. CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday after an extended trip to the coast, stopping off in key cities.

MARY EASTMAN and BILL PERRY, leave for St. Louis to appear at a special airing via KMOX on Aug. 4.

R. H. GRANT, vice-president of General Motors, sails for Europe today on the Ile de France.

MARIE PONS, mother of Lily Pons, returns to Paris today.

JEANNE AUBERT sails on the Ile de France today.

EDITH MEISER, associated with McKnight and Jordon Inc., arrived yesterday from Paris aboard the Conte di Savoia.

ALLEN SCOTT, Philadelphia air commentator, is in New York on business for a few days.

DAVID WOLPER and bride have returned from a honeymoon in Bermuda.

IRVING MILLS returns from Europe on Monday aboard the Normandie.

BILL FINCH, president of the Finch Laboratories, arrives today from Washington.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, is spending his vacation in Wichita, Kas., visiting his folks.

MR. and MRS. JESSE CRAWFORD and their orchestra are leaving for Washington, where they play a week at the Earle Theater before proceeding to the Peabody Hotel, Memphis, booked through Consolidated Radio Artists.

STANLEY L. WESSEL, vice-president of Wessel Co., Chicago, is in New York and stopping at the Hotel Warwick.

E. D. PEDERSON, manager of KOL, Seattle, was in town yesterday and planned to fly home last night.

F. D. KESLER, commercial manager of WDBJ, Roanoke, was in New York yesterday.

JOSEF ISRAELS II, commentator on WNYC, is off the air for two weeks while he takes his annual vacation up in Maine.

GEORGE FUERST, night traffic superintendent for NBC in San Francisco, is visiting New York on vacation.

C. B. ARNOLD, general manager of KINY, Juneau, Alaska, is looking northwestward again after a New York sojourn.

IREENE WICKER, star of the Kellogg "Singing Lady" series, will do personal appearance at the Great Lakes Exposition, Cleveland, on Aug. 6-7-8.

for endurance as well as for the ability to combine interesting chatter with commercial plugs, and then there are some dozen others, including Martha Manning, Eve Casanova, Helen Gray, et al, who do very nicely in their respective lines.

But the feminine side, as a whole, doesn't hold a candle to the male contingent when it comes to commenting.—D.C.G.

## CHICAGO COMMUTERS!

United Mainliners make 9 fast flights to CHICAGO daily—3 non-stop. Famous "Night-Hawk" plane lvs. New York at 11 p.m.—arr. CHICAGO at 3:13 a.m. Also overnight Mainliner to CALIFORNIA at 5:55 p.m.—only 3 stops.

★ UNITED AIR LINES ★

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

THE AEROGRAM CORP.

"From script to disk"

1611 Cosmo St.

Hollywood



## RADIO UNION WILL HAVE SINGER, ACTOR COUNCILS

(Continued from Page 1)  
 terminated at a special meeting scheduled for tomorrow.

Yesterday's announcement of the new setup for the radio talent union, which will be vested with complete autonomy, aroused highly favorable reactions among radio performers.

## Ascaph Offices Picketed By One-Man Delegation

(Continued from Page 1)  
 played on the air and from which Ascaph obtains royalties. He also claims that Ascaph changed the title of "Celestial Melody," which he wrote, to "Be Still My Heart." In another case his "Russian Waltz Song" became "Play Fiddle Play," he says. In this case Arnstein brought suit against Edward B. Marks Co. but lost the case.

Arnstein claims he filed an application for membership with Ascaph but was refused because he wrote classical music not popular.

John G. Paine, general manager of Ascaph, said that Arnstein's lawyer called him a few days ago and Paine invited the lawyer up for a conference. Lawyer failed to appear. Paine further declared that "Ascaph's files show no record of Arnstein filing an application for membership."

Some years ago Arnstein had Nat Shilkret arrested for playing "Divine Lady," but case was thrown out of court. Arnstein says he will continue his picketing indefinitely.

## Five-Year Deal on Polo Set by Columbia Network

(Continued from Page 1)  
 yet, but unofficial sources say that is only a matter of time.

Deal is for five years and price paid by CBS is said to be over \$10,000.

## State-Operated Station Is Asked in Mass. Bill

(Continued from Page 1)  
 partments and officers of the state in broadcasting such information and data as may be in the interest of the public, particularly in the matter of promoting public health, education and welfare. Commercial or political discussion are excluded.

## NEW PROGRAMS—IDEAS

### Femme Neighborhood Reporter

KCKN, Kansas City, Kas., which holds a preferred position in the news field of its area, has spotted a new and slightly different news broadcast to be aired three times weekly, 1:05 to 1:20 p.m. Wednesdays, Thursdays and Fridays. Titled "Butler's Brevities," the program features a feminine "Neighborhood Reporter," with an informal "homey" review of local news happenings.

The sponsor, Butler Music Co., believing the news broadcasts to be the best way of reaching the largest number of people by radio, worked with the station's program department and the Carter-Owens Advertising Agency in originating this new "column" type of news review.

Tie-ups with the daily Kansas City Kansan newspaper makes available the cream of each day's news for "Your Neighborhood Reporter," since she has at her finger-tips the entire turn-in of the newspaper's reporters in selecting news for exclusive presentation on the Butler program.

Virginia Wallace, KCKN's women's news commentator, was selected for the role of the "Neighborhood Reporter," with Randall Jessee as announcer. One musical selection on each broadcast will be furnished under the supervision of the Hosking Conservatory of Music.

The plan of mailing cards the evening prior to each broadcast to every person whose name will be mentioned promotes further interest in the program.

