



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 22

NEW YORK, N. Y., MONDAY, AUGUST 2, 1937

FIVE CENTS

NEA Service Enters Radio Field

AFM GIVES STATIONS UNTIL SEPTEMBER 16

Unable to reach a definite agreement, the AFM executive board and station and chain representatives last Friday ended their series of conferences in a state of compromise. A slightly modified list of the 14 demands has been presented to the radio industry, with the stations given until Sept. 16 to attempt to work them out. If, at that time, the AFM is not entirely satisfied with the results, a general strike will be

(Continued on Page 3)

More Live Talent, Strips In KOBH Fall Programs

Rapid City, S. D.—Production plans for fall shows on KOBH call for greater use of live talent and a greater number of transcribed strip

(Continued on Page 6)

Penrad Oil Sponsors Charles River Races

Penrad Motor Oil Co. will sponsor the Outboard Motor Races on the Charles River, Boston, Aug. 7-8, over WCOP. Although this station now has the event exclusively, Jay Lewis Associates, agency handling the business, is dickering to have four or five additional New England stations carry the broadcasts.

New WATL Rate Card

Atlanta—WATL has issued a new rate card, prepared in conformity with the "standard rate card" of American Ass'n of Advertising Agencies. Manager Maurice Coleman has mailed the card to 300 principal agencies throughout the country.

Proven Programs

Milwaukee—WTMJ has inaugurated a new policy of offering advertisers a group of morning programs which have been tested and found popular in listener appeal. Shows are 15 minute periods between 8 and 9 a.m. Because of demand for this time, station is insisting upon the use of programs which are accepted by listeners.

Sponsor Guesting

J. L. Kraft, president of Kraft-Phenix Corp., will do a "personal appearance" on next Thursday's "Kraft Music Hall," emceed by Bob Burns, over NBC-Red network.

WWJ WILL RESTRICT CHAIN BREAKS, SPOTS

Detroit—As the second step in a several-fold plan mapped out by W. J. Scripps, managing director of WWJ-Detroit News station, to give radio a new lease on life, WWJ starting this fall will take the profitable 12 noon-3 p.m. period and clear it of

(Continued on Page 7)

Don Lee Web to Assume Lease on Coast Studios

West Coast Bureau, RADIO DAILY
Los Angeles — Deal whereby Don Lee takes over the present NBC Hollywood studios, if and when papers are signed, calls for Don Lee to take over the remaining three and a half years yet to run on present

(Continued on Page 3)

CBS Gets "Follow Moon"

Lehn & Fink (Pebeco) will resume airing the "Follow The Moon" Oct. 3, but will switch from NBC to CBS, Mondays through Fridays at 5-5:15 p.m. Lennen & Mitchell is the agency.

Press Association Affiliated With the Scripps-Howard Group Will Supply Program Material to Stations

CBS MORNING SALES GAIN 136 PER CENT

CBS time sales for the first six months of the year show major increases in morning, afternoon and evening expenditures, increases in number of clients at all times of the day, and increases in average expenditure per client. Further analysis by industries shows that automotive accounts gained 57 per cent; tobacco, 61 per cent; foods and food drinks, 59 per cent; soaps and housekeeper's supplies, 98 per cent.

Of the \$1,828,466 spent by CBS

(Continued on Page 6)

Stations Being Added By Kolynos CBS Program

Kolynos toothpaste will use 30 CBS stations when it shifts the "Hammerstein Music Hall" program to the Friday 8-8:30 p.m. spot this week. On Oct. 1 sponsor adds 14 more stations to network making a total of 44. Blackett-Sample-Humert Inc. is the agency.

Celler Expects Hearings

Washington Bureau, RADIO DAILY
Washington — Congressman Emanuel Celler said Saturday that he expects to get hearings on his Government radio station bill either this week or before Congress adjourns.

NEA Service, Inc., world's largest newspaper feature service, enters the radio field early this fall with a service to radio stations patterned along the lines followed by NEA in serving 800 daily newspaper clients.

In making this announcement, Fred S. Ferguson, NEA president, said that Stephen Slesinger, Inc., 250 Park Ave. (Continued on Page 3)

TELEVISION JURISDICTION IS RESERVED BY EQUITY

In giving up its jurisdiction in the radio field to the new organization, which has been named the American Federation of Radio Artists, Actors Equity is retaining rights to television activities, it was brought out at Friday's meeting.

Frank Gillmore, president of Equity, and also president of Associated Actors and Artistes of America, A. F. (Continued on Page 6)

Coast-to-Coast Buildup For "The Johnson Family"

In an extensive drive to sell a popular mid-west show to a nationwide audience, MBS is taking the "Johnson Family" from WSAI, Cincinnati, and putting it on coast-to-

(Continued on Page 6)

WNAC's 15th Year

Boston—WNAC is celebrating its 15th anniversary. John Shepard 3rd broadcast his first program over the station on July 31, 1922.

★ THE WEEK IN RADIO ★

... Unions in the Headlines

By NORMAN WEISER

AMERICAN FEDERATION OF MUSICIANS' executive board parleys with the radio contingent on the subject of regulating electrical transcriptions and recordings, and the new setup for organizing of radio talent as fostered by Actors Equity but with complete autonomy for the radio guild, monopolized the past week's headlines.

The AFM-ET confab ran all week with the stations given a list of demands and until Sept. 16 to put them into effect . . . the transcription mak-

ers will be dealt with this week. . .

In the unionization of performers, which includes all talent appearing before the mike except the already banded musicians, not so many difficulties are foreseen . . . especially since singers and actors will have their own respective councils and the guild will get its own charter the same as Equity has. . .

Judge Eugene O. Sykes was appointed temporary FCC chairman until the President names a successor

(Continued on Page 8)

Special Events Library

Raleigh, N. C.—A Special Events Library is being built up by WPTF with recordings of outstanding broadcasts. Station has obtained a complete set of recordings of the Hindenburg disaster and is getting a disk of King Edward's abdication speech. WPTF used its own recording unit to transcribe King George's coronation address.

RADIO DAILY



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

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Coming and Going

FELIX JAGER, script writer for the "True Detective Mysteries" shows over WOR and WLW, left Saturday for a two-week vacation at Bethlehem, N. H. The broadcasts continue, however, and thrillers for the Aug. 10-17 episode will be concocted by Jager amidst New Hampshire's scenery.

W. A. WILSON, vice-president and general manager of WOPI, Bristol, Tenn., Va., returns to his desk today after spending a week in New York where he discussed promotional plans with his representative.

LEO REISMAN, who went abroad to fill engagements in Paris and Monte Carlo, returns Aug. 27 on the Normandie.

A. A. SCHECHTER, NBC director of news and special events, sails Wednesday on the Normandie for a European vacation.

JACK MILES, and **EMIL CORWIN**, **WALTER MOORE**, **ALFRED SCOTT** and **JULIAN STREET JR.**, all of NBC press, off on vacations.

KELVIN KEECH, who has been under the weather, left Saturday for the vacation sands of Long Island.

CHARLES KULLMAN, who leaves for some Hollywood film work after his Aug. 11 broadcast with Jessica Dragonette, returns to the air Sept. 1.

JERRY DANZIG of WOR returns to New York from Hollywood the middle of August.

SHERRY KAY, vocalist with Woody Herman, is visiting her folks in Memphis, and returns to rejoin Herman band next week.

GENE KRISCHER of the publicity department of KFSO, San Francisco is due in New York tomorrow from the coast to confer with CBS officials and on other business.

LLOYD YODER, head of the NBC press staff in San Francisco, is making a vacation-business tour of the network's northwest stations, then will visit his home in Ohio.

