



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 21

NEW YORK, N. Y., FRIDAY, JULY 30, 1937

FIVE CENTS

AFM Makes 14 Demands

COAST RECORDING FIRM MARKETING NEW SYSTEM

West Coast Bureau, RADIO DAILY
Los Angeles—Brainerd-Walder Co., manufacturers of radio and recording equipment, is changing its corporate title to General Communication Products Inc., and bringing into the firm Harold H. Hanseth, and S. A. Sollie, as well as several other noted technical men and inventors who hold basic patents involved in a revolutionary method of recording

(Continued on Page 3)

Anti-Goodman Crusade Labels Swing "Libel"

Declaring that "swing music is the greatest libel upon modern civilization that has ever been perpetrated," Arthur Cremin, dean of the New York Schools of Music, which has several branches in New York, and president of the American Creative League of Music Students, has

(Continued on Page 5)

New WTAQ-WHBY Studios Being Dedicated Aug. 15

Green Bay, Wis.—Two days of outstanding programs will be on schedule over WTAQ and WHBY on Aug. 15-16, as visiting dignitaries and staff members celebrate the dedication of the new studios atop the Bellin

(Continued on Page 6)

Weiss Back in L. A.

West Coast Bureau, RADIO DAILY
Los Angeles—Lewis Allen Weiss, g.m. of Don Lee web, is back from his Pacific northwest trip in connection with 11 stations to be added in that territory. Papers in the deals are expected to be signed next week.

Missionary by Air

Seattle — Rev. Dr. Mark A. Mathews, who operates KTW in the First Presbyterian Church here, said to be the oldest church-operated station in the country, plans to establish a new short wave station in the near future.

His intention is to speak to China every morning and evening across the Pacific Ocean.

AFM's 14 DEMANDS

1. No records to be used at any station unless musicians are employed.
2. To have musicians employed at radio stations, such stations must be licensed by the American Federation of Musicians.
3. Radio stations are not to be licensed for the making of records of any kind.
4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records but does not employ musicians.
5. Only records of licensed manufacturers can be played by members.
6. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription corporations and the Federation.
7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.
8. Recordings made in accordance with the rules of the Federation can only be used at radio stations if the same number of musicians are employed at the radio stations which make the records.
9. All contracts with the radio stations made with members of the American Federation of Musicians or trade agreements with locals must contain the conditions under which the Federation permits members to make records.
10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same.
11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies.
12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.
13. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.
14. All contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations or networks in order to be valid must be approved by the International Executive Board of the American Federation of Musicians, the President of the Federation or any authority designated for that purpose by the Federation. Furthermore, contracts must contain all stipulations under which members of the American Federation of Musicians can make records or render services for radio corporations, stations or networks.

48 Carolina Ball Games On WSOC for Gen. Mills

Charlotte, N. C.—General Mills, on behalf of Wheaties, is sponsoring play-by-play accounts of all the 48 games of the Piedmont League over WSOC here. The Charlotte Hornets are members of the league. Schedule started this week and runs for the remainder of the season, through Sept. 8.

Paul Norris, well-known WSOC-ite, presides at the microphone for

(Continued on Page 8)

Young & Rubicam Adding Personnel on West Coast

With the fall radio season soon to begin, plans, not as yet completed, call for an additional staff of radio production men to be added to the west coast office of the Young & Rubicam agency. This year another

(Continued on Page 2)

Eddy Starts Aug. 8

West Coast Bureau, RADIO DAILY
Los Angeles—Nelson Eddy, signed some time ago for the Chase & Sanborn Hour on NBC-Red joins the cast Aug. 8. Personnel and policy continues as at present.

Increased Radio Budget Is Planned by Sun Oil

Sun Oil Co., currently sponsoring Lowell Thomas on Monday through Friday over a hook-up of 21 stations over the NBC-Blue network at 6:45-7 p.m., plans to increase radio advertising along with other mediums. Spot announcements will be used in Sunoco territories. No station list has yet been released.

MCA Radio Department For Both East and West

With Harold Hackett now on the west coast and not expected back until September, Music Corp. of America is forming a radio department that will operate from both coasts of the country. Plans call for

(Continued on Page 2)

Saratoga Ups Budget

Saratoga Springs—Pleased at the response to its ad campaign last year, Saratoga Racing Ass'n has increased the 1937 budget about 50 per cent, with radio getting a considerable boost. Programs will be fed by WABY, Albany, to WOR, with W A A B, WFIL, WNBX, WSYR, WOKO and WGY also getting announcement series.

Union Reported Adamant on Rules for ET Regulation

American Federation of Labor, in yesterday's continued conference being held by its executive board with broadcasters and electrical transcription and recording manufacturers, submitted a list of 14 demands in connection with the regulation of recordings and other radio activity. Copies of the list of demands, which appears on this page, were handed to some 50 representatives from the major radio chains and manufacturers.

Yesterday's sessions, attended by the largest group to date, were the most important of the week. Acting

(Continued on Page 3)

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

Two days after the WABC technicians signed with the American Radio Telegraphists Association, CBS negotiated a new contract with the Associated Columbia Broadcast Technicians which represents the engineers in all CBS owned and operated stations except possibly WJSV and WABC. The new contract went into

(Continued on Page 3)

Weed & Co. Establishes Offices on West Coast

Weed & Co., station reps, has established new west coast offices at 111 Sutter St., San Francisco, with Roy Frothingham as manager. Frothingham was formerly with NBC and is a past president of the S. F. Advertising Club. The new offices will cover the entire coast from Seattle to San Diego.

Library Listing

New Haven—As a result of the persistent refusal of local newspapers to publish the local station time-tables, WICC has provided all public libraries with its program schedules for posting on bulletin boards.

Other means of publicizing news about radio programs and talent also are being worked out.



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, July 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 ³ / ₄	172
Crosley Radio	19 ⁵ / ₈	19 ⁵ / ₈	19 ⁵ / ₈	+ 1/4
Gen. Electric	57 ⁷ / ₈	57	57 ⁷ / ₈	+ 1/4
North American	28 ¹ / ₈	27 ³ / ₄	28 ¹ / ₈	+ 1/4
RCA Common	9 ¹ / ₈	9	9
RCA First Pfd.	67 ¹ / ₄	67 ¹ / ₄	67 ¹ / ₄
RCA \$5 Pfd. B
Stewart Warner	18 ³ / ₈	18 ³ / ₈	18 ³ / ₈	- 1/8
Zenith Radio

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3 ³ / ₄	3 ⁵ / ₈	3 ⁵ / ₈	- 1/4
Nat. Union Radio	1 ³ / ₄	1 ³ / ₄	1 ³ / ₄

OVER THE COUNTER

	Bid	Asked
CBS A	30 ¹ / ₄	31 ¹ / ₄
CBS B	30 ¹ / ₄	31 ¹ / ₄
Stromberg Carlson	13	15

New 15-Minute Serial Being Readied by Star

Star Radio Programs Inc. is preparing a new feature, "The Adventures of Dexter Randolph," to be released in 15-minute episodes. The program will be a mystery series for late spot airing, with spots for merchandising tie-ins. Only one man will be required for production and the narrator will tell the story as though to a group of friends. Star Radio will syndicate the feature and only one station in a market will be allowed to use it. In its entirety the feature will run approximately 65 scripts embracing five different stories.

