



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 23

NEW YORK, N. Y., TUESDAY, AUGUST 3, 1937

FIVE CENTS

## Summer Gains Continue

### 3 1/2 HOURS OF NEWS DAILY AIRED BY KGY, OLYMPIA

Olympia, Wash.—KGY here claims something of a record for heaviest newscast schedule, having stepped up its daily quota of news to about three and a half hours.

Hourly from 7 a.m. to 11 p.m., except when longer newscasts are scheduled, KGY gives the headline item of the hour. There are 12 of these headlines in the station's broadcasting day, three half-hour news periods, five of 15 minutes duration

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### Orchestras Returning To San Francisco Spots

San Francisco—End of the three-month hotel employees' strike last week caused a quick scramble for orchestras as hostelrys reopened. Palace Hotel landed Paul Pendarvis to start tonight for a month in the Rose Bowl Room. Sterling Young follows. Sir Francis Drake has only Don Francisco's four-piece band in

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### Hearst is Taking Over Texas Station Licenses

San Antonio—Hearings will be held shortly by the FCC in Washington on the applications for voluntary assignment of licenses of KTSA here, WACO in Waco and KNOW in Austin to Hearst Radio Inc. Hearst al-

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### Cantor for Stage in '38

Lee Shubert announces that Eddie Cantor will return to the stage under his management in the fall of 1938. Shubert also lists Ed Wynn for a new musical, "Hooray for What," this fall.

### No Pal

Omaha—Announcers for rival stations faced each other in police court here when Duane Gaither came up on traffic charges before Judge Lester Palmer. Gaither is a mike and emcee for KOIL. Judge Palmer is a part-time announcer on WOW. Announcer Palmer fined Announcer Gaither \$25 and suspended his driver's license.

### Sweet Thought

Cincinnati—When WCKY dedicated its new 10,000-watt transmitter the other day, the station staff presented President L. B. Wilson with 10,000 chocolates, each with WCKY stamped on it. Being a thoughtful soul, and since he couldn't eat all those sweets himself anyhow, at least not right away, "L. B." is distributing the confectionery in attractive one-pound boxes to friends and associates and the trade in general.

### AFM AND ET CONTINGENT CONCUR "IN PRINCIPLE"

Executive board of the AFM held a session yesterday morning with the electrical transcription manufacturers and adjourned the conference until this morning. Many details were worked out and an agreement reached in principle. In the after-

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### New Hearing is Won In WJBW Litigation

New Orleans—Alleging that the recent judgment by Civil District Court Judge Hugh Cage was contradictory to the "opinion and decree" of the state supreme court and to the "juris-

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### CBS on Big Board

CBS shares, formerly traded in over the counter, went on the New York Stock Exchange yesterday. Sales totaled 700 shares of the "A" and 400 shares of "B".

## RCA Second Quarter Net Tops 1936 by \$1,927,240

### KOIL Will Experiment For Television Debut

Omaha—Chief Engineer Mark Bullock of Central States Broadcasting Co. announces that KOIL will start experiments in high-frequency broadcasting in preparation for coming of television. Announcement followed granting of FCC permission to con-

(Continued on Page 2)

### CBS July Billing is 53.8 Per Cent Over Same Month Last Year—NBC Shows Increase of 11.4 Per Cent

### NEW DEAL DISK SERIES AIRED BY 223 STATIONS

A series of recordings, identified as the American Family Robinson and cut by National Association of Manufacturers, is now being heard over 223 radio stations. Series, dealing with a dramatic story in serial form, is interspersed with pro-new deal propaganda, but with no actual names being used. Coverage, according to the NAM, is from Maine to Honolulu and Alaska to Florida. Latest addition to the station list is WNEW, the only station in Metropolitan New York to carry the disks. Programs are usually heard on a three-a-week basis.

### Columbia's "Hamlet" Heard by 7,500,000

A survey conducted by CBS on the recent airing of "Hamlet" over that network showed that approximately 7,500,000 listeners heard the broadcasts, 8.6 per cent of the total listening power in the country.

### WSPR Renews Hookup

Springfield, Mass.—WSPR has renewed its contracts with the Mutual, Colonial and Yankee networks for the coming five years, according to Quincy A. Brackett, president of the station.