LEO FREUDBERGER, WOR conductor, vaca-

tioning in Hunter, N. Y.; **ED CONTENT**, assistant chief engineer, in Montana; **CHARLES SINGER**, transmitter supervisor, in Belmar, N. J. **DON DUNPHY**, sports announcer at WINS, is on vacation this week.

DON QUINN, who writes the Fibber McGee and Molly scripts, flies to Washington from Chicago this week to gather some script material for the Fibber series.

ANN NADLER, WINS vocalist, who has been vacationing at Lake George, returns the early part of this month.

FRANK MOSS, author of the Beatrice Lillie scripts, has been in Chicago conferring with the "First Nighter" sponsor, Campana; the rumors being that he may write the new variety show which Campana will put on the air next month.

OZZIE NELSON arrived in New York last week to begin an engagement today at the Hotel Astor Roof, succeeding Ted Lewis.

SHEP FIELDS and his "Rippling Rhythm" orchestra are in from a road tour for a week's engagement at Manhattan Beach, Brooklyn.

ABE LYMAN has arrived in Hollywood for a short vacation, his first since leaving California six years ago.

CARL DOZER, announcer at WCAE, Pittsburgh, heads for Cape Cod, Mass., today on his annual vacation.

JOSEPH J. WEED is back from a six-week Canada tour.

BILL MORROW, scripter for Jack Benny, off to Europe, returning in September.

FRANK SCHREIBER, WGN publicity director, in New York for Mutual and AFM conferences.

JACK HASTY has left coast for New York, where he'll produce two McCann-Erickson shows.

TOM REVERE left the coast for New York last week, supposedly with plans for a Palmolive show by Benton & Bowles.

HAZEL WESTERLUND, CBS stations relations department, to Lake Sunapee, N. H., on vacation.

AGENCIES

STUART CAMPBELL has resigned as vice-president of Kenyon & Eckhardt, Inc., and will leave New York about Aug. 15 for Hollywood, where he expects to stay for a few months.

ED M. STERLING, formerly associated with Benton & Bowles, has become an account executive with the Gardner Advertising Co.

PHILLIP J. KELLY has joined Colgate Palmolive Peet Co. as sales promotion manager of Palmolive Soap. Kelly was formerly director of advertising and assistant sales manager of B. F. Goodrich Co., Akron. Later he was account executive of Meldrum & Fewsmith Advertising Agency, Cleveland, and most recently executive vice-president of Harry Latz Service, N. Y.

WFBR Covers Ship Disaster

Baltimore—WFBR staged a spectacular remote broadcast last week from the scene of the disaster where the steamship "City of Baltimore" burned at Bayside, Md. Accompanied by a crew from the telephone company, Henry Hickman, Bob Hurleigh and Stewart Kennard, WFBR, remote men, plus three engineers from the station rushed to the scene. In order to put on a broadcast it was necessary to run 3,000 feet of wire through marshland and over fire engines and parked cars leading to the beach. The station was on the air with the first description within an hour after leaving Baltimore. WFBR was the only station in Baltimore that went to the scene and stayed on the air until 3 a.m.

FINANCIAL

(Saturday, July 31, 1937)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 3/4	172	- 3/8
Crosley Radio	19 1/2	19	19 1/2
Gen. Electric	58 3/8	57 3/4	58 3/8	+ 1/2
North American	29 1/8	28 3/4	28 3/4
North American pf.	55	55	55
RCA Common	9 1/4	9	9	- 1/4
RCA First Pfd.	67 1/2	67 1/2	67 1/2	+ 1/4
RCA \$5 Pfd. B.
Stewart Warner	18 1/2	18 1/2	18 1/2
Zenith Radio	37	37	37	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8

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

Michelson-Crosley Post Causes Washington Stir

Washington Bureau, RADIO DAILY

Washington—Appointment of Charles Michelson, Democratic National Committee publicity director, as public relations consultant for Crosley Corp. is causing quite a stir here. No sooner had Michelson accepted the post than the FCC revealed that through "the regular routine procedure" it had granted Crosley's application for renewal of WLW's 500,000-watt license.

Even Democrats are disturbed by the situation, which has elicited editorial disapproval in the newspapers besides the reaction here. Senator Borah declared that if he had his way about it he would abolish the FCC altogether.

Butterworth With Ross

Charles Butterworth has been signed as comedy star on the Lanny Ross full-hour Packard Motors program starting Sept. 7 over NBC-Red network from the coast. Raymond Paige orchestra will supply the music.

Panama Station Opens

Panama City—The "Star of Panama," otherwise described as HP5A, 300 watts, 11,700 kilocycles, 25.64 meters, opened Friday night with all the dignitaries of the Panama Republic present.

WNEW Staff Changes

Lonny Worth, formerly assistant to Stan Shaw on the "Milkmen's Matinee" broadcasts, has been named Studio manager of WNEW. Worth replaces Frank Kiernan, recently resigned. John Flora has been selected to succeed Worth on the Shaw broadcasts.

Cozzi for Hipp Opera

Mario Cozzi, NBC baritone, has been selected as the star of the Fall opera season at the New York Hippodrome. Cozzi will open the season Aug. 27 when he sings the role of Amonasro in "Aida." Gustaf Mahler will conduct the orchestra.

Emerson Smith Joins WKBB

Dubuque, Ia.—Emerson Smith, former special events and newscaster at KOIL-KFAB in Omaha, and recently commercial manager of WOMT, Manitowoc, Wis., has joined the staff of WKBB here. Smith is at present handling news and sports for the station.

"New Ideas" to Recess

"New Ideas," WINS program conducted by Martin Weldon, is taking a recess for August. The show returns early next month with new cast, scripts and ideas.

COMEDY MATERIAL WANTED

We are preparing comedy material for a number of new fall shows and have an opening for two experienced writers to produce material on assignment as members of our non-resident staff. Give complete details in first letter.

ASSOCIATED RADIO WRITERS, INC.

137 Newbury St., Boston, Mass.

CORRECTION!

Last Week We Stated

WITHIN 3 WEEKS

"THE COLONEL FROM KENTUCKY"

(Col. Jack Major)

WAS 5th FOR FAN MAIL

In reality he was 4th For a daytime sustaining show—

THAT'S SOMETHING!

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

KMMJ

Clay Center, Neb.

The favorite family station

AFM GIVES STATIONS UNTIL SEPTEMBER 16

(Continued from Page 1)
 called. The previous strike, scheduled for Aug. 14, has been postponed pending the conference of Sept. 16.
 ET and recording manufacturers will meet with the executive board today and tomorrow in the two final sessions of the series of meetings. Eighteen demands have been readied by the board as the basis of negotiations with the manufacturers. On Wednesday the executive board will recess until Sept. 16. The 18 demands are centered upon the point of employment of union musicians in radio stations utilizing recorded shows. Joseph N. Weber, president of the AFM, stated that at present there are only 800 musicians employed by the radio stations in the country, and that only 12½ per cent of the stations have staff musicians. Demands also attempt to stop pirating of records from actual broadcasts and auditions.

WNEW Remodeling

WNEW underwent some remodeling over the week-end. Studio C was increased to double its regular size as was one control room. A cooling system, in operation 24 hours a day at the station, was forced off during alterations, but resumed operating today.

Legislation and Pocketbook

The effects of new and proposed legislation on the pocketbooks of U. S. citizens will be explained in a series of four broadcasts over CBS beginning Aug. 4 under the auspices of the New York Chapter of the National Association of Cost Accountants. The programs will be heard Wednesdays at 4:15-4:30 p.m.