### WJAY's "Neighborly Salutes"

Recognizing the importance of the numerous small cities which dot the landscape near Cleveland and along the shore of Lake Erie, WHK-WJAY Program Director Mendel Jones has scheduled a new WJAY series at 3-3:30 p.m. Thursdays known as "Neighborly Salute," in which the many industrial and farming communities which play an important part in the economic life of Northern Ohio will be honored.

Opening the series was a salute to Elyria, Ohio, with Elyria's Mayor, Leonard Smith, and J. Clark George, editor of the Elyria Chronicle-Telegram, as speakers, describing briefly the principal manufacturing and other industries in the city, activities in behalf of citizens, social life, etc. Louis Rich and his modern sym-

phonic orchestra will present music honoring the city. Plans call for the continuation of the program throughout the summer and fall on a weekly basis.

### Bible Stories for Kids

"Miles of Smiles" is the name of a new Sunday morning religious program for children conducted by Ruth Robinson over WHBF, Rock Island and Moline, Ill., and Davenport, Ia. Miss Robinson takes the children on a mythical steamboat trip to the Bible lands where she describes places and Bible stories that happened there. Program is non-sectarian. A tie-in with local Sunday Schools builds up a tremendous following and good will.

Children are invited to the studio to take part in the program, and each child is given a ticket for the "trip." Before they secure this "trip" ticket, they must have a ticket from their Sunday school teacher saying they were at Sunday School the previous week. Each teacher is conducting a contest in his class to see which youngster will win the most tickets.

### Feminine Words and Music

A new women's program, featuring Jane Schrader and Betty O'Regan, is now heard every Sunday morning at 9:30-10 a.m. over WCPO, Cincinnati. This program is purely female fare—presenting Women In The News, Women's Fashions, Hollywood Women's Gossip, Recipes and other features of interest to Women.

Each week, too, Miss Schrader and Miss O'Regan present some prominent woman, either a native Cincinnati or some visiting firewoman, who has distinguished herself in her line of work in a short interview.

### Maxine Gray Rejoins Kemp

West Coast Bureau, RADIO DAILY Los Angeles—Maxine Gray, vocalist, rejoins Hal Kemp and band when they open at the Coconut Grove of the Hotel Ambassador with an NBC-Blue network wire Tuesdays and Saturdays in addition to their Friday night CBS cigaret show. The boys also will play five half-hour periods weekly on the coast hook-ups of NBC's Red and Blue networks.

Other vocalists with the band are Skinnay Ennis, Bob Allen and Saxie Dowell.

## CBS Football Schedule Getting Additional Games

(Continued from Page 1)  
 picked according to importance of teams. Ted Husing will handle the play-by-play descriptions for the web. First game to be broadcast will come from Ohio State University when that school meets Texas Christian on Sept. 25. The following week Husing will travel to Lincoln, Neb., to air the tilt between Nebraska and U. of Minnesota.

## ARTA-WHN Case Heard By Wash'n Labor Board

(Continued from Page 1)  
 on July 7. One proposal made to judicial bodies called for an amendment of the Wagner act which would place responsibility equally on the employer and employe in labor disputes. However, a decision is expected to be handed down in the WHN case before any action on the NLRB is taken.

## GEN. MILLS MAY INVADE FOOTBALL SPONSORSHIP

(Continued from Page 1)  
 most the same with Wheaties eventually dropping the football idea. This year, however, competitors, not able to break into baseball, have begun to go overboard on football, causing Wheaties to seriously consider a national campaign.

Sponsor has also announced plans to increase baseball schedule next year. Company now holds options for broadcasting rights to over 100 teams for 1938 season.

## Benton & Bowles Agency Adds Four to Personnel

(Continued from Page 1)  
 Colgate - Palmolive - Peet account. Dame comes from the Lye Association and Toigo was formerly associated with John H. Dunham Co., Chicago. Both are in the research department.

Fagan becomes business manager of the radio department, succeeding Chester MacCracken who has been moved to the West Coast office. Fagan resigned from the CBS sales staff to join the agency.

### Kellogg Drops Friday Spot

Kellogg Co. next week will drop the Friday schedule from the "Singing Lady" program on the NBC-Blue network, 5:30-6 p.m. The Monday through Thursday spots will be retained.

In September, Kellogg will take a half-hour Sunday afternoon spot on MBS using WOR, WLW and WGN at the start with possibility of expansion later. Irene Wicker will head the show in addition to the "Singing Lady" series. Show will be "Musical Plays" which were on NBC last year.

Kellogg is also preparing a large list of spot accounts for fall placement. N. W. Ayer & Son is the agency.

### "Song Contest" Pulls

Walter King's "Song Contest" program over WINS, in five days last week, pulled 2,568 letters. Talent on the program includes Hank Silvern at the piano and Walter King at the mike. Listeners are asked to identify songs played by Silvern. Theater tickets are offered for correct solutions.

### Elinor Harriot to Wed Aug. 18

Elinor Harriot, who impersonates the female characters on the Amos 'n' Andy broadcasts, will be married Aug. 18 to Frank Nathan, Los Angeles insurance man.

## BIRTHDAYS

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

Greetings from Radio Daily

July 29

Sigmund Romberg

Lewis James

STAR RADIO PROGRAMS, INC.

— PRESENTS —

The Scriptfolia

"A COMPREHENSIVE LIBRARY OF CONTINUITY"  
 250 PARK AVENUE NEW YORK CITY



## NEW BUSINESS

Signed by Stations

## KFRC, San Francisco

Richardson & Robbins Co., announcements, through Charles Hoyt Co., N. Y.; Chemo-Ray Manufacturing Co., "The House of Peter MacGregor" disks, through Rufus Rhoades, S. F.; Rainier Brewing Co., announcements, through Lord & Thomas, Chicago.