Major networks continue to close the gap between the seasonal low and high spots, with CBS showing a 53.8 per cent increase on gross revenue for July as compared to the same month in 1936. CBS billing for July was \$1,988,412, giving the web a cumulative total for the first seven months of \$16,791,686, which represents a leap over the same period a year ago of 34.6 per cent.

NBC gross billing for July was \$2,707,450 which compares to \$2,429,-

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### HORLICK AND MACFADDEN RENEW PROGRAMS ON NBC

Two NBC network shows were renewed for 52 weeks yesterday when Horlick's Malted Milk Corp., and Macfadden Publications came through. The former show featuring Lum and Abner, is effective Aug. 30 on the NBC-Blue at 7:30-7:45 p.m. Monday through Friday, plus four repeat shows. Program originates in Hollywood, under direction of Lord & Thomas agency.

Later program sponsored by Macfadden is "True Story Court of

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### John Lewis to Address Mass Meeting of ARTA

American Radio Telegraphists Association, an affiliate of the CIO, will hold a mass meeting at the Hippodrome on Aug. 12 during which John L. Lewis will be heard. Meeting will

(Continued on Page 3)

### Sykes on Vacation

Washington Bur., RADIO DAILY  
Washington—Judge Eugene O. Sykes, head of the FCC broadcast division and temporary chairman of the Commission, has left Washington on his summer vacation.

During his absence, Paul A. Walker, head of the telephone division of the FCC, has been designated as acting chairman.

RCA had a net profit of \$2,404,329 in the second quarter of this year, an increase of \$1,927,240 over the corresponding quarter in 1936, it was announced by President David Sarnoff yesterday.

Net profit of \$4,647,386 for the first six months of 1937 represents an increase of \$2,883,606 from the corresponding period of 1936. After

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# FINANCIAL

(Monday, Aug. 2)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172 1/4	171 3/4	171 7/8	- 1/8
CBS A	32	31 1/8	31 1/8	.....
CBS B	31 1/2	31 1/8	31 1/8	.....
Crosley Radio	19 1/2	19 1/2	19 1/2	.....
Gen. Electric	58 1/2	57 5/8	58 1/2	- 1/8
North American	28 3/4	28 1/2	28 3/8	- 1/8
RCA Common	9 1/8	9	9	.....
RCA First Pfd.	67 3/4	67 3/4	67 3/4	+ 1/4
RCA \$5 Pfd. B	.....	.....	.....	.....
Stewart Warner	18 3/4	18 1/2	18 3/4	+ 1/4
Zenith Radio	37 3/8	37	37 3/8	+ 3/8

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 1/2

## GUEST-ING

RUTH HARPER, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.).

CONRAD THIBAUT, on Ben Bernie program, Aug. 10 (NBC-Blue, 9 p.m.).

TEX LEWIS and his cowboys, on "Town Hall Tonight," third repeat booking through Central Artists Bureau, Aug. 4 (NBC-Red, 9 p.m.).

RAMON NOVARRO, booked by Hesse-McCaffrey on Rudy Vallee program, Aug. 12 (NBC-Red, 8 p.m.).

WYN MURRAY, on Sealtest show next Sunday (NBC-Red, 10 p.m.).

CASPER REARDON, harpist, RAYMOND SCOTT'S QUINTET and RED EVANS, on Saturday Swing Show (CBS, 8 p.m.).

## Daughter for Arthur Kass

A seven pound girl was born to Mrs. Arthur Kass over the week-end. Kass is associated with Kass-Tohrner agency.

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THE AEROGRAF CORP.

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1611 Cosmo St.