Titles of the talks are: "Your Pocketbook and the Robinson-Patman Act," by Willard L. Thorp of Dun & Bradstreet, Aug. 4; "Your Pocketbook—How the Securities Exchange Commission Affects It" on Aug. 11; "The Cost to Your Pocketbook of Social Security," Aug. 18; and "Your Pocketbook—and How the Wages and Hours Bill Affects It," on Aug. 25.

WWJ Home Coverage

A folder emphasizing its home coverage has just been issued by WWJ, Detroit. Station recently adopted policy of not moving an audience-building sustaining program to sell time.

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

Greetings from Radio Daily

August 2
 Bob Burns
 Fenton W. Earnshaw

NEW PROGRAMS—IDEAS

Negro Community Sing

WPTF in Raleigh succeeded in obtaining the rights to a series of broadcasts emanating from Raleigh's Negro Recreational Center and consisting of a mammoth Community Sing in which hundreds participate. Only favorite spirituals are rendered on each program and these in the best fashion of the native southern Negro. The broadcasts for the present will originate in the Mary Talbot House, and station officials, following the enthusiastic audience response of the first program, plan to record subsequent broadcasts and mail disks to New York representatives for the consideration of sponsors. Already Carolina Sales Corp., Kelvinator distributor, is engaged in sponsoring an all-Negro cast each Sunday on its feature program which is broadcast to a network of stations in North and South Carolina.

WQXR "Musical Oddities"

"Musical Oddities," showing how Beethoven mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals, etc., starts this week as a new Wednesday 5-5:15 p.m. program on WQXR. Alma Lubin will be commentator, illustrating her material at the piano and by recordings of the larger works.

Another new WQXR program, "Lyric Cameos," combining singing and "verse speaking" of old and modern lyrics, will be started at 6:45-7 p.m. Wednesday by John Salters, actor, and Betty Baxendale, soprano.

WHBF's Moline Special

WHBF, Rock Island and Moline, Ill., and Davenport, Ia., is inaugurating a one-hour daily matinee at 2-3 p.m. devoted to the city of Moline and originating in the Moline studios

Canadian Radio Humor Rates High, Says Weed

Radio comedians on Canadian stations have a better mike technique and have developed their humor to a higher point than U. S. comics, says Joseph J. Weed, president of Weed & Co., station reps, following his return from a six-week tour of Canada. The comedians in Canada play more to the listeners instead of to studio audiences, Weed points out. He said Woodhouse and Hawkins, on CKY, Winnipeg, have a proportionately greater following in the Dominion than Amos 'n' Andy have in the U. S.

Standard of daytime programs is higher in Canada than in the U. S., Weed also stated. He noticed extensive equipment and rebuilding programs in progress.

NBC Institutional Film

A four-reel motion picture depicting the setup and activities of NBC is being produced by Pathe News.

of WHBF in the Fifth Avenue building. This is in addition to the nine programs already scheduled from the Moline studios.

With Forest Cooke announcing and directing, and Bette Leins as accompanist, this new program is divided into 15 and 30 minute features, some daily and others one time per week. These features include a foreign language news broadcast, spelling bee, juvenile acts, civic forum, conservation talks and a fisherman's forum.

The foreign news broadcast, divided into three five-minute periods of Swedish, Belgian and Greek (these nationalities constitute a large percentage of Moline's population) will be on the air daily at 2 p.m. The Belgian broadcast is presented by the editor of a local Belgian newspaper. Pastors of local Swedish and Greek churches will give the news in these languages. Program includes both local and national news.

Singers and instrumentalists round out the daily hour matinee, featuring Moline artists and programs of special interest to Moline audiences.

WBIL Health Assistance Series

A program devoted to informing persons of low income how they may obtain private medical and dental care will be inaugurated over WBIL at 6:45 p.m. today under the auspices of The People's Medical League, a cooperative, non-profit member-owned organization. Talks by prominent persons will be given on each program. First will be John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society.

Another new WBIL series, "Great Americans," produced by the WPA radio division, started yesterday at 8:30-9 p.m., with Nathan Hale as the first figure to be dramatized.

Don Lee Web to Assume Lease on Coast Studios

(Continued from Page 1)

lease with option to renew the lease for another five years or buy the property at the end of three and a half year term.

NBC has not definitely settled on a new location, but it is understood studios and administration building will not be combined as at present. Idea is to build the administration building as one unit with each studio located in its own building. Under this plan NBC can add new studios, from time to time, as its needs require. Present set-up with administration offices and studios in one building makes it impossible for network to enlarge its space.

All negotiations between Don Lee and NBC are being handled by Don Gilman, NBC vice-president in charge of west coast activities.

Adele Jenney to Aid Gaffney

Adele Jenney joins CBS today as assistant to Maurice Gaffney, director of trade news.

NEA SERVICE ENTERS RADIO PROGRAM FIELD

(Continued from Page 1)

neue, will be exclusive NEA representative in the radio field.

Slesinger stated that NEA newspaper features and materials will be converted into radio form by a staff of expert radio writers, and will be grouped into various daily budget services.

"We feel," said Slesinger, "that NEA has a definite field for service in the broadcasting industry. Primarily, the features included in the radio budget services are intended as individual sponsorable programs, but in addition to the feature entertainment and sales vehicles there will be included programs that are service and educational features, providing authentic source and background for programs already established by a station."

The NEA radio budget feature service will be made available on an exclusive basis to one client station in each city, the plan operative with NEA Service in servicing newspapers. However, special news features and materials will be made available also to regional and national advertisers in accordance with their individual program needs.

NEA is part of the Scripps-Howard newspaper chain, as is Scripps-Howard Radio, Inc., which owns WCPO, WMPS, WMC and WNOX.

Inaugurates Industrial Series

Maurice Holland will be the first of three speakers to be heard over CBS on successive Thursdays, starting Aug. 5, in a series arranged by the National Research Council under the general title of "New European Industrial Frontiers, and How They May Affect American Industry." The talks will be given by members of the Council recently returned from European investigations, and each will be heard at 5:30-5:45 p.m.

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,087,902—Electrical Condenser and Process of Assembly. Russell E. Cramer, Haddon Heights, N. J., assignor to Radio Condenser Co.

2,088,043—Superheterodyne Receiver. Maximilian J. C. Struitt, Eindhoven, Netherlands, assignor to RCA.

2,088,059—Arrangement for Modulating the Amplitude of Electric Waves. Erich Schulze-Herringer, Berlin-Tempelhof, Germany, assignor to Lorenz Aktiengesellschaft.

2,088,061—Amplifying Circuit Arrangement. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,070—Photoelectric Tube. Percy L. Spencer, Newton, Mass., assignor to Raytheon Production Corp.

2,088,168—Detector Amplifier Circuit. Christopher J. Franks, Boonton, N. J., assignor to RCA.

2,088,178—Receiver Gain Control Circuit. Bernardus D. H. Tellegen, Johannes A. J. Bouman, and Herre Rinia, Eindhoven, Netherlands, assignors to RCA.

2,088,179—Automatic Volume Control Circuits. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,088,194—Radio Receiving System. Paul O. Farnham, Mountain Lakes, N. J., assignor, by mesne assignments to RCA.

2,088,198—Electrical System. Heinrich Geffcken and Hans Richter, Leipzig, Germany, assignor, by mesne assignments, to RCA.

2,088,203—Radio Receiving System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,088,206—Automatic Gain Control. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,210—Interstation Noise Suppressor Circuits. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,088,223—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,088,230—Automatic Volume Control Circuit. Don G. Burnside, East Orange, N. J., assignor to RCA.

2,088,231—Amplifier Gain Control. Henry Cohn, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,235—Electron Tube. Harold F. Elliott, Palo Alto, Cal.