## KCKN, Kansas City, Kas.

Butler Music Co. (Norge, Philco, Westinghouse, Zenith and ABC), quarter-hour news periods, through Carter-Owens Advertising Agency.

## WIND, Chicago

Morris B. Sachs, credit clothier, dramatizations of all White Sox out of town games for remainder of season, through Schwimmer & Scott agency; Chicago Roosevelt Steamship Co., through W. W. Garrison & Co.

## KMBC, Kansas City

Mutual Citrus Products Co. of Los Angeles, five participation periods in "Happy Kitchen," also 39 five-minute ET commercials, through Charles H. Mayne, Los Angeles.

## Uridge Back at WJR

Detroit—Owen F. Uridge has been appointed sales manager for WJR, managed by Leo Fitzpatrick. Uridge was a member of the WJR organization for several years until he left a year ago to join CBS as a spot time representative.

## GUEST-ING

BRUNA CASTAGNA, on Chase & Sanborn Hour, Aug. 1 (NBC-Red, 8 p.m.)

ALICE BRADY, on Chase & Sanborn Hour, Aug. 15, (NBC-Red, 8 p.m.)

CORNELIA OTIS SKINNER and DONALD DICKSON, on Gulf "Summer Stars" program with Harry Von Zell, Aug. 1 (CBS, 7:30 p.m.)

JOHNNY RUSSELL, on Mark Warnow's "Blue Velvet Music," Aug. 3 (CBS, 8 p.m.)

PAT O'MALLEY, on Benny Goodman's "Swing School," Aug. 3 (CBS, 9:30 p.m.)

JAN PEERCE, on "Your Hit Parade," Aug. 7 (CBS, 10 p.m.)

LAMI McINTIRE and His Hawaiians, on Al Pearce program, Aug. 3 (CBS, 9 p.m.)

CLEM McCARTHY, XAVIER CUGAT and VINCENT LOPEZ, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). Set by Herman Bernie.

OLIVER WAKEFIELD, in place of Tim and Irene, on Vallee program, tonight (NBC-Red, 8 p.m.).

RAMON NOVARRO and BILL ROBINSON, on WHN Movie Club, tomorrow (WHN, 8 p.m.).



● ● ● Script writers are meeting in seclusion and are forming a strong organization to protest the "farming out" of audition scripts without benefit of payment....After the first draft (with the formula laid down by the original writer) others are called into the picture to complete the show, leaving them in a lurch....They will strike when they have decided on a leader....Daniel C. Studin, v.p. of Star Radio, saved a young lady who was seized with a stomach cramp while swimming in Pa. on Sunday....Al Jacobs becomes business manager for Robbins....Adele Girard will be given her fourth screen test by M-G-M....Ralph Hitz will take over the Roosevelt Hotel in New Orleans....Benny Goodman wants to stay on the coast permanently....Tim and Irene hold a New England clambake for the Conn. press at their Norwalk seashore home Aug. 8....Roger Douless was rushed to the coast to handle special promotion on the Camel show by Earle Ferris....Jack Robbins accosted us the other day, saying, "I had to buy a music firm to break into your column"....He did buy a firm to get a hit, "So Rare," from Sherman, Clay.

● ● ● KGHL, Billings, Montana, threatens this year to stage the longest football remotes ever handled by any station....The only hold-up now evolves the furnishing of lines from the telephone company....Paul Sutton, the Songmaster of WHAS, Louisville, dedicated yesterday's program to Paul and Pauline Hixs, twins, one week old....The fond father writes: "They are both named for you, Paul, because my wife and I are so fond of your programs"....Good enough reason....A 6½-watt signal on short wave was picked up by the staff of a Milwaukee hospital when Charles Lanphier, manager of WEMP, Milwaukee Broadcasting Co., acquired a new outlet for local programs. Silent partner, so far, is Mrs. C. J. Lanphier, who is reported doing well. New X-mitter's call letters, in short, are M-I-K-E, probably of the dynamic type.

● ● ● Ruthrauff & Ryan have lost the Gillette account which goes to Maxon, who won't use radio....Attention Connie Boswell in Hollywood and Vet Boswell in Toronto: Your dad is seriously ailing in New Orleans and that's why Martha rushed away the other day without informing you....The police were called out to take care of the overflow Glenn Miller drew into the Roosevelt in New Orleans on Saturday nite....CBSlinger Frank Gallup will be feted by Pet Milk next week....Dick Merrill wasn't permitted to fly while making his aviation picture on the coast...."Junior G-Men" boast of having the only producer in radio who is in the social register. He is Donald Peterson, Annapolis graduate....Guy Robertson is booked for "Hammerstein Music Hall" sometime in Sept....Advertising agencies are fighting each other to grab Ed Wolf's signature on a contract for his dramatic show, "Hilltop House"....Henry Spitzer's return from the coast next week may mean a few changes....Val Irving has been held over a third week at the Stork Club in R. I....Allie Wrubel had three songs on "Hit Parade" last nite....Hotel Biltmore airs via WOR and CBS—but they have NBC speakers in the room—which until recently were operated by an NBC engineer!

● ● ● First flickers to be shown in Cobb Valley, Lake County, Cal., were presented by Earl Lee, Frisco NBC actor....He spent some time there on his vacation and took pictures. When the prints were made, he exhibited them at a public gathering, along with some of Frisco Bay, the new bridge and the Fiesta....One couple held up the proceedings because they had to milk 75 goats before coming....Another family arrived 16 in one car....They were amazed at seeing themselves on the screen and shocked at what those "furriners" were doing....Cobb Valley is located at the end of the electric power line back in the hills and is most populated by small ranchers and goatherds.