Hollywood

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending July 31, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Know Now (Remick Music Corp.)		30
It Looks Like Rain (Joe Morris Music Co.)		29
Where Or When (Chappell and Co.)		26
Merry-Go-Round Broke Down (Harms Inc.)		24
Sailboat In The Moonlight (Crawford Music Corp.)		24
Stop, You're Breaking My Heart (Famous Music Corp.)		23
Stardust On The Moon (E. B. Marks Music Co.)		22
The You And Me That Used To Be (Irving Berlin Inc.)		21
Whispers In The Dark (Famous Music Corp.)		21
Satan Takes A Holiday (Lincoln Music Corp.)		20
All God's Chillun Got Rhythm (Robbins Music Corp.)		19
First Time I Saw You (Santly Bros.-Joy Inc.)		19
Afraid To Dream (Miller Music Co.)		17
Gone With The Wind (Irving Berlin Inc.)		17
Sweet Leilani (Select Music Co.)		17
Tomorrow Is Another Day (Robbins Music Corp.)		17
Yours And Mine (Robbins Music Corp.)		17
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		16
Am I Dreaming (Joe Davis Inc.)		15
Caravan (Exclusive Publication)		15
My Cabin Of Dreams (Irving Berlin Inc.)		15
So Rare (Robbins Music Corp.)		15
They Can't Take That Away From Me (Chappell and Co.)		15

## Commercial Programs Boost N. Z. Listeners

Wellington, N. Z. — Expansion of commercial broadcasting in New Zealand has given considerable stimulation to the issuance of radio receiving set licenses, which now stand at close to 250,000 compared with about 190,000 at the start of last year.

National Commercial Broadcasting Service introduced its first station, 1ZB, Auckland, on Nov. 30, 1936, and the second, 2BZ, Wellington, on April 28 of this year. Two more commercial stations are being built, one at Christchurch and the other at Dunedin.

## Norman Craig Dead

Norman Craig, partner in the firm of Craig & Hollingbery, station representatives, died at his home Saturday following a stroke. Craig is survived by his widow, Jeanne Craig, also associated with the firm. Funeral services were held yesterday afternoon.

## Harold Russey at WSIX

Nashville—Harold Russey, formerly at WNBR, Memphis, has been added to the WSIX announcer personnel. Joe Calloway Jr., who has been on the WSIX announcing staff for the past four years, has had to drop out of radio for a short time due to his health.

## Don Martin Joins WTAR

Norfolk—Don Martin has come to WTAR for a stay as mikeman. He augments the staff due to a heavier than usual summer schedule. Martin hails from Philadelphia, where he has been active on WIP and WTEI for five years.

## AFM and ET Contingent Concur "In Principle"

(Continued from Page 1)

noon, the executive board met with the phonograph record manufacturers and discussed the agenda for recording companies. Talks with the record makers was then adjourned until Sept. 16.

Virtually every important phonograph record laboratory was represented in one of the best attended sessions to date. Asked how the conferences were working out, a member of the AFM executive board offered the cryptic remark in cheerful tones, "Everything is working out nicely—so far."

National Association of Broadcasters has been represented at about all of the meetings, Managing Director James W. Baldwin being in attendance. Today is expected to be the final session.

## KOIL Will Experiment For Television Debut

(Continued from Page 1)

struct a new high-frequency station. Bullock said the new station will carry all regular KOIL programs at first, but that later a special series of programs for it may be arranged.

## 3 1/2 Hours of News Daily Aired by KGY, Olympia

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and four 5-minute periods, making 24 newscasts on each daily schedule. KGY draws on its 17 hours a day of Transradio teletype service augmented by local news coverage for this news.

## COMING and GOING

CRAIG LAWRENCE, commercial manager of KRNT-KSO, Des Moines, is vacationing in northern Michigan.

MILTON CROSS will be in Boston next Sunday, so Jolly Bill will handle the WJZ 'kiddies' program for that day.

LESLIE HARRIS producer at WQAM, Miami, will take in New York on his current vacation.

ELINOR DILLON, traffic manager for KFEL, Denver, vacationing in Los Angeles, where she will take time out to visit studios of World Broadcasting System and Don Lee network.

BARBARA WINTHROP, KMBC continuity editor, and FRAN HEYSER, production head, are in New York from Kansas City.

W. ARTHUR RUSH, head of the West Coast office of Columbia Concerts Corp., arrives today for a business conference with the New York office and returns in a few days.

HERBERT ROSENTHAL is back at his desk after a brief vacation in the Adirondacks.

CHARLES "MOUSIE" WARREN has returned from a business jaunt to Chicago.

GEORGE JOY left the other day for the Coast.

JACK BERTAL left for the West Coast last week.

MRS. BARRY WOOD returned from a visit to Hollywood on Sunday.

GUMMO MARX has returned to New York after a brief stay in New Hampshire.