Sablon Signed for Recordings

Jean Sablon, NBC's French troubador, has been signed by RCA Victor to make four recordings during the coming year.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Uhalt Uses Phones, Posters After Tiff With Newspapers

New Orleans—Unable to agree with local newspapers upon the conditions wanted to publish a special radio supplement, Joe Uhalt, veteran radio man and president of WDSU, turned to a battery of telephones, banners and a contest for the promotion of the NBC-Blue network on full time over his station here starting Aug. 1.

Prior to the WDSU assumption of the Blue wires, WSMB carried both Red and Blue.

Uhalt wanted to get a 16-page tabloid printed. Local newspapers, who are lukewarm to radio, insisted that as each page of the tabloid would be paid for as advertising,

the word advertising appear at the bottom of each column. Uhalt therefore plastered the fronts of street cars with cards announcing the opening of the Blue network here. He placed cloth banners in public places and had sections of Canal street, the main thoroughfare, decorated with American flags and Blue network banners. Probably the high spot was a battery of special telephones with operators who are to call each of the 76,661 telephones in the city and invite their subscribers to listen into the new network. A prize contest is also being conducted with D. H. Holmes, a local department store.

Young & Rubicam Adding Personnel on West Coast

(Continued from Page 1)

of the agency's accounts, Ipana, moves to the coast and will broadcast from that point indefinitely. The Gulf Oil program, also a Young & Rubicam show, will be aired from the coast indefinitely. Reason for both shifts is the movie commitments which must be fulfilled by Fred Allen and Phil Baker, stars of the respective programs. The Packard and Jello broadcasts are permanently situated in Hollywood. It is believed that staff will be hired in New York and either sent to California, or replace men already on the payroll who wish to make the switch.

Phil Harris on Pepper Uppers

Dallas — Two half-hour network programs in one hour will be the record of Phil Harris, orchestra leader, on Sunday when he will be guest star on the Pepper Uppers program over the Dr. Pepper-Dixie Network at 4:30 CST. For the half-hour previously, he must play over CBS from the Pan American Casino. A police escort will be provided for him to make connections with the Pepper Uppers show. Harris will sing a novelty number with Ludi Maisen, Pepper Uppers' own singing star. Jimmie Jefferies, Roy Cowen, Alexander Keese and the Pepper Uppers orchestra and cast will be on the show.

NBC Yacht Cup Contingent

NBC personnel who have been assigned to cover the America's Cup Races off Newport, R. I., beginning tomorrow are: A. A. Schechter, director of news and special events; Jack H. Hartley, assistant director of special events; Bill Stern, George Hicks, Dan Russell, Kenneth Davison, announcers; Arthur Feldman, WBZ special events head; Tom and Bill Haussler, press; and Max Jacobson, Harold Ashworth, Alfred Jackson, Dewey Sturgell, George Butler, Edward Wilbur, C. H. Campbell, Andrew Thomson and D. B. Whittemore, engineers.

MCA Radio Department For Both East and West

(Continued from Page 1)

a complete radio division which will not only book radio shows, but also write, cast and produce them for sponsors. A new Hollywood branch has already been started, and it is expected that by September a complete staff will be functioning from the coast as well as New York. Experienced radio men have been approached to go on payroll as steady MCA production men, and it is believed that with the fall, the radio division will be in full swing.

KFVD Recognizes CIO

West Coast Bureau, RADIO DAILY

Los Angeles—KFVD has recognized American Radio Telegraphists, Local 15, CIO affiliate, as sole bargaining agent for announcers and technicians employed by the station. Agreement signed by J. F. Burke Jr., manager, but wage scale and working conditions in abeyance until return of J. F. Burke Sr., owner of the station, from world cruise in three weeks.

Johnstone Taking in Cup Races

G. W. "Johnny" Johnstone, director of public relations and special features for WOR-Mutual, leaves tonight to "cover" the America's Cup Races in a different capacity. Although available at all times in case of an emergency call from his office, he will be parked aboard a Navy yacht sailing in and around the waters of Newport, R. I., witnessing the races. With radio telegraph apparatus aboard, he assured his chief, Alfred J. McCosker, that he could be reached without a moment's delay. And he calls it his vacation.

Chas. Glenn Hicks Promoted

Charlotte, N. C.—Charles Glenn Hicks Jr. has been promoted to program director of WSOC, succeeding Paul Norris, who is organizing a new department at the station. Purpose of the new division will be divulged later.

COMING and GOING

CLEM McCARTHY goes to Chicago to cover the Arlington Handicap from Arlington Park, for NBC tomorrow.

HAROLD STRETCH JR. of WHN sales department leaves on an eight-week business trip through the middlewest and east.

GLEN BURRS is visiting New York. RAYMOND PAIGE leaves Hollywood today for his first visit to New York.

JACK R. POPPELE JR. and his wife have left to spend the remainder of summer in Asbury Park.

JOHN McNAMARA, program manager for WBZ, arrives in Boston aboard the Caledonia on Sunday, after having visited Ireland, England, France and other countries on the continent.

JIM DONOVAN is back from his vacation.

TOM FIZDALE, Chicago publicity ace, visiting Boston and surrounding cities on his eastern tour.

FRANK RAND, CBS publicity chief in Chicago, also sojourning in Boston this week.

HAROLD FELLOWS, general manager of WEEL, Boston, is in New York on a business trip.

JAMES CARPENTER of WKBB, Dubuque, Ia., leaves New York today on his return to that city.

JOHN C. TREACY of Star Radio Programs leaves today on a vacation motor trip through northeastern Canada.

DANIEL C. STUDIN of Star Radio spent yesterday in Philadelphia on business.

LOUISE FLOREA left New York yesterday to spend two weeks with her parents in Kansas.

LEW WASSERMAN of the MCA Chicago office is in town for several days.

THE DE MARCOS, who arrived on the Ile de France, is in town for few days.

JACK MARSHARD, Boston society orchestra leader, is in town for few days.

NYRA NASH is being held over for one week at the Great Lakes Exposition in Cleveland, following which she leaves to appear at the Oriental Theater in Chicago starting Aug. 6, booked by Rockwell-O'Keefe.

BILL BAILEY, commercial manager of WHP, Harrisburg, was in New York yesterday.

JAMES MEYERSON of KLZ, Denver, and KVOR, Colorado Springs, is in town.

Hudson-Essex Program Auditioning as Coaster

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson-Essex program now on CBS Pacific Coast net is to be piped East tonight for edification of company executives in Detroit, with possibility of future coast-to-coast release. Present show has Lud Gluskin and orchestra, Virginia Verrill, Clark Ross and Three Hits and a Miss.

Lucy Monroe Held Over

Lucy Monroe will sing two additional concerts with the Philadelphia Orchestra, Alexander Smallens conducting, Aug. 10-11.

KXRO in New Dress

Aberdeen, Wash. — After six months of extensive remodeling and rebuilding, KXRO has been transformed into one of the most modern radio stations on the Pacific Coast. Harry R. Spence is manager of KXRO, one of the oldest stations in point of service in the state of Washington. New equipment includes a 250-watt transmitter, vertical radiator tower and radio laboratory.

LIST OF 14 DEMANDS IS SUBMITTED BY AFM

(Continued from Page 1)

for the various chains were Mark Woods and E. Gardiner Prime, NBC; Lawrence Lowman and Sidney Kaye, CBS; Willet Brown, Don Lee; Julius Seebach, Alfred J. McCosker, Frank Schreiber and Fred Weber, WOR, Mutual; Allen Campbell, Michigan network.