2,088,249—Gaseous Rectifier. Percy L. Spencer, West Newton, Mass., assignor by mesne assignments to Raytheon Manufacturing Co.

2,088,317—Electric Discharge Tube Testing and Measuring Circuit. Albert E. Bachelet, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories.

2,088,355—Testing Device. Henry Wehming, Chicago, Ill.

2,088,416—Photoelectric Relay. Garret A. Hobart, Tuxedo Park, N. Y., assignor to General Electric Co.

2,088,419—Cathode Ray Tube. Max Knoll and Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.

2,088,432—Frequency Converter Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,088,461—Frequency Stabilizing Circuit. Staynard R. Briggs, Chicopee Falls, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,088,493—Cathode Ray Tube. Lee Sutherland, Wilksburg, and Albert J. Harcher, Homestead, Pa., assignors to Westinghouse Electric & Mfg. Co.

2,088,494—Grid Glow Tube Circuit. Lloyd E. Swedland, Montclair, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,088,544—Electric Radiation Device. Chester H. Braselton, New York, N. Y., assignor to Sirian Lamp Co.

Fishing Fair on WFBR

Baltimore—First actual broadcast picked up from the middle of Chesapeake Bay will occur Sept. 18-19 when WFBR airs an exclusive broadcast of the Chesapeake Bay Fishing Fair Assn' Grand Contest at Solomon's Island. A short wave unit will be used for the event, which is attended by the Governor and many other distinguished personages.



"PRESS AGENTS' PARADISE"

● ● ● Once every six months we like to clean out our desks and the predominating refuse in the drawers are press agents' notes which we never use... So, today, we've decided to help this swell "clan" and publish abstracts from their releases, thus pleasing and aiding them immensely with their respective clients.

● ● ● First tests of Phil Baker for the comic lead in his picture were so sensational that Baker will monopolize the whole flicker... Morton Bowe is selling leeches to drug stores... Fibber McGee and Molly don't like Hollywood, preferring Chicago and their kids... Lucille Manners eats a quart of ice cream every day and drinks a glass of milk between each solo on her NBC show... B. A. Rolfe has lost 8 lbs. since working four shows weekly. He now weighs only 258 pounds!... M. H. H. Joachim, director of "Your Unseen Friend" claims the badminton championship of Radio Row... In last Monday's episode of "Young Hickory," Harold Peary, playing a part, had to have his appendix removed... Donna Reade, another player on the show, actually had an attack immediately after the airing and blames Peary and author Bill Murphy for the "finger." She was operated on Thursday in Chicago.

● ● ● May Singhi Breen will be one of the standard bearers for National Ukelele Week... John B. Gambling, who emceeds the Griffin All-Wite show, is the sponsor's truest friend—coming to the broadcast wearing white from head to toe... Dick Ballou should go far, judging by his name. He calls his music, "Rhapsodies in Ballou"... Oscar Bradley says that when it comes to relating jokes, air comics believe that what was good enough for their fathers is good enough for them... Though there are only 14 singers in his "New Yorkers" chorus, Lyn Murray pays 49 other choral singers weekly.

● ● ● Sigmund Broun, who sings with Louis Katzman's band, is radio's only titled tenor. A descendant of Polish nobility, Broun was born "Count Sigmund Brunislav Swierznski. His mother is said to be a relation of King John the First... Hank Silvers, staff organist at WINS, has been playing the organ with the same pair of shoes for the past 13 years... Richard Brooks, WNEW ace commentator, is the second top-notch newscaster to be sponsored by more than one product. The other is Gabriel Heatter... Visitors from 28 different states and people from England, France and Mexico have been interviewed on the WPG, Atlantic City, Vox Pop show... Joe Rines will tell stories about everything, but no one has ever seen him play a musical instrument... Ralph Wonders is busy smoking a cigar the same color as his sun tan... Mickey Aldrich invites you to dinner, then suggests you order the food he likes so he can help himself to a portion... Warren Pearl scanning over Bill Burton's expense account to make sure the latter hasn't listed an overcoat!

● ● ● Carl Erbe brings Ben Marden a newspaper in which there is a picture planted by the "Little Dynamo" showing a society girl sitting with Mickey Alpert and another chap... The caption gives the names of the three—including the Riviera... "Ah," says Marden, "at last I know the guy's name. He skipped his check the nite the picture was taken!..." Harry Squires still thinks the Dodgers will win the pennant... Roscella McQueen, who is Freddie Lightner's partner, is the center of a dispute between two cities, who claim he as their own. The cities or towns are Steubenville and Mingo Junction, Ohio... The facts are, she is Freddie's own—and he hails from Greenpernt!

"Is Everybody Happy?"

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Sept. 14: Decatur Newspapers, Inc., Decatur, Ill. CP for new station. 1550 kc., 1 KW., unlimited.

United Broadcasting Co., Tulsa, Okla. CP for new station. 1550 kc., 1 KW., unlimited.

WTAD, Quincy, Ill. Mod. of lic. to increase hours of operation to unlimited. 900 kc., 1 KW.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Ellwood Warwick-Lippincott, Bend, Ore. CP for new station. 1310 kc., 100 watts, unlimited.

Carolinas Radio, Inc., Charlotte, CP for new station. 880 kc., 1 KW., unlimited.

WGRC, New Albany, Ind. Mod. of license to 880 kc., 250 watts, unlimited.

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

Gerald A. Travis, LaPorte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

WDZ, Tuscola, Ill. CP to move transmitter and studio to Decatur, Ill. 1020 kc., 250 watts, daytime.

Sept. 17: WCBA, Allentown. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share.

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

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 1 KW., 5 KW. LS., unlimited.

Cornbelt Broadcasting Corp., Lincoln. CP to change freq. and power to 1450 kc., 1 KW., 5 KW. LS., unlimited.

Walker & Chapin, Oshkosh. CP for new station. 1010 kc., 250 watts, unlimited.

Great Western Broadcasting Co., Omaha. CP for new station. 1420 kc., 100 watts, unlimited.

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

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

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

Oct. 4: WRBL, Columbus, Ga. Mod. of CP to 1330 kc., 1 KW., unlimited.

Oct. 5: Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WKAR, E. Lansing. CP to increase power to 5 KW., 850 kc., daytime.

Oct. 15: C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

EXAMINER'S RECOMMENDATIONS
John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, daytime, be denied.

WSPA, Spartanburg, S. C. CP for change in frequency and power to 880 kc., 5 KW., daytime, be denied.

EXAMINER'S REPORT

WRBC Inc., Cleveland. CP for new 1 kw. station on 880 kc., be denied.

APPLICATIONS RECEIVED

Pawtucket Broadcasting Co., Pawtucket. CP for new station, 1 kw., 1390 kc.

WNBR, Memphis. Authority to transfer control from Memphis Commercial Appeal to Memphis Press-Scimitar.

NLRB Certifies ARTA

National Labor Relations Board announced Saturday that it has certified the American Radio Telegraphists Ass'n as the exclusive bargaining agent for the live traffic employees of RCA Communications in the New York metropolitan area. ARTA is an affiliate of the CIO.

ORCHESTRAS - MUSIC

HAROLD LEE, for many years Chicago Representative of M. Witmark & Sons, and who recently arrived in New York to take over the post of professional manager of the firm, starts his new duties by working on the smash songs from "Mr. Dodd Takes The Air," Kenny Baker's first starring picture, being released by Warner Bros. The songs, written by Warren and Dubin, are "Remember Me?" "Am I In Love?", "Here Comes The Sandman" and "The Girl You Used To Be." Other songs with which Lee will be occupied are the current "My Little Buckaroo," "Little Heaven Of The Seven Seas," "Old Man Moon" and Rudy Vallee's sensational continental importation "Vieni Vieni" which is slated for early release.