VINCENT "STEVE" CALLAHAN, manager of WWL, New Orleans, is in New York.

JOHN DODGE of WRC-WMAL, Washington, is another New York visitor.

CASPER REARDON leaves for Hollywood on Aug. 9.

ELEANOR HURLEY of WOR returned to the station yesterday after a two-week absence.

JERRY MASON of the Robert Taplinger office is back in New York after two weeks in Pennsylvania and upper New York.

H. V. KALTENBORN leaves London on Aug. 10 for Spain.

TED HUSING goes to Akron to cover Sunday's "Soap-Box Derby".

E. P. H. JAMES, sales promotion manager of NBC, is back from one-week vacation trip to Washington and other points of interest between here and Chesapeake Bay. He was accompanied by the folks from England.

JACK ROSELEIGH of "Pepper Young Family" cast is back from two-week vacation trip to Maine.

MARYLA GOLBERT, French radio artist, arrived yesterday to look over the local entertainment field.

There is no Substitute for Coverage

WSYR

Leads in Spot Volume 3 to 1

SYRACUSE, NEW YORK



## SUMMER GROSS GAINS CONTINUE ON NETWORKS

(Continued from Page 1)

893 for the same month in 1936 and is an increase of 11.4 per cent. The seasonal drop from June is less than 10 per cent. Cumulative total for the first seven months for NBC is \$22,655,557, representing an increase of 22.5 per cent.

Breakdown of the NBC figures give the Red Network \$2,081,820, which is up 35.5 per cent on the month, and the Blue network contributed \$688,630, off 17.3 per cent against July, 1936. In July, 1936, CBS grossed \$1,292,775, which was an increase over the year before of 42 per cent. Web missed the two million dollar mark the past month by one seasonal account dropping off for the summer.

## New Hearing is Won In WJBW Litigation

(Continued from Page 1)

prudence of the state of Louisiana and the United States." Southern Broadcasting Co. has again won the right of an eventual review on the part of the Louisiana supreme court in its injunction and damage suit against Charles Carlson, owner of WJBW. As the supreme court has recessed for the summer, there appears to be little chance of a ruling before October.

## Hearst is Taking Over Texas Station Licenses

(Continued from Page 1)

ready has ownership control of these stations, but licenses at present are in the name of KTSA Broadcasting Co. for KTSA and WACO, and KUT Broadcasting Co. for KNOW.

## Horlick and Macfadden Renew Programs on NBC

(Continued from Page 1)

Human Relations", on the air since 1928 and on NBC since 1931, now heard 9:30-10 p.m. Fridays on the Red network. Renewal is effective Sept. 3.

## Kaltenborn on Short Wave

H. V. Kaltenborn, CBS commentator now abroad, will broadcast via short-wave over CBS on Aug. 15 at 1:30-1:45 p.m. Kaltenborn will discuss the Spanish war which he has been witnessing since his departure from this country early last month. Broadcast will originate from Paris.

## NEW PROGRAMS—IDEAS

### New Man-on-Street Angles

Introducing a novelty angle into the "Man on the Street" broadcasts, WHBF is making radio announcers out of policemen and appealing to the male element with an attractive girl on the inquiring mike.

WHBF secured the cooperation of the police departments in Rock Island, Davenport and Moline to broadcast a "Cop on the Street" three times a week at 5:45 p.m. The officer, accompanied by production manager Ivan Streed, takes the mike to the street and with a blast of his whistle motions an approaching driver to the curb. The driver is somewhat worried at first but is soon put at ease when the friendly cop proceeds to interview him on driving and safety measures. And when interview is ended, the driver is given a ticket good for a free wash job from the sponsor, the Tri-city Firestone dealers.

Another novelty interview program, also broadcast three times per week, at 8:15 p.m., is "Harvey's Honey Gal." WHBF's attractive blonde singer, Bette Leins, takes the mike outside Harvey's ice cream retail store and interviews customers who are parked for curb service. Miss Leins encounters no difficulty in getting persons to talk—especially the men. Each person interviewed gets a free Harvey Honey malted milk. WHBF cut a transcription of Miss Leins singing "Honey" to play at the studio for the theme.