Emanuel Rosenberg, Transamerican; Percy Deutsch, World Broadcasting System; Conquest Alliance; Associated Music Publishers; Standard Radio and others acted in behalf of manufacturers.

Though everyone was reluctant to talk about it, the afternoon session is understood to have been a stormy affair, with the union reported adamant and no progress made toward a solution of the issues. Meetings continue today.

Coast Recording Firm Marketing New System

(Continued from Page 1)

which G. C. P. soon will manufacture and market, according to W. E. Brainerd and Robert B. Walder, heads of the firm.

Present offices and shops on Venice Boulevard, together with the Western Avenue foundry and Bakelite moulding plant, will move within 30 days to new site on Lexington Avenue at Vine St., following which the firm will place their new products on the market and embark on a national selling campaign.

Indicative of the advances being made in this field, a RADIO DAILY representative was shown in construction three "automatic monitor" channels, by means of which the local station of one of the national nets will be enabled to record on an endless loop of film, automatically, everything coming in on a given wave length over a 24-hour period. Another eye-opener was a new dictating machine which records on cellophane. The cellophane is of about the thickness of a good grade of bond paper, but it's cellophane nevertheless, and provides an imperish-

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	31		

Greetings from Radio Daily

July 30

Theo Karle

July 31

Howard White Chester Stratton

Captain Taylor Branson Ann Neil

Robert Griffin Jerry Mann

August 1

Ed Dukoff Alice Frost

Matty Rosen

NEW PROGRAMS—IDEAS

Novel Highway Safety Series

A novel and important innovation in highway safety education has been launched by KNX, Los Angeles, co-operating with the California State Highway Patrol and National Guard. Congestion on the highways during Sundays and holidays, increasing fatalities due to carelessness and ignorance of fundamental driving rules, have made an educational campaign of prime importance.

Engineers and executives of KNX, the National Guard and State Highway Patrol have inaugurated a series of ten weekly broadcasts to be made each Sunday at 4:15 p.m., PST. A National Guard plane in two-way radio contact with KNX, flies over some of the more congested highways, reporting all such safety-law infractions as come under its range of vision. These reports are re-broadcast by KNX via leased lines from the National Guard receiving station in Glendale.

At KNX, Chief Cato of the California State Police is in two-way radio contact with Lieutenant J. V. Wallen of the National Guard as he describes the traffic tieups from the plane. The Chief cuts in from time to time and gives corrective information to all motorists having car radios tuned to KNX, thus untangling many tieups as they occur. Stay-at-home listeners find the broadcasts amusing and instructive.

The engineering details of the broadcast series are under the supervision of Division Engineer Bowman and Construction Supervisor Packard of CBS.

Character Analysis Stunt

To the swing music of Tommy Dorsey and his Orchestra on Friday will be added something novel in the way of audience participation shows. Taking its cue from the ever-fascinating game of character analysis that is becoming more popular every day, the new feature will be called "Ask Yourself Another."

Every week a group of five persons, specially invited to lay themselves open to inward analysis, will amuse Dorsey's radio audiences by having their eccentricities and inward souls laid bare by a string of ten questions. These questions, by themselves, appear to mean nothing, but when each subject has marked his answers on a card and the score

able record at a cost of less than one cent, which obviates the necessity of "shaving" the record after each recording, as is customary with the old wax cylinder. Combined recording and playback instrument is small and compact, and can be manufactured to sell for one hundred dollars, with the "cellophane loop" capacity being a 10-minute transcription.

These and other marvels of technical advances in recording are the products to be marketed nationally by General Communication Products from its new plant in the very near future.

is taken, most unusual revelations are made. The questions have been prepared by a prominent psychologist, and are guaranteed to worm their way into a person's secret soul.

Program is aired Fridays at 10 p.m. over NBC-Blue network.

ET Music Programs Dressed Up

KDAL, Duluth, has dressed up a number of its recorded quarter-hour periods with themes and sound effects to give them a program aspect. Change is meeting with considerable favor in KDAL's audience, as indicated by mail and telephone response. One of the quarter-hours uses popular dance music over subdued crowd sound-effect disc to produce impression of orchestra playing in crowded dance-hall. Program is called "Dream Dancers . . . from the Phantom Ballroom of the Air." Another, called "Tin Pan Alley Parade," is dolled up with theme. Idea is to use waxings which feature the artists who composed the numbers played. Program also includes gossipy references to the composers.

Lost and Found Program

Following a recent emergency in which a lost 17-year-old girl was speedily found through one announcement over WBT, Charlotte, Program Director Charles Crutchfield has instituted a regular daily 15-minute feature devoted to helping police departments throughout the Carolinas in locating missing persons, stolen autos, etc., and in disseminating other information of help to law enforcement agencies.

News With Sound Effects

News broadcasts and spot bulletins aired by WBZ, Boston, are now done directly from the news room in an effort to make the news as timely as possible and get the very last minute material on the air. The sound of the teletype printers in the background makes the news broadcasts more realistic, too.

C. of C. Retail Series

"Hints to Retail Buyer," consisting of talks by the head of the New Haven Chamber of Commerce retail division, is a new twice-weekly series starting Aug. 2 over WICC, New Haven. Guest musicians and other talent also will be used, in a 5:15 p.m. spot.

Signed by Rockwell-O'Keefe

Benay Venuta and Rose Marie (former Baby Rose Marie) have been signed by Ralph Wonders to Rockwell-O'Keefe contracts for representation.

Ralph Guldahl, open golf champ and Sam Snead runner-up, also have closed a contract for Rockwell-O'Keefe to act as their business representatives for the next year, including motion pictures, theaters and radio as well as exhibition tours. Cork O'Keefe set the deal.

40-HOUR WEEK, PAY HIKE FOR CBS, NBC ENGINEERS

(Continued from Page 1)

effect June 20, and granted wage increases and shorter hours.

At NBC the engineers have been granted a 15 per cent increase, effective Sunday, and the 40-hour week starting date has also been advanced to Aug. 1. About 300 men are affected. Increase amounts to about \$35 a man. The average NBC engineer monthly wage is \$250. NBC agreement was signed with the Association of NBC technicians last Friday.

On the CBS case it is understood that 30 members of the WABC staff and an unknown number of WJSV engineers were parties to the ACBT contract, regardless of the fact that the ARTA is said to represent the majority of the engineers in these stations. CBS contends that the ACBT represents the majority of the 200 CBS technicians employed in CBS owned stations.

Under the new ACBT contract CBS agreed to put the 40-hour week into effect before Aug. 1, instead of Sept. 1, as originally set and all technicians were put on a new salary scale which increased each man's salary approximately 15 per cent. Also understood that these provisions apply to all engineers whether they belong to the ACBT or not.

Early in the summer NBC and CBS signed 40-hour agreements with its technicians which was to go into effect before Sept. 1. The new contracts advances the starting date 30 days.

NBC increase means that the top engineering men, not affected by the present wage increase, will have to be granted salary hikes. Some increases were given out early this month, but another increase is due.

Added to CBS "Shrew"

West Coast Bureau, RADIO DAILY

Los Angeles—William Austin, Charles Brown, Andy Devine, Ernestine de Becker, Robert Fraser and Ethel Mantell, Walter Kingsford, and Conway Tearle as narrator, will appear with Edward G. Robinson and Frieda Inescourt in the CBS "Taming of the Shrew" next Monday night.