Ozzie Nelson and his orchestra will have four network sustaining programs when he succeeds Ted Lewis next Monday night at the Hotel Astor Roof. Nelson will hold these spots until late in September, when he leaves for the coast and screen activity. His fall commercial will resume from Hollywood. Nelson's broadcast schedule from the Astor Roof includes CBS on Monday nights at 11 and Saturdays at 11:30 and Mutual on Sunday nights at 12 and Thursdays at 11:30 p.m. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Ray Block is wielding the baton for Ray Heatherton's Tuesday and Friday spots via WABC.

Phil Spitalny and his all-girl singing orchestra, which will appear in person at the New York Paramount Theater starting Aug. 4, will have some radio company in the accompanying screen attraction, "Artists and Models," which has Jack Benny, Martha Raye, Connie Boswell, Andre Kostalanetz and his orchestra and the Yacht Club Boys.

"Cotton Club Parade," opening Sept. 12, will have Cab Calloway and Bill Robinson as stars. Book, lyrics and music are by J. Fred Coots and Benny Davis.

"Paradise Isle," title tune of Monogram's South Seas flicker soon to be released, will be featured on the full hour program of Hawaiian music which Lani McIntyre and his Hawaiians will offer tomorrow night on the Al Pearce show over the CBS network at 9 p.m. McIntyre's band of native Polynesian musicians, the regular musical feature at Ray Haller's "7 Seas," popular Hollywood night club, furnished background music for the Bing Crosby feature, "Waikiki Wedding," as well as for "Paradise Isle."

Angelo Ferdinando and his orchestra will play Palm Gardens, Newport Beach, R. I., on Aug. 9 for CRA.

E. C. MILLS, Chairman of the Administrative Committee of ASCAP recently requested all its publisher-members to devote the back cover of their publications to articles which shall inform the lay public of the ideals and purposes of the society. Galaxy Music Corp., of which A. Walter Kramer is managing director, was the first standard publisher to respond. Last week Galaxy issued Stewart Wille's "Lord, I Want to Be," a Negro spiritual sung by Lawrence Tibbett, on the back cover of which appears E. C. Mill's article "What Is A.S.C.A.P.?"

Max Dolin, violinist and maestro, in addition to holding down the initial post as m.c. at the Rivoli Theater, Portland, Ore., has started his new daily "Keeping Time with Max Dolin" on KGW at 7:30 a.m. On initial offering he was assisted by Kay English, singer.

The Crawfords—Jess and Helen—and their orchestra recorded for Victor in New York last week and left to open a week's engagement in Washington. On Aug. 11, Jesse Crawford and his orchestra with Bob Murray as vocalist, go into the Hotel Peabody, Memphis, for CRA.

Jess Hawkins and his orchestra have been set by CRA to open at the New Penn Club, Pittsburgh, on Aug. 13.

Henri Lishon and his orchestra, recently featured at the Royale Frolics in Chicago, have been booked by Consolidated to play the Gunter Hotel, San Antonio, beginning Aug. 7.

The King's Jesters and their Queen, Marjorie Whitney, open at Blossom Heath Inn, Detroit, Aug. 13 for CRA. On September 4, the Jesters return to Hotel La Salle, Chicago, for the fall and winter season.

Rita Rio and her all girl orchestra have been booked by Milton Roemer of CRA for an engagement at the Million Dollar Pier, Atlantic City, opening Aug. 28. In the meantime the orchestra is playing a one-night stand tour in the middle west and east.

Jack Tracy and his orchestra have opened for the Dallas office of CRA at the Chez Maurice in Dallas.

"Four Gentlemen of Rhythm," instrumental unit, have been booked by the Chicago office of CRA into the Brown Hotel, Louisville.

Al Donahue and his orchestra set by Rockwell-O'Keefe for the Roosevelt Hotel, New Orleans, week of Aug. 26, followed by Glen Miller and his band.

Rita Rio and her all girl orchestra, now being routed east by CRA, plays the Crystal Lake Ballroom, Cumberland, Md., on Aug. 12.

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

MAX GRAF PRODUCTIONS

San Francisco, Calif.

"...Congratulations to RADIO DAILY. It is a much needed want in the radio and transcription field."

Max Graf

THE ATLANTA CONSTITUTION

Atlanta, Georgia

"...Congratulations to RADIO DAILY. If the standard set forth is maintained, then RADIO DAILY should go far as an informative and interesting trade paper."

Samuel E. Clark
Radio Editor.

DAVE A. EPSTEIN

Hollywood, Calif.

"...RADIO DAILY is a pip! It has served to recreate a new interest in radio doings insofar as this office is concerned."

Dave A. Epstein

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



★ Program Reviews ★



THOMAS MITCHELL, whose portrayal of Brutus in "Julius Caesar" in the CBS Shakespearean cycle attracted much attention, will have the title role in "King Lear" over CBS at 9-10 p.m. next Monday.

Officers of recently organized Radio Equity huddled behind locked doors at the Hollywood Plaza with Aubrey Elair, business manager of Screen Actors Guild, I. M. Kornblum, Murray Kinnell and Norman Field for the purpose of reporting coast situation to Kenneth Thomson, executive secretary of SAG, relative to membership attitude on Associated Actors and Artists of America. Radio Equity, claiming 80 per cent of local artists and announcers, reported wholeheartedly behind the "four A's."

Loretta Lee, vocalist on the Werner Janssen-Fleischmann show, is being tested by 20th Century-Fox.

The inevitable has happened. Charlie McCarthy has been signed for a picture at Universal. Will work with his stooge, Edgar Bergen, as usual, in a story now being tailored to fit his unique talents.

Tom Harrington, head of Young & Rubicam, back from his Hawaiian vacation. Charles Vanda, CBS program chief, also back at the desk.

Ivan Epinoff named as musical director at KEHE, succeeding Leon Rosebrook, who resigned last week.

Frank Bull will call the shots on the Thursday night polo games at Victor McLaglen's Sport Center over KHJ.

Ben Sweetland, KHJ's "Friendly Counselor," is moving the lares and penates to a recently-purchased, palatial home high in the hills of Hollywoodland.

More Live Talent, Strips In KOBH Fall Programs

(Continued from Page 1)

shows. The "Court of Cars," a successful feature last year, will return, along with the "Kiddies Klub Revue." Programs are being developed by R. J. Dean, manager, with Archie Hall, program director, and Bill Welch, chief announcer.

New programs on KOBH include the Moody Institute's Bible series; a "Sponsor's Auction," seven shows daily; "Adventures of Nettie Needle," and others.

WIL Signs Transradio Press

St. Louis—WIL has added to its news broadcasting by signing for Transradio Press starting Sept. 1. C. W. Benson of the station and Sims Guckenheimer of Transradio negotiated the contract. WIL is a pioneer in the radio news field in this territory.

"Les Miserables"

The second episode of the "Les Miserables" serialization accelerated the Orson Welles "projections" by introducing the characters of Javert and Fantine. Javert becomes the relentless pursuer of Valjean and detrimental to his rehabilitation. An undertone of love interest entered with the appearance of Fantine, the indigent waif whom Valjean befriends. Fantine is played by Alice Frost, one of radio's foremost actresses, for a creditable performance. The task of portraying Javert was handled well by Martin Gabel, who is capable of provoking both admiration and abhorrence for the duty bound officer.

Not a dramatization, Welles' new technique is calculated to present the actual quality of the book itself and unlike a dramatization, which is of necessity an adaption, the projection has the narrator reading the background and descriptive passages while the actors speak the dialogue as Victor Hugo wrote it. Welles enacts the leading role and that of narrator.