### Girls' Soft-Ball Broadcasts

Girls soft-ball has entered the world of sport broadcasts via WCBD, Chicago. This game, faster than the regular hard-ball, is one of the toughest announcing jobs in the business. There are 10 players on the diamond, all contributing plenty of humor in the heat of the game, which lasts about ¾ of an hour, and ending with personal interviews for 15 minutes, making it a full hour broadcast. The games are broadcast play-by-play from St. Phillips' Stadium. Ed Allen and Ed Roberts handle the play-by-play, with the color and interview by Dick Kross.

### Freedom and Abandon

For sheer abandon, nonchalance and freedom, the program known as "Star Dust" on KFOR, Lincoln, Neb., ranks in a class by itself. During impromptu interviews with broadcast stars, a telephone right within the studio is permitted to ring when there are calls for the participants and the ensuing conversation is allowed to go on the air. The entire show is ad libbed and the telephone interludes have proven to be among the oddest, yet most interesting, stunts in Nebraskan radio.

### News Display at Fair

Demonstration of Transradio News and its preparation for broadcasting will feature the displays of WLBC at the 85th Annual Eastern Indiana

Muncie Fair from their studio building. All newscasts will originate from the fairground studios. Entire personnel of station has been assigned to duties for the week and station has prepared a news scheduled to give every visitor at studios.

### Femme Legal Talker

WICC, Bridgeport, is readying a series of legal talks by Mrs. Frances Roth, former assistant city attorney in charge of domestic relations, and now a practising attorney, for the fall. Mrs. Roth will discuss interesting aspects of the law in an informal manner, eschewing legal terminology in so far as possible. Representatives of various legal departments will guest.

### Temperature and Humidity

WIL, St. Louis, recently started giving hour reports on temperature and humidity, with the cooperation of Roscoe Nunn, local government meteorologist and his staff. Results indicate a large number of listeners are interested in this information.

### Safety Slogans

Safety slogans are now used on the end of all news periods, at WLBC, Muncie, Ind. Campaign on safe driving is being furthered by the station as Fair Week approaches. Station airs news hourly.

## RCA NET IN QUARTER \$1,927,240 OVER 1936

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allowing for preferred dividends, paid or accrued, there remain \$3,030,292 earned on the common stock for the first six months of this year, the equivalent of 22 cents per share.

## John Lewis to Address Mass Meeting of ARTA

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close the association's convention which is expected to change the constitution of the association. A drive will be started following the meeting and it is expected that nearly 900,000 communications workers throughout the country will be unionized.

## Orchestras Returning To San Francisco Spots

(Continued from Page 1)

the cocktail lounge, with three bands being considered for the Persian Room opening Aug. 15. Fairmount Hotel angling for Joe Reichman's return, while Mark Hopkins brought in Joaquin Grill yesterday for six weeks, with Griff Williams to follow.

## WHO WANTS LYNN MARTIN DO YOU?

PAST PERFORMANCES

MEREDITH WILLSON  
STANDARD OIL  
FRIGIDAIRE  
JOHNSON WAX

LUCKY STRIKE  
SHOW BOAT  
PALMOLIVE  
RAY NOBLE

MAGIC KEY

Transcriptions for Norge

Recordings: Victor and Master

Personal Appearances: Casa Loma and Ray Noble

## IF YOU WANT LYNN MARTIN

Radio's charming stylist of song

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**IN A CLASS BY ITSELF**

**INTERSTATE BROADCASTING CO.**  
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## ORCHESTRAS MUSIC

**ERNEST GILL** will present a full-hour of international music over NBC-Blue network at 9-10 p.m. EDST tomorrow from San Francisco. Zavora and Robert Turner will be soloists.

*Vincent Lopez's orchestra will change its style of playing this fall. He has taken swing music to his bosom. One of the favorite presentations of the Lopez crew now is the swingy "Ham on Rye," written by two members of the ork, Johnny Morris and Nick Pisano.*

Johnny Hauser, heard six times weekly via the WOR-Mutual coast-to-coast network, has added a vocal quartet, "The Sing-Songers," to his orchestra. Due to previous commitments, however, the "Sing-Songers" will only be heard twice weekly with Hauser, whose airings emanate from the stage of the Grossinger Playhouse, Grossinger Country Club, Ferndale, N. Y.