## PROMOTION

## Promotes Regatta Interest

With rowing regattas finding their greatest popularity in the east and with the northwest, despite its "10,000 lakes," evidencing little interest in the sport, KSTP, St. Paul, through its mobile short-wave transmitting unit, stepped out on two dates recently in an effort to help the sport find favor in this area.

Results of the casts were hordes of watchers on hand when the Minnesota Boat Club staged an international northwest regatta for the Thomas Lipton trophy here. Represented were Canadian oarsmen from Kenora, Winnipeg, Fort William, Port Arthur and Regina, competing with crews from the Twin Cities.

Races previously drew few spectators except for those immediately interested; but a 15-minute KSTP stanza from the boat club shell rooms and the docks fanned up widespread interest and drew several thousand spectators. Station also carried the finals, sandwiched for 45-minutes with nautical numbers.

## America's Cup Stunt

Cameron King, the nautical expert who will be MBS's America Cup commentator, through his association with Lloyd's Registry of Shipping and officers of ships, has started a chain radiogram gag.

All vessels, freighters and passenger ships have received notices from King telling them about Mutual's America's Cup broadcasts which W2XGB of Press Wireless will relay via short wave to the entire world. King in his notice asks the commanders of the boats to inform all other ships at sea about the broadcasts. In that way King hopes to have "a ship-listening-post" on every vessel at sea.

## LaTorre Handling "Ave Maria"

Charles Torre, stage, screen and radio actor and director, is now handling production of the "Ave Maria Hour" programs aired over WMCA-Intercity Network on Sundays under sponsorship of the Graymoor Friars at Garrison, N. Y.

Next Sunday's program will deal with St. Ignatius Loyola. A special celebration event, broadcast outdoors before an audience of 5,000 or more, is being planned for the middle of August.

## Prefer True Stories

Increased fan mail received by Donald Peterson, producer and director of "The St. Anthony Hour," since this WHN Sunday program switched from telling legendary stories of St. Anthony to the dramatizing of the history of the Society of the Atonement, sponsors of the show, indicate that listeners prefer the true stories remembered by living men to legendary facts found in books.



## Programs That Have Made Station History

No. 17—WNEW's "Milkman's Matinee"

A RADIO precedent that started Aug. 2, 1935, has become a nationwide institution. WNEW's "Milkman's Matinee," broadcast Mondays through Saturdays during the wee hours of 2 to 7 a.m., is the only local program that caters to a coast-to-coast audience. Conducted by Stan Shaw, a psychology professor who turned radio announcer, the program is devoted to friendly, intimate chatter and the playing of telegram-requested recorded music. WNEW's "Milkman's Matinee," the first all-night show in Eastern radio, proved that there are sufficient listeners to warrant successful radio commercial operation during the early morning hours.

An audience of staggering proportions listens from 2 to 7 a.m. According to the Starch Survey, 108,000 radio sets in homes are tuned in during the "Milkman's Matinee." Approximately 8,000 restaurants, taverns, bars, grills and lunch wagons are open all night. If not a single customer enters a single place, 20,000 cooks and waiters listen in.

Police Department figures show that 15 per cent of peak hour traffic is on the street between 2 and 7 a.m. This means that of the 300,000 private automobiles equipped with radio—if there is only one person in each car, operated at night, 45,000 persons are listening. Then there are 35,000 radio equipped cabs; 1,000 gasoline stations and garages; 1,500 cigar stores; 2,000 drug stores; all are open throughout the night in New York City proper. The minimum of total listeners is 181,000 persons, not counting the guests, the customers, the factory workers, the professional people and out-of-towners. And since WNEW's "Milkman's Matinee" has no competition, if they listen they must listen to Stan Shaw. Two other local stations tried to cash in on this brand-new market, but Shaw and his "Milkman's Matinee" have so captured the audience they were forced to leave the field clear for WNEW.

Audience response to WNEW's "Milkman's Matinee" is especially unique. The flood of wires forced both Postal Telegraph and Western Union to install automatic ticker receivers. In one year, according to Postal Telegraph alone, Stan Shaw

and his program received 26,453 telegrams, a record even surpassing those received by the President of the United States through that company. This means that the "Matinee" listeners paid almost \$10,000 to request songs. Had they sent penny post cards the cost would have been less than \$300. And these messages came from almost every state in the Union plus Canada, Central America and South America. It is not unusual for the program to receive 500 wires in one single night. Even a casual study of the messages over a period of time reveals a continuous turnover of listeners. New listeners are always being added to the "steady customers."

This is why national and local sponsors have employed the "Milkman's Matinee" to merchandise their products. In the last six months the program has been sold right up to the hilt. The Fischer Baking Co., using ten announcements a night, opened two new branches and 19 new delivery routes, to care for increased business. The Krueger Brewing Co., using nightly announcements over a period of 30 days, reported intensive response and a definite increase in sales. More important than that, in a Ross Federal Research survey, in which 1,000 persons were personally interviewed, 94.12 per cent reported listening to WNEW's "Milkman's Matinee." And this was in answer to the most ticklish question asked in radio surveys—"Can you name any of the products advertised on this program?" The survey was made by an advertising agency on its own account. Resulted in a renewal.

Stan Shaw and his "Milkman's Matinee" have made more than just station history. The WNEW show has made radio history. Numerous stations throughout the country have copied the idea, the technique and even the title; but the WNEW show has remained the byword for everyone who is awake between the hours of 2 and 7 a.m.

The program has definitely proved that the city doesn't sleep. Cigarette firms, brewers, bakers, clothiers, loan establishments and health centers have found WNEW's "Milkman's Matinee" more than worth their while—hence the renewals and the "SRO" on sales.