Program is slow to approach a climax, it seems to this listener.

"Fox Fur Trappers"

Returning to WEAH last Thursday at 7:45-8 p.m., the "Fox Fur Trappers" sponsored by I. J. Fox provided a merry little quarter hour of entertainment. With Bertram Hirsch's orchestra supplying the musical background in very efficient style, Howard Price vocalizing in a highly pleasing tenor vein, and the Little Sisters Trio adding their delectable harmonies, the program was typical of the enjoyable shows aired by this sponsor in the past.

"Bughouse Rhythm"

Dr. John Brunner Meakin continues to provide some sheer enjoyment with his satirical research into classical music from San Francisco via his

"Bughouse Rhythm" over the NBC-Red network. Program is entirely the derisive type with excellent comic delivery by announcer-narrator G. Archibald Presby, who treats each swingy piece with the dignity accorded a symphonic group. The burlesque syncopation is pleasant and offered with considerable instrumental flourish. The tune doctor's prescription for any languid listeners these hot summer nights is his modern styled swing sect—an effective antidote for that inanimate demeanor.

Donated to the tenor of the program, caught again last Friday evening, is Martha Murgatroyd, who as chairman of the radio committee, Ladies Auxiliary, Bughouse Rhythm Clubs of America, was introduced as a terse, crisp voiced commentator, but emerged as a droll, sleepy voiced and nonchalant observer of topics very divers.

"Bughouse Rhythm" is good enough to be elongated to half hour duration.

Briefly

Last week's "Town Hall Tonight" on NBC-Red was a very listless and mostly unfunny affair. Walter O'Keefe worked in a languid vein, Joey Nash sang a routine number and even Peter Van Steeden's orchestra lacked zip. The Kidoodlers, however, were full of pep.

Willie Howard, bringing back some of his "French lesson" stuff, highlighted the last Rudy Vallee program on NBC-Red. Willie is a sure-fire comedian, on stage or screen, with a marvelous sense of timing.

The "Kraft Music Hall" show last Thursday night again seemed to drag quite a bit. Maybe the summer heat has something to do with it, but the drawing style that Bob Burns employs, however good it may be for comedy bits, is not very conducive to good emceeing.

Television Jurisdiction Is Reserved by Equity

(Continued from Page 1)

of L. unit, which will issue the radio charter, withdraws from Equity Nov. 1 to devote his entire time to the AAAA, which becomes active on a broad scale under the new setup. Paul Dullzell, Equity executive secretary, is expected to succeed Gillmore as president of that association.

The AAAA presidency, heretofore an honorary post, will carry the same salary Gillmore is now receiving at Equity.

Another meeting, to take up the constitution of the radio unit, is scheduled for tonight.

CBS Morning Sales Gain 136 Per Cent

(Continued from page 1)

morning advertisers, \$1,560,260 is classified under food and household supply (cleansers and laundry soap) accounts. This more than triples the amount spent for morning advertising by these two industries in the first six months of 1936.

Morning time sales in the first half of 1937 totaled \$1,828,466, up 136 per cent; afternoon time sales, \$2,262,540, up 56 per cent; total daytime sales, \$4,091,006, up 84 per cent; evening time sales, \$10,712,259, up 20 per cent; grand total, \$14,803,265, up 32 per cent.

TRUMAN BRADLEY, WBBM announcer and commentator, has purchased a Chicago cosmetics corporation in partnership with his sister, Elene. Bradley will take over the presidency of the company and actively head the business. This will be in addition to his radio work.

Gene Rouse, NBC announcer, on vacation.

Betty Ito, American-born Japanese radiactress, has been signed as an NBC contract artist and given a role in that network's "Young Hickory" serial.

Hugh (Silly Watson) Studebaker of the Fibber McGee and Molly cast and Cecil Underwood, new producer of that show, week-ended at Lake Geneva, Wis.

Bernice Yanacek, pianist on "Today's Children," and organist on "Guiding Light" program, both NBC airings, was feted on her birthday last Wednesday by the casts of both shows.

Joseph Englehardt, Chicago CBS concert master, has moved to a house in suburban Wilmette.

It was a case of actually "singing in the rain" when Vivian della Chiesa, NBC soprano star, stepped to the microphone in Grant Park's band shell Wednesday night as soloist with Roy Shield's NBC orchestra. The two microphones at the edge of the shell were exposed to the elements. An umbrella was held over one, and Announcer Norman Barry borrowed a pith helmet from an usher and placed it over the other.

Coast-to-Coast Buildings For "The Johnson Family"

(Continued from Page 1)

coast, Mondays through Fridays, 6:45-7 p.m., effective Aug. 23.

Top New York agency has already obtained a 10-week option for the show. Signing of actual contract depends on the response of the national audience.

Jimmy Scribner is the one-man show. Program was sponsored by Pebeco on WLW last season for 26 weeks. This is the first time MBS has allotted an across the board spot, coast to coast, for any sustaining show.

CBS Experimental Tele Studio

An experimental television studio is being built by CBS in the Liederkranz Hall, part of the Park Ave. and 59th St. site where CBS plans its new building. Work on the large new building is expected to be delayed somewhat until the course and prospects of television as well as radio are more clearly charted.

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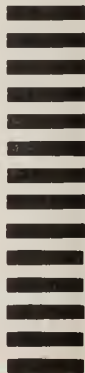
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PROMOTION

Pillsbury Cake Contest

Pillsbury Flour Mills, sponsor of "Today's Children," dramatic serial, is conducting a contest in which \$1,000 cash is offered as a first prize. A second prize of \$250 and 108 other cash awards also are offered.

To enter the contest, listeners are asked to send in a name for a cake printed on a sheet of paper bearing the contestant's name and address, also printed, and the picture of a Pillsbury bag cut out of the recipe folder packed in a sack of Pillsbury's flour. Entries are addressed to Pillsbury Flour Mills, Contest Department, Minneapolis.

WJ Anniversary Sections

In addition to an attractive anniversary edition of the Screen and Radio Magazine section of the Sunday Milwaukee Journal, WTMJ had another special display in the Monday issue of the Journal describing the highly successful tenth birthday celebration which was attended by more than 35,000 radio fans, despite rain.

The anniversary magazine section was largely devoted to pictures and stories about WTMJ personalities and about the station itself.

WWJ is Restricting Chain Breaks, Spots

(Continued from Page 1)

All commercial chain breaks and intervening announcements. This will provide a three-hour stretch of programs free from any kind of sales talk except that in sponsored shows.

Because the revenue from announcements constitutes about 50 per cent of station revenue, some readjustment is regarded as necessary, but it is not WWJ's plan to make the sponsors of programs in this period bear all the cost during the period of experimentation.

At present the basic hour rate of the 12-3 p.m. period is \$237.50. Effective with the time change, this rate will be increased to \$325, an increase of only 36.8 per cent, leaving approximately two-thirds of the revenue loss, resulting from the elimination of announcements, to be borne by WWJ.

Much has been said by those in the industry against the announcement evil, and WWJ believes these tests offer a way to abolish it, provided sponsors cooperate.

Several weeks ago, WWJ announced a new policy of program balancing, effective with the time change in the fall, when it is planned to take six prime half hours (7:30-8 p.m.) and place in them stationary programs varying greatly from the programs preceding and following them. The time so occupied will not be sold under any circumstances unless the sponsor agrees also to take the program.