BILL JOHNSTONE Says:

"The efficiency of the Telephone-Secretary eliminates that "where-am-I-due-next" feeling. It's a pleasure knowing there's no slip-ups in shows and rehearsals with this organization in back of you."

NATIONAL RADIO REGISTRY
415 Lexington Ave. at 43rd Street
New York City VAn 3-8157
Telephone-Secretary Doris Sharp

NEW BUSINESS

Signed by Stations

WHN, New York

Confidential Personal Loan Co., beginning Aug. 2 for 26 weeks, 12 announcements a week, through Alsop Radio Recordings is the agency; I. J. Fox, beginning today for 5 weeks, 36 spot announcements a week, through Schillin Advertising Agency; Gordon & Dilworth, renewal of Marriage Clinic, through Topping & Lloyd.

WJJD, Chicago

Gardner Nursery, Osage, Ia., announcements six days a week, through Northwest Radio Advertising Co., Seattle; Cystex of Kansas City, renewed weekly 15-minute "True Confessions," through Dillon & Kirk agency, Kansas City.

WFBL, Syracuse

Fairbanks-Morse Co. (refrigerators), 13-week series of full-hour American Legion fall outdoor concerts.

WEEL, Boston

I. J. Fox (furs), half-hour show Tuesday nights with Rakov orchestra direct from Fox showrooms, also five-minute disks Sunday nights.

KFVS, Cape Girardeau

Visit St. Louis Committee, seven five-minute periods, through Kelly, Stuhlman & Zahradt Inc., St. Louis.

KFEL, Denver

Crystal Springs Lodge, Allens Park, Colo.; Scottie's Lodge, Deckers, Colo.; Capital Rubber & Tire Co., through the Raymond Keane agency.

WPG, Atlantic City

Fels-Naphtha, Jack Berch and Warnow Orchestra, thrice weekly.

New WCAE Commercials

Pittsburgh—A batch of new commercials is on the books at WCAE. Among them are Jerome Wolk & Co., furriers, weekly song stories; Max Azen (furs), Sunday dance melody program, also another twice weekly series with a girl trio, and Natural Gas, half-hour weekly musical program.

AD AGENCIES

JAMES S. ADAMS was elected executive vice-president of Benton & Bowles Inc. at the annual stockholders' meeting this week. Adams was formerly vice-president and general manager. Chester Bowles continues as chairman of the board and Atherton W. Hobler as president.

NINA PAYNE BOSTWICK has been elected president of the C. A. Bostwick Inc. agency following the death of Charles A. Bostwick, head of the organization. Other officers elected were A. E. Garvey, v.p., and Elizabeth McComb, secretary. Firm will continue to operate from present headquarters at 400 Madison Ave.



● ● ● Bert Wheeler of the Wheeler and Woolsey flicker team will be Jack Haley's successor on "Show Boat" when the latter transfers his personality to the new Log Cabin series...Raymond (Harry Warnow) Scott and his Quintet have been signed for five years by 20th Century-Fox. ...Milton Berle will do two weeks of vaudeville before returning to the coast...Congress in Chi closed its dining room because of the heat...Irene Wicker, the Singing Lady, will have a Mutual spot on Sundays during the fall and winter in addition to her NBC shows...Lysbeth Hughes left Horace Heidt for 12 weeks to study opera in Europe...Edward H. Weiner has been named public relations counsel (press agent) for the Union News Co....Eddy Duchin rushed in from Chi because his wife presented him with a male songpluggger weighing 8¾ lbs. at the Harbor Sanitarium...Jack Bregman will stand up for Belle Baker's songplugging brother, Murray, on Sunday at a private wedding where Matty Rosen booked Barry Wood to sing "Oh Promise Me", which has Jack Robbins burned to a frazzle because the tune isn't in his catalogue!

● ● ● The Colonel from Kentucky (Col. Jack Major from Paducah) is dancing a jig these days...He says: "There's a Paducah boy runnin' this country. Yessir! Alben W. Barkley. He's now telling the Senate what to do, and that's something FDR couldn't do for the past six months...I think they should let Mr. Barkley balance the budget. As a boy, I used to mow his lawn...I would ask a dollar for the job, but by the time Mr. Barkley got through with me—I'd do it for 50 cents...Yessir! He's the man to balance the budget", concludes the astute Col. Major...We have a better candidate for the job, Col...How about the AUDITOR who scrutinizes our "Petty Cash Vouchers" on Mondays?

● ● ● Capt. Frank Hawks, the famous aviator, has secretly filed application with the FCC for a permit to establish a station in Danbury, Conn...Estelle Taylor, lovely lady with a vivacious voice, recorded the Oscar Shaw show...Ramon Novarro will sing on the Vallee hour next month...Vincent Travers is in line for a Biow commercial...Al Roth auditions for Benton & Bowles on Monday...Audree Collins has a bum leg...Nat Faggan is at the Uptown Roseland for a while...Lanny ("—and Lucille") Grey is handling the Alan Courtney show via WNEW...Carlton Ka Dell will wordsling on the W. C. Fields and Hal Kemp shows...Harry von Zell goes off the Gulf show Aug. 8—for two weeks' vacash...Si Steinhauser, radio scribe for the Pitts. Press was in town last week to talk "turkey" with the agencies around...Frank (CRA) Burke is ailing seriously...Thru Al Donahue's letters to Washington, NBC issued an order for the "Star Spangled Banner" to be played by each sign-off band...William Farmer, who has two sign-off shots, wants to know what publisher will pay for an arrangement!

● ● ● Charles Swink, merchandising manager for WHIO, Dayton, O., is an eagle-eyed observer...He noticed that the calendar background used in RADIO DAILY'S birthday greetings each day is that of next October...When this was brought to the attention of the artists who drew it, he said, "All calendars look alike to me"...Boy, that feller should get Irv Brecker to write his material!...Soren Munkhof, former Omaha reporter, now a news gatherer for WOW, says that he makes 80 contacts daily, either via phone or personally, to get news for Foster May's News Tower. He says that's more than he made while reporting. Izzat so?

PROMOTION

Pushomobile Derby Hookup

WSOC, in cooperation with several well-known Charlotte business firms, is promoting a "Pushomobile Penny Derby" for local boys between the ages of 11 and 15. Three prizes will be awarded to the winners of the derby. The first prize will consist of 5,000 pennies; second, 2,000 pennies; third 1,000 pennies. Rules of the contest provide that all boys participating must build their own outfits and must not spend more than \$5 on material for their "cars." Application blanks for entrants are available at the station and a daily 15-minute program at 5:15 p.m. features interviews with interested boys, band music, and informal talk about the "Pushomobile Penny Derby" and sponsors of the contest.

Boys are going in for the idea in a big way and it looks like the promotion will be a bang-up success! Elimination races will be held in various sections of the city during the latter part of August, after which the final race will be run between sectional winners. Some of the sectional races and the final races will be broadcast by WSOC through the medium of the station's mobile unit WAAK, and the pack transmitters W4XBT and W4XER.

Program is the Thing

In the mails is an attractive four-page folder—"How Important Is the Program"—issued by Transamerican Broadcasting & Television Corp. in the interest of agencies, advertisers and stations, the source to which it has been forwarded.

Reproduced on the back cover is a reprint of a succinct, yet highly important and interesting article by John L. Clark, president of Transamerican, titled "Programs—Not Time—Is the Thing," which clearly points out and emphasizes the danger of radio mortality.

GUEST-ING

JESSE BLOCK and EVE SULLY, on Benny Goodman show, Aug. 10 (CBS, 9:30 p.m.)