### "Camera Forum" on WHK

Mendel Jones, program director of WHK-WJAY, Cleveland, has scheduled a new WHK educational series to start Monday and continue indefinitely on a weekly basis. Known as the "Camera Forum," the programs will be a half-hour in length and will bring to the microphone photography experts from cities throughout the U. S. Commercial photographic firms have evinced an interest in the series and will send the experts.

A non-commercial program sponsored by the Cleveland Photographic

Society, it will consist of short talks followed by an open question-and-answer forum in which members of the studio audience will be asked to participate.

The talks will begin in simplified form and will be made seasonal insofar as possible. They will start with discussions of small cameras and work up to the more complex in photography—the movie camera. Topics to be considered in the series include home developing, home movies, subject matter in photography, enlarging, and the numerous phases of photography as a hobby.



There Are  
**6,000,000 Like Him**

**...BUT HE CAN HEAR**

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

*Buck Rogers* 25th CENTURY  
**ACOUSTICON**  
**DICTOGRAPH**  
**PRODUCTS CO., INC.**



580 Fifth Avenue

New York, N. Y.



## Coast-to-Coast

**K**ENNY BAKER, the Jack Benny program vocalist, is being hailed as the newest screen sensation. He scores in the Warner Bros. film, "Mr. Dodds Takes the Air."

The new 20th Century-Fox picture with Rubinoﬀ, Charles Winninger, Tony Martin, Don Ameche, Frances Faye and Louis Prima's orchestra, titled "You Can't Have Everything," also is reported to be one of the season's hits.

Estelle Levy will be the first juvenile to sing "Stardust on the Moon", new song number by Jimmy Rogan, CBS sound effects man, and Emery Deutsch. Little Miss Levy will do the number on the WJZ-NBC-Blue children's program Sunday at 9-10 a.m. under the direction of Milton Cross.

WBNS, Columbus: Brown & Williamson has renewed its contract for an additional 13 weeks, with Bill McKinnon, Dispatch sports writer, continuing his "Sports Review" with four quarter-hour stints a week.... W. I. Orr, director of sales vacationing for two weeks in Canada.... Jack Price, program director, vacationing in Washington.

Central States Broadcasting Co., Omaha, launched its new commentator, John McKay, a west coast newspaperman for more than 20 years, with a heavy advertising campaign in the local press. The display ads carried McKay's picture, some of his history and announcements of his programs. He is doing three programs daily over KOIL at present.

KLO, Ogden, Utah: Douglass Crosby Gourlay, formerly chief announcer at CJOR, Vancouver, B. C., has joined the staff of KLO, the NBC Blue outlet, as an announcer and producer.... Merrill J. Bunnell, advertising manager, planned to the coast for a part business, part pleasure trip, visiting NBC headquarters in both Los Angeles and San Francisco.... Paul R. Heitmeyer, general manager, recently returned from a trip to the northwest; in Portland and Seattle, he conducted auditions for announcers to supplement the KLO staff.

WSIX, Nashville: New programs include "Question and Answer Night" from Princess Theater, half hour.... WSIX has fallen the ways of all radio flesh, having started a street interview program, "Voices of Nashville"; announcers Joe Calloway and Bill Brundige handling interviews.... WSIX has just negotiated for NBC Thesaurus service. They already have McGregor's and Standard.

Robert C. Dyrenforth, who plays the lovable character, Seaman Diggles, in "The Adventures of Ace

## RADIO PERSONALITIES

No. 54 in the Series of Who's Who in the Industry

**D**ON E. GILMAN, vice-president in charge of the Western Division of NBC, belongs to Ben Franklin's race—men to whom a printing press, painstakingly worked by hand, unrolled the horizon of a new world. Before his name became important in radio, Gilman was nationally known in advertising and publication work.

Born in Indianapolis, the son of a newspaper man, he worked in a printing shop afternoons while still going to high school, and at night conducted a publishing and printing business with a small job press in his bedroom. At 23 he followed Greeley's advice and went west, working on Pacific Coast newspapers and at the same time studying electrical engineering and business administration. He was superintendent of a group of Scripps-McRae publications when he turned definitely to advertising.

After a distinguished career in the ad field, during which he was president of the Pacific Advertising Clubs Ass'n and vice-president of the Associated Advertising Clubs of the World, Gilman entered radio in 1927 as manager of the NBC western division. Two years later he was appointed vice-president of the corporation.

Gilman was one of the 12 "greatest Californians" selected by leading newspapers and universities for the 1930 Roll of Honor. He was an officer in the World War, and is a pianist of no mean talent, though only a few of his close friends have ever heard him play. His hobbies are chiefly serious—biography, political economy and business administration.



One of California's 12 "greatest" .....

Williams," claims some kind of a championship in the dialect line. Though many actors boast of being able to do a dozen styles of speech, Dyrenforth lists no less than 23 dialects in his repertoire.

Rocky Mountaineers of WICC, Bridgeport, imitate their announcer-manager, Kenny Rapieff, and vacation for a week.

Jocko Maxwell will salute Lefty Gomez, Yankee southpaw, on his WLTH "Sports Parade" at 6 p.m. Saturday.

WCAE, Pittsburgh: James Murray leaves this week-end for a two-week vacation.... Singstress Nancy Martin returns to her 11:15 a.m. Saturday spot after a week's layoff.

Lyle Flanagan, head of WHO's continuity department, will spend part of his vacation at the Iowa State American Legion convention at Fort Des Moines the week of Aug. 1.

Fred Reed, assistant to J. O. Maland, vice-president of the Central Broadcasting Co., which operates WHO, Des Moines, will motor to Pittsburgh and New Castle, Pa., to visit his mother and friends. He will begin his vacation on Saturday.