★ Coast-to-Coast ★

AL CLAUSER and his Oklahoma Outlaws, stars of WHO's "Iowa Barn Dance Frolic," who have been making personal appearances as a special added attraction with the showing of their film, "Rootin' Tootin' Rhythm," began a wide swing through Minnesota and the Dakotas yesterday. Their schedule for the first 16 days of August embraces Rochester, Spring Valley, Austin, Albert Lea, Arlington, Mankato, St. Cloud, Little Falls, Virginia and Hibbing, Minn.; Grand Forks and Fargo, N. D.; and Aberdeen and Huron, S. D.

"Mary Had a Little Lamb" will undergo extensive alterations on Norman Corwin's "Poetic License" program over WQXR at 9 to 9:15 p.m. tonight when the nursery rhyme is performed in the manner of a lecturing psychiatrist, a sports announcer, Ethel Barrymore, Dr. Jekyll and Mr. Hyde, a commentator for the British Broadcasting Corp., a soap-box orator, Roy Atwell, a tabloid editor, Maurice Maeterlinck and others. Corwin will be assisted in the program by Peggy Burt, who appeared in Maurice Evans' production of "King Richard" last season.

Jane Lee, songbird appearing at Leon and Eddie's, was presented by Clifford Adams on Saturday's "Theater Guide" over WINS.

Tim and Irene, WOR-Mutual comics, along with Bunny Berigan, have been signed by Educational Pictures to make eight short comedies in the next six months. Their newest release, "Hamlet and Eggs," is now being shown all over the country.

WKY, Oklahoma City, gave a radio opportunity to James E. Denton, capturer of Pete Traxler, escaped convict. WKY went 150 miles to pick up an interview with Denton on the night of the capture, and the following morning took a bedside interview from Traxler, making a transcription and doing a rebroadcast for night audiences. Denton was brought to New York last week for an appearance on the "Gangbusters" program. The town gave him a big play.

WPTF, Raleigh: Manager Richard Mason back from Kentucky . . . Production Manager Graham Poyner and Commercial Rep Ollie Carpenter left Sunday for some Florida fishing . . . Announcer Jimmy Little is back with a suntan . . . Announcer Wesley Wallace sojourning at the shore with the Mrs. . . . J. B. Clark leaves soon for Atlantic Beach and Roanoke Island . . . Les Biebl plans two weeks back home in N. J. . . . Gordon Meriwether expects to visit the folks in Georgia . . . Gracie Allen of the Durham Alens anticipates a trip up Boston way.

WTMV, East St. Louis, Ill.: Fred Hirsch, actor and scripter, left yes-

terday for a fling at the Broadway stage; Charles Barnhart formerly of KFRU, succeeds him. . . Paul Godt, musical director-organist, vacationing in Wisconsin. . . Billy Knight, salesman, back from a month on the Florida sands. . . Fred Moegle, chief announcer, being auditioned commercially on his "Old Family Almanac" . . . Alfred Lee Bergtold, engineer, spending his vacation at government expense—he's a lieutenant in Naval Reserve.

WKBB, Dubuque, Ia., aired for three hours, last Wednesday the 100th Anniversary Celebration of the Establishment of the Catholic Archdiocese of Dubuque. His Excellency Amleto Giovanni Cicognani, Apostolic delegate, was the honored guest and official representative of Pope Pius XI.

"The Last of Mrs. Cheyney" will be presented by Ina Claire and Osgood Perkins over NBC-Blue network at 8-9 p.m. next Sunday as the last in her series.

Johnny Sneeberger, sports commentator at KFRU, Columbia, Mo., is back at the mike after a six-week vacation.

WIL, St. Louis: L. A. Benson, president, and Claude Rock, sales department, back from Minn. fishing. . . Neil Norman, program director, returned from Black Hills vacation.

Dorothy Thompson, who starts her sponsored series for Pall Mall over the NBC-Red network on Friday at 10:45 p.m., now numbers 100 newspapers using her syndicated column. The title of her radio program is "People in the News." Compton is the agency.

WSPR, Springfield, Mass.: Ed Tacy, chief announcer of WSPR, Springfield, Mass., and conductor of a successful series of sidewalk interviews sponsored by the Whalen Jewelry Company, on Springfield's Main Street, has begun a second series of the same programs, under the same sponsorship. . . Wayne Henry Latham, program director of WSPR, Springfield, Mass., has returned from a vacation on the Cape. . . Milton W. Stoughton, the station's commercial manager has started his annual sojourn on the shores of Pleasant View, R. I. . . H. Clifford Hanson, an operator with WSPR, since its opening and acting chief engineer during the absence of Chief Engineer Hillis W. Holt, on leave to build the plant of Station WAGA, at Atlanta, has left Springfield for Atlanta, where he is the first chief engineer of WAGA. Following Hanson's resignation, and pending Holt's return, Lawrence A. Reilly has become acting chief engineer. With Reilly—known generally as "Larry"—are Allen R. Bradley, Russell F. Pinney, and Arthur Holden, former WHTT operator at Hartford.

GUEST-ING

GLADYS SWARTHOUT, soprano, and JESUS MARIO SANROMA, pianist, on "Magic Key of RCA," Aug. 8 (NBC-Blue, 2 p.m.).

DELMAR EDMONDSON, in a tribute to Will Rogers, on "Heinz Magazine of the Air," Aug. 13 (CBS, 3 p.m.).

JACK GLENN of "March of Time" directorial staff, interviewed by Powell Clark on "Grand Stand and Band Stand," today (2:30 p.m.).

GERTRUDE NIESEN and PEDRO GONZALES, on Al Pearce program, Aug. 10 (CBS, 9 p.m.). SHAW and LEE, same program, Aug. 17.

JAY C. FLIPPIN and BEATRICE KAY, on Gulf Summer show, Aug. 8 (CBS, 7:30 p.m.).

BERT LYTELL, ROBERT WEEDE, CLAIRE WILLIS and ALLIE ROED, on "Hammerstein Music Hall," Aug. 6 (CBS, 8 p.m.).

PAT O'BRIEN, JAMES STEWART and CONSTANCE BENNETT, on Kraft Music Hall, Aug. 5 (NBC-Red, 10 p.m.).

EDDIE GREEN, GRANT GARDNER, TIM and IRENE and MOLLY PICON, on Rudy Vallee program, Aug. 5 (NBC-Red, 8 p.m.).

CAB CALLOWAY, on "Amateur Night In Harlem," Aug. 4 (WMCA, 11 p.m.).

JEAN ELLINGTON and HENRY FINK, on Nick Kenny's "Road to Fame," tomorrow (WMCA, 11:30 p.m.).

GUS ARNHEIM and JUNE ROBINS, on "Original Amateur Hour," tomorrow (WHN, 7 p.m.).

MERVYN LeROY, on "Let's Visit," tonight (Mutual, 8:30 p.m.).

SMITH and DALE, LOIS DE FEE, CHARLES LACEY and PAUL SULLIVAN, on "For Men Only," tonight (WHN, 8:30 p.m.).

Jeanne Ellis with Whiteman

Ft. Worth—Little Jeanne Ellis, the ten year old Paul Whiteman discovery, has become a "regular" on the bandman's broadcasting program following her recent guest star appearance on the Rudy Vallee hour. She will be heard every Wednesday and Saturday on Whiteman's NBC broadcast from here.

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NEW BUSINESS

Signed by Stations

WOR, Newark

Sherwin-Williams Paint Co., announcements, through T. J. Maloney Inc., N. Y.; Philco, "Master Detective Stories," disks, through Sternfield Godley Inc., N. Y.; Saratoga Ass'n for Improvement of Breed of Horses, New York, through Leighton & Nelson, Schenectady; Lamont Corliss & Co. (Nestle's cocoa), through Cecil, Warwick & Legler, N. Y.