MOLLY PICON, BERT LYNN and JOE WONG, on "Fox Professional Hour," tonight (WMCA, 9:30 p.m.)
EMERY DEUTSCH, on Walter King's "Song Contest," Aug. 4 (WINS, 2 p.m.)

MITZI GREEN, on Benny Davis "Stardust Revue," Aug. 1 (WOR-Mutual, 10:30 p.m.)

CONNIE BOSWELL, on the Ken Murray show Aug. 4 (CBS, 8:30 p.m.)

JAY C. FLIPPEN, RAFAEL, BEATRICE KAY, and ED SMALLE'S 7 G's on Gulf show, Aug. 8 (CBS, 7:30 p.m.)

CLYDE BARRIE on "Hammerstein's Music Hall," Aug. 13 (CBS, 8 p.m.)

DENNIS KING, on "Hit Parade," Aug. 18 (NBC, Red, 10 p.m.)

HOWARD PHILLIPS, on "Hammerstein's Music Hall" Sept. 24 (CBS, 8 p.m.)

Los Angeles

FRANK PURKETT, Associated Cinema Studio g.m., wants the world to know that the forthcoming "Lady of Millions" transcription series, with May Robson in the title role, is strictly an Associated Cinema production in its entirety. Was written and produced by his organization and sold to Bauer & Black through Blackett-Sample-Hummert. Miss Robson is en route from New York to California on the Santa Paula, due Aug. 2, and recordings will start within a few days thereafter.

Lloyd Mack, following audition for an announcing berth at KNX, carried off the trout script. Arriving home he found a call to report at NBC for a similar workout, with a warning "bring your own script." He did... and NBC officials were treated to a series of swell build-ups for CBS sustainers.

John Boylan set on continuities at KFI. Formerly assistant production manager at WGN, Chicago.

Mel Noe, late of KHJ, added to engineering staff at KNX.

Chase Varney, author of the popular "Sunday Players" series released by Mertens & Price, Inc., and who lives in Colorado Springs, is vacationing in Southern California.

Television Bob Collier has exclusive radio rights to the Edgar Rice Burroughs' classic, "Tarzan," and two important commercial deals for network release of a new series of "Adventures of Tarzan" are on the fire and sizzling.

"Hec" Chevigny has signed a long-term contract to do scripts for Associated Cinema exclusively.

KFAC has the radio variant of a ship news reporter in coverage of departure of American Airliners from Grand Central at 4:15 daily. Bob Swan is the reporter.

Georgia Neff added to Hal Rorke's publicity staff at CBS.

Tom Revere of Benton & Bowles is here to iron out details on additional B. & B. shows which shift to Hollywood origination this fall. Understood that "Gang Busters" will migrate West, since M-G-M bought picture rights and services of Phillips Lord as collaborator on script and Lord must necessarily come here for that chore. Another Benton & Bowles show on the Hollywood list for fall is Jack Haley's new Log Cabin Syrup frolic.

Don Ameche and Dorothy Lamour will do scenes from "You Can't Have Everything," 20th Century-Fox, on Chase & Sanborn hour next Sunday.

Radio Features Service Inc., is moving from present quarters on the fifth floor of the Taft Building to a larger suite on the fourth with double the floor space. Also adding several much-needed phone trunks to care for added business stirred up by Irving Parker since he became v-p and g.m. of the Earle Ferris organization. Present staff includes Frank Healey,

RADIO PERSONALITIES

No. 55 in the Series of Who's Who in the Industry

DONALD W. THORNBURGH, vice-president CBS, is a born executive. Even during the World War, the United States Army recognized his qualities of leadership and knowledge of human nature by making him a Captain in the Field Artillery.



Sales promotion ability attracted attention ...

broker of building specialty kitchen equipment.

In the early part of 1930, Thornburgh gave up his business to join Cosmos Broadcasting Co. in Chicago, but ten months later, his reputation as an outstanding sales promotion manager attracted the attention of CBS and in April, 1931, he went to work for the network.

Several years later, he was made assistant manager to Leslie Atlas, western manager of Columbia, and in July of 1936 was sent to California as vice-president in charge of the Pacific Coast.

His extensive duties leave him little time to enjoy his hobbies of golf and badminton. He enjoys the theater and opera but does not profess to be a great devotee of the arts. He is married and has a 12-year-old daughter.

until recently with NBC in New York, "Bobby" Woodburn, Connie Vance and Wolfine Zuckerman, all grinding out reams of good copy for KHJ, KFWB and the Ferris clients.

Rush Hughes back from his Honolulu vacation to resume his NBC chores.

Chet Mason, well known feature sports writer, added to the KNX-CBS announcing staff as special sports announcer.

Andy Devine proves his versatility by jumping from his Deputy Sheriff's role with Jack Benny to the part of Grumio in "Taming of the Shrew" on CBS.

KMPC has set a new 30-minute sustainer, "Romance of Song", for Monday, Wednesday and Friday, 6:15-6:30 p.m., utilizing the services of new staff artists, Betty Campbell, 18-year-old soprano, and John Lambert, baritone, together with assorted talent from audition files.

"Cap" Risley is now conducting his one man safety campaign, decrying the careless driving of nitwit motorists, over KHJ Don Lee, Thursday, 7:15 a.m.

Dion Romandy is pinch-hitting for Raymond Paige while the maestro takes a first gander at New York.

Mutual will release Carthay Circle theater premiere of Paramount's operetta, "High, Wide and Handsome," coast-to-coast from KHJ on Aug. 12 at 8:30-9 PST.

Morris Ankrum, stage veteran but unknown to radio, clicked so definitely in the CBS presentation of Julius Caesar that Brewster Morgan, producer, has signed him for remaining schedule of Shakespearean cycle, and already cast him as Edgar in "King Lear."

Thornburgh was born in Indianapolis on Jan. 26, 1894. He received his early education there and majored in economics at the University of Indiana, from which he was graduated in 1915.

From the time that he left school, until 1917, he was sales promotion manager of a manufacturing concern. During that year he enlisted with the army and was sent overseas. After his return to the U. S., Thornburgh became sales manager of the Wasmuth-Endicott Co., large kitchen equipment manufacturing concern. He later received the added post of advertising manager and then became vice-president of the company. He remained with this organization until 1929, when he went to Chicago to establish his own business as a

Anti-Goodman Crusade Labels Swing "Libel"

(Continued from Page 1)

launched a crusade against Benny Goodman, swing king.

"Swing is atavistic and finds its beginnings in the dark jungle of the early savage," says Cremin. "Music has three outstanding qualities, melody, harmony and rhythm. Swing uses only one of these—rhythm and oftentimes distorts this beyond the point of recognition.

"Perhaps the foremost progenitor of swing music is Benny Goodman. An organization has been started on the coast, I am told, called the Society for the Suppression of Swing.

"All true music lovers should belong to such an enterprise. For swing threatens to poison the minds of the growing generation, and adulterate any appreciation they might have of the great music of the classics.

"This is not an indictment of jazz which is music written to suit the popular fancy. Swing is not jazz. It is a horrible caricature of Tin Pan Alley's product.

"We are taking immediate steps to organize a unit of the Society for the Suppression of Swing at the New York Schools of Music. We appeal to all who are anxious to preserve really worth-while music to join us in this fight against Benny Goodman and others of his kind."

Vass Family on "Barn Dance"

"National Barn Dance," which broadcasts regularly from Chicago, will pick up the music of the Vass Family from New York as part of its program tomorrow night at 9 over NBC-Blue.