James Jewell, dramatic director of

### Fusion Party on WNEW

The City Fusion Party will sponsor a series of non-political broadcasts over WNEW beginning Aug. 4 and weekly thereafter. Broadcasts, to be aired at 8-8:15 p.m., will feature a different speaker each week on subjects of civic importance.

WXYZ, Detroit, and the Michigan Radio Network, is on a three-weeks' vacation. He is spending the first week at the "Lone Ranger" Camp, at Mullet Lake, Michigan, and he is accompanied by the entire cast of "The Children's Theater of the Air". Other vacationers from the WXYZ studios are Al Chance, chief announcer; Roma Davis, former blues singing star with Al Harger and now a member of the studio office staff, and Adolph B. Stoeffler, auditor for the King-Trendle Broadcasting Corp.

Patricia Peck (Marian Crutcher), member of the staff of WDAF, Kansas City, while vacationing in Hollywood, was rushed to the hospital suffering from ptomaine poisoning as the result of eating sandwiches bought at a beach.

KMOX, St. Louis: Jim Alt, sports announcer handling the "Today's Game Replayed" baseball broadcast for Brown & Williamson, will replace Vic Rugh, who resigned to go to WGAR, Cleveland.... George Barton, formerly of WBBM music department, has joined production staff.... Bob Dunham, formerly of KSOO, joined the announcing staff.... Joe Stovall is now doing arrangements for Ben Feld, replacing Mike Zuzenack.... Harry W. Flannery, news commentator, and his bride, the former Ruth Carmody, back from honeymoon.

### PHILADELPHIA

WHAT's Buddy Bonds, off the air for the past three weeks due to an auto accident, expects to return to his organ console this week.

Sunny Grazer, former cowgirl on the WDAS "S. S. Fun for All" participating show, joins the night life tour de force at Bishop's Chinese Restaurant in Wildwood, N. J.

## ORCHESTRAS MUSIC

**T**HE WOR "Music By" series, featuring a different conductor every two weeks, moves under the baton of Bill Parson on Tuesday, 8-8:30 p.m. Parson was formerly musical director of the St. Louis Municipal Opera and of the Capitol Theater in New York. He will be heard Aug. 10.

KOIL, Omaha, is piping Bobby Bowman's music nightly from Chez Patee, East Omaha night club. Arthur Faust is announcing.

Franklyn Vincent's band is broadcasting from Krug Park, Omaha, over WOW, with Announcer John K. Chapel at the mike, before taking off for Indianapolis to join the "Broadway on Parade" stage show booked out of Chicago. The band features Barbara Allen, blonde vocalist.

Harry Hoffman, violinist, will wield the baton for the CBS broadcast at 9 p.m. next Wednesday while Andre Kostelanetz is out west.

Macklin Marrow, young American conductor who recently inaugurated a series of Sunday afternoon "Continental Concerts" at the Hotel Plaza in New York, will conduct the NBC Concert orchestra in the second of a series of special programs over the NBC-Blue Network on Aug. 6 at 6 p.m..

Two complete concerts from the nation's finest summer festival of orchestral music, the Berkshire Symphonic Festival, with Serge Koussevitzky conducting the Boston Symphony Orchestra, will be heard in exclusive programs over NBC. The first, all-Beethoven program, will be broadcast Aug. 5 at 8:30-10:30 p.m. over the NBC-Blue network. The program will be broadcast over the same network on Aug. 12 at 8:30-10:45 p.m.

Carl "Deacon" Moore plays two week return engagement for Doc Perkins at Lake Breeze Pier, Buckeye Lake, O. Opens July 30.

Johnny Hamp opens for CRA at Eastwood Gardens, Detroit, Aug. 2 for a ten-day engagement. Shares billing with Sophie Tucker.

Col. Brinkman of Fontaine Ferry Park, Louisville, signs up with CRA for remainder of season. Johnny Hamp, Mike Riley, Jackie Coogan and Ed McGraw set.

Duke Ellington's CRA tour fast taking shape. Plays week engagement at Palace Theater in Cleveland closing Aug. 12. Plays one nighter in Lexington, Ky., Aug. 13 at Joyland Park and repeats 17th at same spot for colored dance.

Chick Webb and his orchestra have been set by CRA to play a date at the Armory, Asbury Park, N. J. on Aug. 18.



# ☆ Program Reviews ☆

## Doris Fisher

Making her debut as a radio singer this week in the CBS "Metropolitan Parade" on Monday and Wednesday at 9 a.m., Doris Fisher exhibited an unusually pleasing voice and the ability to use it in selling a song. She did exceptionally well with "Where or When" and "Cuban Pete." With musical heritage derived from the fact that she is the daughter of Fred Fisher, the song publisher, the young lady should go places.

## Cliff Nazarro

Former vaudeville headliners are still cropping up to score on the radio and be "discovered" again. Among the latest heard is Cliff Nazarro, who injected a batch of laughs on the Al Pearce "Watch the Fun Go By" program over CBS on Wednesday night. Troupers like Nazarro ought to occupy permanent spots on the radio.

Andy Andrews' rendition of a character song on the same program was a very acceptable bit.

## Osterman, Price, Et Al

Speaking of the stars of the late vaudeville business, Jack Osterman and Georgie Price are another pair whose presence on the radio would be welcome. Price, heard Sunday night in a WOR "Let's Visit" interview with Dave Driscoll, sounded

as though his Wall Street business has not dulled his voice or showmanship. Incidentally, it's understood he will be doing a WOR series in the fall. Osterman, in a guest shot on "Hammerstein Music Hall" last Wednesday night, demonstrated that he, too, can be turned into a good mike entertainer.