The Hudson-DeLange orchestra has been set by CRA to play the Atlantic Beach Casino, Westerly, R. I., on Aug. 14.

Fletcher Henderson and his orchestra, currently at the Grand Terrace, Chicago, with nightly NBC broadcasts, will begin a one night stand tour for CRA about Sept. 1. Among dates already set are Waltz Dream Ballroom, Atlantic City, Sept. 9, and Strand Ballroom, Philadelphia, Sept. 10.

A string of name bands has been signed for a series of one-night stands at the Wagon Wheel, Nashville nite club. Carl "Deacon" Moore was there recently. Art Kassel plays the spot today, with Louis Armstrong booked for Aug. 10 and "Fats" Waller on the 11th.

Joe Castro, whose snappy orchestra has been heard on WWRL, Woodside, L. I., will be back on the air in the fall.

### New NBC Serial

"Gun-Smoke Law," new serial by Wilbur Hall, makes its debut Thursday at 8-8:30 p.m. as a weekly show over NBC-Blue network.

### AGENCIES

**DAVID ROSEN**, chairman of the board of Zinn & Meyer Inc., leaves Aug. 10 for the west coast on business. The firm has some expansion plans under way.

**OREGON-WASHINGTON PEAR BUREAU**, Medford, Ore., is including northern California winter pear growers in its forthcoming advertising campaign, and is changing its name to Oregon-Washington-California Pear Bureau to launch increased national advertising for winter pears.



● ● ● Helen Gahagan will be starred in a daily 15-minute script show called "Love For A Day" to be sponsored by General Foods... Nat Brandwyne is set for the Troc on the coast in October... Raymond Scott's Quintette will be part and parcel of the Fall Eddie Cantor show... Vincent Lopez has coast men in his Saratoga aggregation... Wini Shaw has been held over at Reilley's... Jack Fulton will be backed by eight voices in the future... Billy Walters, formerly with Sherman-Clay, will assist Harold Lee... Harry Rosenthal, ork leader, is the latest candid camera crank... Douglas Arthur has a 7 a.m. daily WNEW show called, "The Yarn Patrol"... Carl Hoff has depreciated 18 pounds while touring... Gertrude Niesen will appear in a Columbia feature next... Murray Baker's nuptials were delayed 75 minutes because Jack Robbins pulled "a Jimmy Walker" and arrived that late. Incidentally, Barry Wood sang "Oh Promise Me" so well that Matty Rosen, his agent, booked three more weddings for the crooner!

● ● ● Governor Henry Horner of Illinois made a station break for WTMV during an airing from Salem on Democratic Day in the city... The governor's speech preceded that of Postmaster-General James A. Farley's and he was joshing the crowd... Seeing the station's call letters on the mike stand before him, he said, "We see, too, that radio broadcasters are interested in us Democrats. You see that microphone there? That's WTMV in East St. Louis." This is the outlet's normal phrasing for a break... "Unique" is the word for the deal arranged between Coolidge Agency and the Iowa network, whereby the web's artists are permitted to appear twice weekly over a rival station... Dick Teela, tenor, and his accompanist, Bill Baldwin, do nine shows weekly for one sponsor via KSO, but under the new arrangement another show under the same sponsorship will be aired via WHO... Francis "Jake" Higgins, special eventslinger, and Ottis Roush, chief announcer for WLBC, Muncie, had a heck of a time recently during a "Man on the Street" show when a MONKEY suddenly appeared on top of the mike and kept chattering away to Higgins' questions. Roush attempted to "interpret" the monkey-shines.

● ● ● Central Artists Bureau has lined up several top-notch comics for commercials and is now looking for gag writers... Tom McKnight will also script the "Follies"... Jay Freeman, the maestro, is gripe-conscious... Lynn Martin has broken away from the choir and will solo-it... Ozzie Nelson's engagement at the Astor will be his last for the next two years... Don Cummings had all his clothes stolen from a car in Cleveland the other day... Henry Busse will do ten weeks of vaudeville... Art Tatum, piano-pounder blind for the past 15 years, has regained the sight of one eye!... "You Can't Stop Me From Dreaming," Dave Franklin's latest, is another hit for the scorer... Frank Burke returns from the bed tomorrow... Joe Rines is the only maestro having a membership in the American Society of MAGICIANS...