Chicago

AUTHOR Arch Oboler back in town from Mamaroneck, N. Y., where he and the missus have been living for the past few months while Oboler toiled on a play, in addition to his regular stint on the NBC "Lights Out" dramas and the Irene Rich grape juice episodes.

Actor Henry Saxe of "Mary Martin" cast is off for vacation at Rhineland, Wis.

Father of Frances Clark of NBC press department died Tuesday night.

Al Williamson, NBC Chicago press chief, bought himself a shiny new rod and reel and other fishing equipment at beginning of summer. All this so far has netted him exactly no fish in several attempts.

Actress Alice Hill off for three-week cruise from New York to Los Angeles via Panama Canal next Monday.

CBS Mikeman Paul Dowty is driving to Quebec, New York and Boston next week.

The Revenge, sloop owned jointly by Blair Walliser, WGN production chief, and Actor Ken Griffin, was the only boat to complete the Chicago-Mackinac race, held this year in a 60-mile gale. Both Walliser and Griffin were in the crew during the race, as was Don Pontius of Mutual.

Harry Kopf, NBC Chicago salesman on the Procter & Gamble account, has joined Charlie Phelps, former Chicago night manager for that web and now member of its New York sales staff, in another European vacation.

Judge Sykes to Speak

Judge Eugene O. Sykes, acting FCC chairman, will speak from Washington over NBC on Sunday in the dedication ceremonies honoring the 10 southern additions to the NBC-Blue network. Newly added stations are WAGA, WSGN, WMPS, WROL, WJBO, WDSU, KFDM, KXYZ, KRIS and KRVG.

Entertainers from New York, Chicago and San Francisco will participate in the program, to be aired at 11:15-12:15 Sunday night.

Dedicate Rogers Shrine Sept. 6

Colorado Springs, Colo.—Dedication services for the Will Rogers Shrine of the Sun on Cheyenne mountain are to be held on Labor Day, following a three-day rodeo here.

Patti Chapin Re-Signed

Patti Chapin, CBS singer, has been re-signed to a new contract by Columbia Artists Inc.

Lucy Grant in Symphonettes

Lucy Grant has replaced Marion Jernigan in the Symphonettes, girl trio under management of the Columbia Artists.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Candid Microphone Used At the Hollywood Bowl

West Coast Bureau, RADIO DAILY

Los Angeles—KMPC is exploiting a "Candid Microphone" in connection with the broadcasting of Hollywood Bowl symphony rehearsals. Conductor and orchestra personnel is supposedly unaware of the planted mike and everything but the music guaranteed strictly ad lib. Adaptation of the candid camera craze is credited to Van Newkirk, program director, and Leo Tyson, general manager, and will be used at Bowl rehearsals each Tuesday morning throughout the season, 10:30-11.

441-Line Tele in Germany

Berlin — The German Radio and Television Show, to be opened in August, will witness the installation of new 441-line television transmitters, which will supersede the 180-line transmission still in use here. It is expected that by the end of this year, all German television operations will employ the 441-line system. The outlines of pictures televised are said to be much more clearly defined and flickering is almost completely eliminated by the new system.

New Oscillographer

A new cathode ray oscillographer, employing a type 54-XH Du Mont cathode ray tube, has been developed by the Allen B. Du Mont laboratories of Montclair, N. J. The equipment is fully described and illustrated in a new booklet just issued by Du Mont.

180-Page Radio Set Catalog

Wholesale Radio Service Co. Inc. has issued a new 1938 Winter Catalog No. 69 of 180 pages. Receiving sets, amplifiers and sound systems are included.

Bill Rule Editing Mag

Boston—Bill Rule of WEEL's engineering staff is the editor, pro tem, of CBS' technical magazine, "Under Control."

WTAR 1,000 Watts

Norfolk—WTAR is now operating on 1,000 watts full time. Station has just put into operation its new antenna system, which is directional during the night hours and non-directional in daytime.

Station Improvements

Albany — WOKO has applied for a construction permit to install new transmitting equipment.

Springfield, Mass.—WMAS has applied for a construction permit to install new transmitter, erect a vertical antenna and move transmitter to West Street and studio to 1757 Main Street.

Greenville, Texas — Fred Horton, president of KGVV, has applied for modification of construction permit for a new station, requesting changes in automatic frequency control equipment and move of transmitter to Wesley College Campus.

Clay Center, Neb.—KMMJ has applied for authority to install automatic frequency control.

Abilene, Kan.—KFBI has applied for construction permit to install a new transmitter and vertical antenna, moving transmitter and studio to new site in Wichita.

Jackson, Miss.—WHFF has applied for CP to change antenna, move studio and transmitter.

Little Rock, Ark.—KLRA has applied for CP to install directional antenna.

Jefferson City, Mo.—KWOS has

been granted FCC authority to install automatic frequency control.

Lansing—License to cover construction permit for a new transmitter has been asked by WJIM from the FCC.

Norfolk—WTAR has applied for CP license for changes in auxiliary equipment, increase in power, use of directional antenna and move of auxiliary transmitter.

El Paso—KTSM has made application for CP covering change of frequency to 1350, new transmitter, changes in antenna, boost in power to 500 watts day, move of transmitter and change of hours of operation to unlimited.

Virginia, Minn.—WHLB has applied for CP license covering changes in equipment and power boost.

St. Paul—License has been asked from the FCC covering construction permit for equipment changes at KSTP.

Walla Walla, Wash.—KUJ has applied for CP to make changes in equipment and increase power to 250 watts day.

Aberdeen, Wash.—KXRO is seeking FCC license to cover CP for changes in equipment, increase in day power and move of transmitter.

CBS West Coast Notes

West Coast Bureau, RADIO DAILY

Los Angeles—Les Bowman, west coast engineering head, and Alden C. Packard, chief of maintenance and construction, have just gotten a new and interesting airplane-to-studio two-way broadcast series started. The plane's observer reports highway traffic violations to chief of highway patrol in studio, who then cuts in and gives the violators the low-down on the laws, etc.

Harry Spears, audio supervisor, is vacationing in New York.

Paul O'Harra is making out work-schedules in Harry Spears' absence. Looks more worried every day.

Bruce Piersall and Associate Campbell are still having weekly (not weakly) headaches on the "Your Witness" broadcast Wednesday

nights. Been using ten mikes for past two weeks, all concealed from the audience. Usually concealed from Piersall and Campbell. Use a Romler 3-channel amplifier-mixer set up in front row of house, feeding into a single mixing pot, in the main 8-channel E.R.P.I. outfit in the booth on the stage. Campbell handles Remler, using head-fones. Piersall gets along more or less "blind" in the booth.

Several new faces at KNX now. Harold Peery, former chief of Don Lee System; Ted Denton, also ex-KHJ. Al Cormack, ex-KFRC chief, has been at KNX as traffic manager for some time. Russel Stanton, ex-KEHE, is at the KNX transmitter. Became proud father of baby girl recently.

Joe Cohen is doing portable mixing

New WTAQ-WHBY Studios Being Dedicated Aug. 15

(Continued from Page 1)

Building. The penthouse studios have been completely redecorated, new furniture and fixtures have been installed, and a new control room with new equipment has been built. New offices for the commercial, program and press relations department, as well as offices for The Radio Beacon, weekly radio publication, have been outfitted on the top floor of the same building so that the entire set-up is modern in every respect.