## "Your Unseen Friend"

One of the best staged, particularly from the angle of good taste, and most consistently engrossing of the human problem programs is this M. H. H. Joachim presentation over CBS. The show put on last Wednesday evening was made extra enjoyable by the ingenu work of Vivian Smolens, an actress who knows how to make a role live in front of a mike.

## Drew Brothers

Heard over WHN via the WLW Line from Cincinnati at 9-9-15 p.m. Tuesday, the Drew Brothers, (Nino, Morton and Ed) presented a 15-minute program of vocals that was well above par. Boys work unusually well together, and their voices blend nicely. Using "Ain't Misbehavin'" as a theme, the boys presented "Good Morning", "Where or When" and "September in the Rain" in excellent fashion. Morton, tenor of the outfit, also doubled as soloist. Boys definitely have what it takes.

## Van Cronkhite Buys Out Geo. Roesler Interest

(Continued from Page 1)

ners of Roesler & Howard Inc., original foreign language rep. firm, the operation of which was recently taken over by VCA. This latest deal puts Roesler out of the foreign language field for a reported period of two years. Both Roesler and VCA refused to disclose the purchase price or the terms of the agreement.

John Van Cronkhite said that VCA would immediately launch a foreign language station national campaign among advertisers. He said announcement would be made the first of August as to who would replace Roesler as head of the foreign language station rep. division.

Announcement was also made that the Roesler & Howard offices at 60 East 42nd Street, New York, which were temporarily taken over by VCA, would be closed immediately under terms of the agreement.

VCA had originally planned to open its own New York offices, probably in Radio City, about Sept. 1, and these plans may now be carried out. Firm is understood to be making excellent headway on foreign language accounts, as well as in adding other clients on its news features.

## 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-tinction 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.

April 4-14, 1938: World Radio Con-Engineers (Australia), Sydney, Australia.

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

# KFYR

Bismarck, N. D.

"... May we suggest that your newsy RADIO DAILY is a refreshing and invigorating bit of cocktail with which to start the day."

Roy Brant  
News Director.

# WSPA

Spartanburg, S. C.

"... RADIO DAILY keeps us thoroughly posted about what's going on in the radio field. We find it clever and concise."

S. A. Dixon  
Director of Publicity.

# ROSCOE W. SEGAR

Portland, Oregon

"... RADIO DAILY is an unusually interesting and easy to read digest of the radio field. May we wish it prolonged success?"

Roscoe W. Segar

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





**D**ON THORNBURGH, CBS v.p. in charge of Pacific Coast, has inaugurated a series of inter-departmental lectures and meetings for discussion of problems which confront the various departments, in an effort to acquaint every employe with the functions of all and the complete operation of CBS.

Thornburgh and John M. Dolph, his assistant, will discuss the complete picture of the "Radio Industry"; Edward Buckalow and Robert Reichenbach will cover "Sales Promotion"; Harry Witt and George Moskovics, "How CBS Sells Radio"; Charles Vanda and Harry Spears, "Programs"; Edythe Todesco and Ben Paley, "Production"; Lud Gluskin and Wilbur Hatch, "Music"; Hal Rorke and Fox Case, "Publicity," and so on through every phase of the business and technical ends of CBS.

KMTR has a new 2:15-2:30 p.m. commercial, daily except Sunday, sponsored by the Oleson Co., nurserymen, and titled, appropriately enough, "Your Own Back Yard."

Freddie Lightner, who was originally signed for one guest appearance with Jane Froman will chalk up his fifth consecutive appearance with the songstress over the NBC-Red Network on Sunday. D'Artega's orchestra, the NBC Tune Twisters and baritone Don Ross as master-of-ceremonies, complete the cast. Lightner is aided by his female foil, Rosella McQueen.

Sammy Cohen, Hollywood movie comedian, who starred in "What Price Glory" and many other motion picture hits, has been placed under contract by the Hollywood office of CRA to head a comedy dance band unit. Sammy will be assisted by Charlie Kaley, romantic singing violinist, as co-director.

#### Rhine to Write for Bernie

Larry Rhine, script writer, has been signed to work on the Ben Bernie-American Can shows. Deal was made through Herman Bernie.

## ONE MINUTE INTERVIEW

### FRANK FINNEY

"Some radio programs make such a 'hit' that the public doesn't know what they are advertising. What pleases big executives nearly always fails to 'click' with the masses in radio programs. Big executives belong to the 3% of our population who go through college. Therefore, we unconsciously select advertisements to appeal to the 3%. Radio programs are also selected for their popularity rather than for their power to sell."

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 55 of a Series

### WRBL—Columbus, Ga.

1200 Kilocycles—250 Watts Daytime, 100 Watts Night

**J. W. WOODRUFF SR., President**

**J. W. WOODRUFF JR., Vice-Pres. & Gen. Mgr.**

**T. DOUG. YOUNGBLOOD, Commercial Manager**

**WRBL**, one of the three stations under the same ownership constituting The Georgia Network, affords a primary coverage of Columbus, the oldest and one of the leading industrial cities of the South.

Established in 1929, WRBL is operated by WRBL Radio Station Inc., from new and modern studios in the heart of the business district of Columbus. The station is now operating with complete High Fidelity 16 hours daily, 6 a.m. to 10 p.m. CST. Complete new equipment was recently installed, including the latest Western Electric transmitter, 210-foot Truscon Vertical Radiator, RCA Turntables and Western Electric Speech Input.

The complete library service of Associated Music Publishers, Inc., is available to clients of WRBL, which is also equipped to handle either vertical or lateral transcriptions, at 78 or 33-1/3 RPM.