WNAC, Boston

American Cereal Co., Clinton, Mass. (Wheetabix), renewal, through H. B. Humphreys Co., Boston (also on 11 other Yankee network stations); I. J. Fox Furriers, through Huber & Creedon, Boston, ET's; Mayflower Airlines, Boston, 6 participations in news service.

KFRC, San Francisco

Richardson & Robbins Co., through Charles Hoyt Co., N. Y.; Rainier Brewing Co., through Lord & Thomas, Chicago; Petri Cigar Co., through Emil Brisacher & Staff, S. F.; Chemo-Ray Mfg. Co., through Rufus Rhoades, S. F.

WEEI, Boston

Morris Plan Co., 156 news broadcasts, through BBDO, Boston; Scott Furriers, 156 quarter-hour programs, through Continental Advertising Agency, Boston.

WNEW, New York

Hoffman Beverage Co., through BBD&O, 35 live announcements weekly for eight weeks. Hugh Boice, Jr., is account executive.

WTMV, East St. Louis

Mendenhall Motor Co. (Ford dealer), St. Louis, spot announcements and Sunday programs.

3 New WHO Commercials

Des Moines—Brown-Camp Hardware Co. tomorrow begins a series of thrice weekly quarter-hour musical clock broadcasts over WHO. Same firm on Aug. 16 will assume sponsorship of the regular Farm News program, conducted by Herb Plambeck. Agency is R. J. Potts & Co., Kansas City.

Cownie Fur Co. also is sponsoring a new musical series over WHO, through Coolidge Advertising Co., Des Moines.

ONE MINUTE INTERVIEW

RUSSELL PRATT

"There has been a decided improvement in children's radio programs during the past year. Instead of blood and thunder and gruesome details, there is a trend toward clean adventure which still carries plenty of thrills."

★ THE WEEK IN RADIO ★

... Unions in the Headlines

(Continued from Page 1)

to the late Anning S. Prall. . . . WEOA, Evansville, Ind., is joining CBS. . . "Good Will Hour," successor to "Good Will Court," goes under MacFadden sponsorship on Mutual and Intercity webs. . . N. W. Ayer shifts time-buying to Philly office. . .

T. A. M. Craven and Carl I. Wheat are reported favored by Roosevelt for the FCC chairmanship and the other vacant post, respectively. . . A.A.A.A. will hold its 21st annual meet at The Homestead, Hot Springs, Va., April 28-30. . . NBC signs INS for news to be used in short wave service. . . KXL, WRSC and KFPY form an interstate network for exchange of programs. . .

John Barrymore returns to the NBC airwaves in September in some modern plays. . . Michigan governor vetoes anti-Ascaph bill. . . Chesterfield signs for football on 92 CBS

stations. . . CBS signs the first speech consultant for radio. . .

General Mills may invade football sponsorship. . . Van Cronkhite Associates, Inc., buys out George Roesler's interest in VCA's Foreign Language Station Rep. Division. . . Quaker Oats buys time for Aunt Jemima show on NBC. . . CBS adds polo to its sports on a five-year deal. . . A state-operated station is proposed in Massachusetts. . .

CBS and NBC put 40-hour week and pay increases into effect for engineers. . . Weed & Co. establishes San Francisco offices. . . Papers expected to be signed this week in acquisition of 11 Pacific northwest stations by Don Lee network. . . Music Corp. of America plans radio departments in New York and on Coast. . . General Mills sponsoring 48 Carolina ball games on WSOC. . . Sun Oil plans increased radio budget.

SAN FRANCISCO

John Wagner, KGO acct'g dep't, brought back a bride from his vacation, the former Jean McCracken of New Jersey.

Jimmy James, once with Tom Gerun's ork, writing arrangements for NBC's violinist, "Ricardo" (Harvey Peterson).

Dwight Newton, KYA, has a new kiddies show which debuts today, called "Uncle Harry's Kut Up Skule."

Herb Allen, KFRC announcer, married Jane Kasper at Lake Tahoe. Couple spent a few days there, then to L. A.

Edith Drydon of Berkeley takes Theresa Aezer's place as KFRC music librarian now that Theresa plans to live in L. A.

Enes Canata, KFRC sales service mgr., still in Dante Hospital recovering from an auto accident.

Gene Krischer, KSFO publicity, flies East today for a month's vacation to see CBS execs and handle some photographic assignments for the "Wasp-News Letter," S. F. weekly mag.

A "flu" bug seems to be going around with Milt Samuel, of NBC Press, and Bob Roberts, KYA mgr., among those bitten.

Lloyd Yoder, NBC press chief, en-trained Saturday for a three-week business vacation trip which takes him on an inspection tour of NBC stations in the northwest, winding him up at his hometown in Ohio.

Tommy Harris and wife visiting old friends here at NBC. He's "at liberty" after his Moonglow Nail Polish contract ended.

LINCOLN

Joe di Natale, KFOR promotion man, left for Los Angeles on that vacation.

Plans for a big splurge in State Fair coverage are being made by Lyle DeMoss for KFAB, and WOW in Omaha may run a wire down for several programs per day.

BOSTON

Two broadcasts by Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky will be heard Aug. 5 and 12 through WBZ and the NBC-Blue network from the Berkshire Symphonic Festival at Tanglewood, near Stockbridge.

WMEX has inaugurated a series titled "Curtain Time," fed to the Inter-City web. "Curtain Time" is produced and conducted by John Reilly, program director of WMEX, and brings to the microphone new voices to Boston in 17-year-old Patricia Lyons, coloratura soprano, and Danny Healy, tenor. Healy has been heard as soloist with the Philadelphia Orchestra and over CBS.

A new series of news broadcasts was started over WBZ on Sunday by Edward Hall of the regular news staff.

N. W. Ayer & Co. is holding auditions at WEEI for announcers to cover this Fall's football games.

Edward J. Lord of WEEI's production staff is on vacation at his summer home called "Showboat."

COLUMBUS

Harry Lytle, Ohio State University student, having gained his announcing experience over the university station WOSU, is doing vacation-relief work with WCOL—nice job according to reports.

Bob Seal, WCOL continuity chief and announcer, underestimated the July sun and is now convalescing from serious burns, making it necessary for Ed Bronson, program director, to abruptly return from his vacation.

OKLAHOMA CITY

Neal Barrett, Number One man at KOMA, has returned from a vacation trip which took him and Mrs. Barrett to Canada and Florida.

W. S. Lukenbill, of the production

Coming Events

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

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

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

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

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 Convention-Engineers (Australia), Sydney, Australia.

Benford in New Series

Charles Benford, who made his debut as a WOR commentator last week, has been signed for a series of five weekly broadcasts, Monday through Thursday at 9-9:15 and Sundays at 7:15-7:30, for the next four weeks.

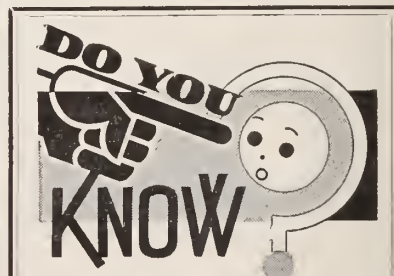
Ad Guild Membership Meeting

American Advertising Guild, new unit affiliated with CIO, holds its regular monthly membership meeting tomorrow at 8:30 p.m. in the Guild headquarters, 155 East 34th St.

Loretta Hopton Joining Agency

Loretta Hopton, assistant to Leon Goldstein, publicity director of WMCA, has resigned, effective Wednesday, to join J. Walter Thompson Co.

department; Orville Mills, engineer and Tom Johnson, sales, have left for vacation. Lukenbill and Mills to Chicago and Johnson to Mexico.



The Colonel from Kentucky (Col. Jack Major, on CBS) once studied to be a preacher, but slipped.