Festivities start at 1 o'clock in the afternoon on Aug. 15 and throughout the day dedicatory programs running through the cycle of dance bands, military bands, vocalists and instrumentalists, will be on the air over either one or the other station. On Aug. 16, each member of the staff of the two stations will be interviewed in their various offices and will describe the workings of their departments.

New Studios for WMAS Ready About Sept. 1

Springfield, Mass.—WMAS will occupy new studios in the Hotel Charles as soon as they can be prepared, probably about Sept. 1, Albert W. Marlin, manager, announces. The station's lease at the Hotel Stonehaven expires on that date. Rooms on the fourth floor of the Charles are now being adapted to the station's use. There will be three studios, one of them large enough for ensembles.

New Mobile Unit at KFVS

Cape Girardeau, Mo.—The new Mobile Unit of KFVS is creating a great deal of favorable comment in southeast Missouri and southern Illinois. Unit is housed in a 1937 V-8 closed truck of pure white color with gold leaf call letters of KFVS, Cape Girardeau, and KAGM, mobile unit of this station.

work on the General Mills show, called "Hollywood In Person." Gets to contact the studio boys and see how the movies are made.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City

Tel. Circle 6-5470-1

ORCHESTRAS - MUSIC

BILL STOKER, who has been featured with Kay Kyser, now is heard on WELI, New Haven, as a missionary for the Eastern States Mission (Mormon Church).

CRA is setting dates on Don Redman and his orchestra. They play an engagement at New Brunswick, N. J., Aug. 14 and at Krueger's Auditorium, Newark, N. J., Sept. 4.

Jack Sherr and his orchestra, currently at the Hotel St. Moritz, New York, will double into the Merry-Go-Round, Atlantic Beach, Long Island.

Eddie Duchin is doing nicely following the birth of a boy to Mrs. Duchin in the Harbor Hospital, New York. Eddie has been doing duty with his ork out in Chicago.

The New York office of CRA has booked Jackie Coogan and the Movie-land Hit Parade unit to play four days in Charlotte and vicinity Aug. 23-26.

Charles Costello and his Town Troubadours have been booked by Milton Roemer of CRA for a six-week engagement at the French Casino in New York, starting about Aug. 19.

The WELI (New Haven) Rhythm Club will expand to a half hour on Monday evenings at 7:30, with Jimmy Youd, pianist, and Carl Graf, violinist, in charge.

Jess Hawkins set to open at Lou Passerello's New Penn Club in Library, Pa., for CRA, following Don Bestor. Contract calls for six weeks, opening Aug. 13.

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

Jansky & Bailey, Washington. CP for new high frequency station. 403000, 87000. 112-000, 174000, 224000 kc., 5 KW.

WDRG, Inc., Hartford, Conn. CP for new high frequency station. 40300, 88500, 109000, 177000, 218000 kc., 1 KW.

King-Trendle Broadcasting Corp., Detroit. Extension of authority to transmit programs from WXYZ to Canadian Broadcasting Corp.

KVOX, Moorhead, Minn. Mod. of CP to change power to 100 watts, 250 watts LS., unlimited.

W. A. Barnette, Greenwood, S. C. CP for new station. 1370 kc., 250 watts, daytime.

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited.

APPLICATIONS RETURNED

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Woodmen of the World Life Insurance Co., Omaha. CP for new low frequency station, frequencies not specified, 100 watts.

EXAMINER'S RECOMMENDATION

Young People's Ass'n for the Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 KW., daytime, be dismissed.

Jimmie Brierly, singer with Paul Whiteman's orchestra, currently playing for Casa Manana Revue at Fort Worth Frontier Fiesta, began his three sustaining weekly programs over WBAP on Wednesday.

Howard Baum's orchestra, with Freda Lazier doing the vocals, starts a new half-hour commercial on WCAE, Pittsburgh, Monday night at 7:30-8. Baum succeeded Will Roland as conductor of the orchestra which played for dancers at the Hotel Schenley, after Roland gave up the baton to go into the band booking business.

Glen Gray and his Casa Loma orchestra cut six records for Decca last week on the West Coast. Boys due to play one-nighters up the Coast before heading East.

Marvin E. Mueller, KMOX announcer, Robert L. Scharff and Winfield Homer have written a song which is included in this week's St. Louis Municipal Opera presentation, "The Prince of Pilsen." The title of the song is "Lucky" and it will be interpolated in the score where "boy meets girl." The music for the number was composed by Homer, and the lyrics written by Mueller and Scharff.

Bobby Grayson goes into the Wil-lows in Pittsburgh for two weeks, starting Aug. 6.

Woody Herman and his orchestra open for one week in Brighton Beach on Aug. 8. During their engagement there they will record, for Decca, four songs from Bing Crosby's picture, "Double Or Nothing". Songs are "Stardust On The Moon", "Lady From Fifth Avenue", "Do You Or Don't You Care" and "Double Or Nothing". Handled by Rockwell-O'Keefe.

Glenn Miller and his orchestra have been held over for the second time in the Blue Room of the Roosevelt Hotel, New Orleans. Originally booked for four weeks and staying ten. Handled by Rockwell-O'Keefe Inc.

Little Jack Little and combine booked for the Atlantic City Steel Pier, Aug. 2-5, followed by Emerson Gill and Shep Fields for periods of one week each. Set by MCA.

Tommy Dorsey and his ork set by MCA for a special CBS-BBC broadcast on Aug. 26, 6:30-7 p.m.

Dick Gasparre and his orchestra dated for Palmer House Aug. 5 for indefinite period. Set by MCA Chi office.

Horace Heidt closes at the Biltmore tonight and returns in October. Bernie Cummins takes over the spot on Aug. 7. Set by MCA.

Count Bassie and his orchestra set by MCA for three CBS coast to coast periods in August.

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

WESTERN ELECTRIC CO.

Los Angeles, Calif.

"... RADIO DAILY has struck my fancy, and I want you to know that I think it is the really completely informative daily newspaper."

Billy Leyser

Director of Public Relations.

WSPD

Toledo, Ohio

"... We look forward to each release of RADIO DAILY and hope your publication will receive the recognition it so honestly deserves."

Russell Gobring

Program Director

PACIFIC AUDIT & RESEARCH CO.

Berkeley, Calif.

"... Let me personally express my good wishes on your publication and commend you on your handling of radio news."

James Wellman

Night Supervisor

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

BOSTON

Serge Koussevitzky, conductor of Boston Symphony Orchestra, has returned with his wife from a two-month vacation abroad.

Frank Gow, now with Columbia's sound effects department, back in town paying a visit to the old gang at the WEEI studios.

WCOP will cover the Hearst Outboard Racing Regatta to be held in the Charles River Basin on Aug. 7-8. Bill Williams, WBZ's sportscaster, will interview on one night a week a Boston sports writer or columnist. Gordon Swan at WBZ being congratulated for the splendid job he did as program manager while John McNamara was vacationing in Europe.

"Fashion Review of the Air" by Caroline Cabot sponsored by Chandler & Co., department store, returns to WEEI first week in September.

John Buttrick of the WEEI control force has taken a cottage out in Melrose Highlands.

Keyes Perrin, recently married WBZ announcer, is bringing his wife on from Albany.

Dorothy Drake of the WEEI sales force and Alice Russell, studio hostess, off to Montreal for a week.

Fred Cole of WBZ-WBZA sales promotional staff is recuperating from a recent illness at his summer home on Cape Cod. Fred is away on a leave of absence.