In the extensive territory which it reaches, WRBL has the reputation for distinctive service as the station constantly offers its facilities to civic interests. Its Christmas Tree, each Christmas Eve, with free-filled stockings to all children who attend, like its annual community Easter Egg Hunt, are but two of many features for the benefit of Columbus and the immediate vicinity.

A great believer in featuring remote shows, WRBL maintains an active line to Fort Benning, the world's largest Infantry School, broadcasting a daily newscast program as well as special events originating there. Station is likewise very popular in Warm Springs, Ga., the seat of the world-famous resort renowned for its beneficial aid to paralytics.

### KANSAS CITY

KMBC's director of national program sales, George E. "Doc" Halley, whose headquarters are in Chicago, is in town for two days in connection with sales meetings being held to outline sales campaigns on "Phenomenon", utilities disk series.

Joe Boan, who teams with Ruth Royal, KCKN musical director, to form the Kuluva Kut-ups, a quarter-hour music program for Kuluva Department Store, is carrying the show by himself during Miss Royal's vacation.

In connection with KXBY's noon Farmers' Hour, Frank Bailey is airing a calendar of coming attractions in local theaters, parks and places of amusement.

Leo Fitzpatrick, vice-president and general manager of WJR, and at one time manager of WDAF, spent a day and a night visiting in Kansas City before going on to Wichita for a vacation with his parents.

Lee Roberts, KCMO dramatic director and member of the announcing staff, has taken a three months' leave of absence, and will join a summer stock company.

Mary Hamam of WDAF office staff is vacationing in the Ozarks. Jim Barrick, assistant to the WDAF commercial representative, H. Gardner Reames, Jr., has left for a three-week vacation in California.

Jim Meyerson, manager of KLZ, Denver, and Gayle V. Grubb, manager of WKY, Oklahoma City, were here last week to confer with their commercial representatives.

### SAN FRANCISCO

John Nesbitt's "Passing Parade" show has been set for 52 weeks at 9:15-9:30 p.m. Sundays for Pacific Coast listeners when he switches to Mutual Sept. 12. An earlier show for other ears will be aired at 9:45 p.m. (EST) via WOR, WGN, CKLW. WAAB, and other eastern and mid-western outlets.

KJBS Jottings: Hugh Barrett Dobbs, "Capt. Dobbsie" of the "Dunkers' Club" program, guested Baritone John Charles Thomas recently, when the singer walked in on Hugh one morning after arriving by plane from the East for engagements here... M. A. Sears, announcer-operator, gone to KYOS Merced. No successor named yet... P. G. Houser, formerly Brown-Bigelow ad agency, new account exec.

Armand Girard, NBC baritone booked by the Artists Service to appear on the "Midnight Revue" at Stockton's celebration Aug. 10.

Darrell Donnell, radio ed. of S. F. "Examiner," starts a 5-a-week newscast over NBC's blue Pacific Coast network Aug. 2, with INS flashes.

Effective Sunday, Bennie Walker's amateur show will be heard at 7:15-8:15 p.m. instead of Wednesday at 7:30 p.m. Leon Livingston agency handled the switch.

S. H. Patterson, KGGC's new boss bought a launch equipped with short-wave for remote waterfront pickups.

KSFO has set Sept. 1 for dedication of new transmitter at Islais Creek. Lee Kolm, KGO technician, celebrating the birth of a boy at his abode.

Walter Baker, NBC H'wood office mgr., drove up here, picked up his school - teacher wife and their



**F**IBBER MCGEE and Molly (Marion and Jim Jordan) are driving a new Cadillac, purchased on their return from Hollywood. Carlton Kelsey, CBS western division music director, is sporting a new La Salle.

Barbara Luddy, First Nighter star, celebrates sixth year in radio this week. Miss Luddy departs for Minneapolis after Friday night's broadcast for four days visit with friends.

Edward Vito, harpist, Frankie Papile, accordionist, both NBC staff members, and Roy Shield, that network's central division music director are golfing in 70's.

Roy Shield, NBC central division music director, takes over direction of the Carnation Contented program beginning next Monday night, while Frank Black, the network's general music director, vacations on his farm near Philadelphia.

#### Great Voices of the Past

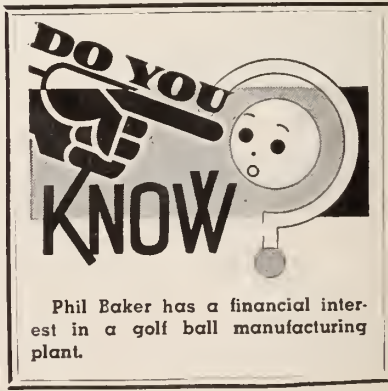
Generations of today who were not privileged to hear some of the world's greatest voices — including those of Enrico Caruso and the late Madame Schumann-Heink—will now be able to do so through a new series of high-fidelity recordings to be aired by WJAY, Cleveland.

Beginning Sunday, the shows will be a half-hour in length and will be made up of new records made in such a manner that they sound absolutely true and lifelike. Voices of the world's greatest vocal artists will be heard against new musical backgrounds, utilized in making the records through a special new process.

daughter, and was off to Rogue River, Ore., for that rest the doctor ordered.

Meredith Willson relinquishes the baton of NBC's variety show, "Care-free Carnival" to Jack Meakin for the vacation he'll try and sandwich in between "Show Boat" rehearsals. Back on "Carnival" Aug. 6.

Dorothy Dumont, "scat" vocalist, is the latest addition to the KYA staff. Formerly of an exclusive S. F. supper club, Dorothy is heard thrice weekly with the "Swingtime Duo."



Phil Baker has a financial interest in a golf ball manufacturing plant.