Bill Elliot, WEEI's "Singing Cop," has gone to New York for several commercial auditions.

Van Kirk of the old Boston radio team of "Ronnie and Van" is back here after many months in Europe with the "Music Hall Boys." They go from here to New York, then Philadelphia, winding up at the Mount Royal in Montreal and then back to Europe.

Rockwell-O'Keefe Outing

Cork O'Keefe is setting up a week-end for the personnel of the Rockwell-O'Keefe office, whereby they will have a golf tournament at the exclusive Buckwood Inn at Shawnee on the Delaware, popularly known as Shawnee Country Club, which is fast becoming the rendezvous for prominent figures in the radio field.

Norvo, Mildred Bailey on WHN

Red Norvo's orchestra and Mildred Bailey, blues singer, will be heard over WHN on Sundays and Tuesdays starting this Sunday at 12:30-1 a.m. Program originates at WLW.

ONE MINUTE INTERVIEW

MORT LEWIS

"There should be one boss on the program. There is one well known program that has six or seven bosses. The rehearsal is a mad house and the script writers don't know whom they have to please. They get four or five different suggestions for the week's script, each one contradicting the other."



Coast-to-Coast



MORE than 25,000 persons attended the tenth anniversary celebration of WTMJ at the station's transmitter. The homecoming of Louis Roen and Don McNeill of NBC, Merle Blackburn of WCFL, Chicago, and Johnny Olson, now with a Chicago advertising agency, all former WTMJ staff members, were features of the broadcast. The regular staff, including Russ Winnie, Bob Heiss, George Comte, Claude Kirchner and Doc Williams, announcers; Myrtle Spangenberg, Carla Pestalozzi, Allen Timm, Paul Skinner, Edwyn Pfister, singers, and the WTMJ mixed choir and male choir and male octet, also were on hand.

Kenneth F. Schmitt, program director of WIBA, Madison, Wis., has lost his father.

WSYR, Syracuse, and WHAM, Rochester, will be linked for a broadcast Aug. 18 of the ceremonies attending the installation of the Rev. Walter A. Foery, former Rochester parish priest, as fifth Bishop of Syracuse. WSYR also will carry the consecration services Sept. 1, when Cardinal Hayes of New York will be present.

Coleman Willson, WSYR announcer, has accepted a similar position with WGR, Buffalo. He leaves Aug. 1.

Victor Miller, composer-pianist, has two new weekly programs over WSYR, Syracuse, titled "Meet the Composer" and "Moods and Modulations."

Jack Bennett is now offering autographed recordings to listeners of the WINS "Noon Day Frolic."

The "Old Hay Wagon" with all the Hayriders, a regular weekly feature over KFVS, Cape Girardeau, Mo., will appear at Bardwell, Ky. tomorrow.

First attempt to present the play "Outward Bound" on the air will be made in the Sealtest show this Sunday at 10 p.m. over the NBC-Red network when Frances Farmer does a scene from the Sutton Vane drama. Alan Hewitt will appear in the role played by Leslie Howard on stage and screen.

Transradio has two American fashion experts now in Paris to cover the new fall styles. One is Nancy Turner of WFBR, Baltimore, and the other is Elizabeth Ambrose of Saks Fifth Ave. Their daily cables will be part of Transradio service.

WBRY, Waterbury: Mabel Hinton, continuity chief, vacationing at Holyoke . . . Walter Osborne Howard, announcer, Cape Cod-ing.

Programs That Have Made Station History

No. 18—WOR's Uncle Don

IN November, 1928, almost nine years ago, Uncle Don took the air—the WOR channel—and greeted his listeners with "Hello nephews, nieces mine!" It was the beginning of one of the most successful children's hour on the radio.

Since Uncle Don made his first broadcast, many of his little listeners have grown up—almost a whole generation has become young men and women. These are the same tots who heard, annually, Uncle Don's birthday congratulations over their radios (a feature of his program) and looked anxiously behind the radio for presents their parents had notified Uncle Don would be there.

His psychology has probably done more to maintain good behavior between baby brother and kid sister than any amount of study of the social sciences.

Six evenings a week the Uncle Don Club holds sway over the juvenile populace, and on Sunday he reads the comics. His total time on the air to date adds up to more than 119,000 minutes or 1,990 hours. He has presided over some 3,160 broadcasts and

hasn't missed one yet because he dislikes to disappoint his waiting listeners. The Club reaches 1,500,000 children plus mothers and fathers who are the purchasers of the sponsors' products.

Uncle Don averages six sponsors at a time and to date more than 70 sponsors have enlisted his aid as an ideal medium to plug their wares. The tremendous mail response from the WOR audience is evident by the perpetual barrage of mail which averages more than 1,000 letters daily. WOR has broadcast 82 per cent of his programs, with other stations capturing the remaining percentage.

The perennial master of ceremonies is versatile in his radio thespian accomplishments and is noted for his ability to assume roles of the newspaper comic characters. As actor, writer or director at one time or another he has been connected with "Friendship Town," "Let's Dance," "Eveready Hour," "Crockett Family," "La Palina Hour," "Show Boat," "True Story," "Main Street Sketches," "Death Valley Days" and the "Mobile Hour."

ST. LOUIS

John Conrad of KWK is taking a mailman's vacation, writing his "Radio Gossip" column and mailing it into the station for distribution while he's away.

Graham, Tevis, KMOX chief engineer, enjoyed the fishing in the Ozarks but brought back only stories.

Ruth Raye, blonde singer, is a recent addition to the WEW staff. KWK now signs on at 6:30 a.m. instead of 5:30.

Helen Grogan of KWK's program department is in Michigan for two weeks, while Tom Daily of the announcing staff is visiting the folks in Alabama.

48 Carolina Ball Games On WSOC for Gen. Mills

(Continued from Page 1)

the games and he is assisted by Joe McCluskey, a newcomer to the air-planes, having just recently made a successful sports audition with the station. Home games will be broadcast from the field through the remote control facilities of WSOC while the out-of-town games will be re-created play-by-play in the studio from direct wire reports.

WSOC will have baseball on the air every evening, from after the last scheduled NBC commercial until the games are finished, even though the playing continues past the normal sign off time, midnight.

Brad Robinson and Jim Kelly of the Knox-Reeves Advertising Agency came to Charlotte for the auditions of Norris and McCluskey and liberally acclaimed the boys for their ability and style in presenting the games to the radio audience. Brad Robinson was all-American end from the University of Minnesota in 1933.

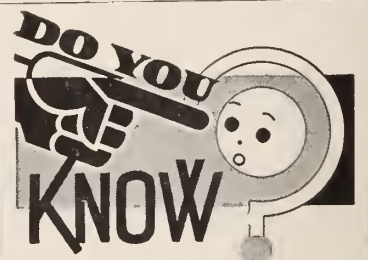
Vocalists with Broekman

West Coast Bureau, RADIO DAILY

Los Angeles—Jo Stafford, torch singer, and Michael Loring, baritone, will appear with David Broekman in his new "Satin-Smooth Swing" series which starts tomorrow at 8:30-9 p.m. EDST over Mutual network. Program originates at KHJ here.

Dates for Barrymore Plays

The two modern plays in which John Barrymore and Elaine Barrie will appear for NBC this fall, "Animal Kingdom" and "Accent on Youth," will be aired Sept. 6 and Sept. 13, respectively.



B. A. Rolfe was a prominent producer of early day motion pictures.