● ● ● Bob Longwell, who gives "Tiger Tales" over WJBK, Detroit, says if you want to check your listening audience just make an error of fact, especially on a sport show where the fans know more about the players and games than you do... The other day Bob had General Crowder, ex-Tiger pitcher, in the wrong trade... After the 47th phone call, it was evident a mistake had really been made... A 70-mile audition, by phone, is the record claimed by KFRU, Columbia, Mo... Phil Erwin's Ambassadors play at a theater in Hermann, with no air equipment ready on short notice for an audition, so C. L. Thomas phoned the theater, where a telephone was placed in center-stage and the band played, with KFRU's general manager, listening on the other end of the receiver 70 miles away... P.S. The band got the job.

## PROMOTION

### Opens "Give-Away" Department

To supply the growing demand of local and regional stations for program "give-away" material which will make their programs more directly productive of sales, The Script Library has opened a department devoted entirely to the creation and preparation of sales promotion material.

Designed for Script Library script serials, this service of "Station Sales Helps" will be developed in connection with old programs as well as new ones. This material may or may not be purchased for use by the stations buying scripts, as it is a separate service distinct from the Script Library itself.

### WSPR's "Log"

"The Log," official publication of WSPR, Springfield, Mass., made its bow July 28. The paper carries squibs about programs and members of the staff and is mailed to advertisers and prospects as well as to radio editors. Each member of the staff also receives a copy. The paper is being edited by Howard S. Keefe, senior announcer and head of the news department.

### Miniature Newspaper

A miniature one-page newspaper has been put out by KSTA, San Antonio, to acquaint sponsors and agencies with the market status and purchasing power of its area. Paper is made up in front-page style.

### Two New Series on WCAE

Pittsburgh — "Community Serenade," half-hour local commercial, started last night at 7:30 on WCAE, talent including Howard Baum's orchestra, vocalist Fred Lazier, trumpeter Louis Kaid, plus an outstanding amateur each week.

"Sophisticated Ladies" (Jeanne Galbraith, Henrietta and Dorothy Rosenberg) begin a new commercial series at 12:45 Wednesday noon, with Frank Siedel doing the script.

## NEW BUSINESS

### KSFO, San Francisco

Cal. Fresh Bartlett Pear Advisory Board, through J. Walter Thompson, S. F.; Wrigley's, through Neisser-Meyerhoff Inc., Chicago.

### WADC, Akron

Atlantic Refining Co., five Ohio State football games this fall.

### WICC, Bridgeport

Welch's Grape Juice, Irene Rich program, starting Aug. 15.

### KJBS, San Francisco

Goodrich Silvertown Stores (auto tires).

### WHN New York

Hoffman Beverage Co., 12 announcements a week for eight weeks, through BBD&O.



# ☆ Program Reviews ☆

## David Broekman

Emanating from the Don Lee studios in Los Angeles and fed to Mutual via KHJ, this program of "Music of the Stars" conducted by David Broekman made a very pleasant beginning Saturday night at 8:30-9 EDST. Guest stars for the occasion were Michael Loring, an excellent baritone, and Jo Stafford, who was just as good in her torch line.

After an introduction by the orchestra playing "Thank Your Father," Loring sang "Sailboat In the Moonlight." In an orchestra medley of numbers from "Singing Marine," Miss Stafford warbled "I Know Now." Then Broekman took Paderewski's "Minuet in F" and did it in "satin-smooth swing." Being a good composer himself, however, Broekman did not beat the daylights out of the original melody, but gave it a respectful modern interpretation.

"Where or When" was pleasantly sung by Miss Stafford, then Broekman conducted another fine orchestration of "Garden in the Rain," followed by Loring's singing of "Gwine to Heaven," then the playing of a "Funiculi Funicula" arrangement.

Nothing particularly spectacular about the program as a whole, but it was intelligently handled and altogether enjoyable.

## "WOR Presents Sylvia Froos"

Sylvia Froos, a topnotch seller of popular songs, returned to the air Sunday in a new WOR series in which she is the star vocalist. Other talent includes Jay Dennis and The Blue Bells, mixed quartet, and Bob Stanley's orchestra.

Miss Froos started the initial show with a vibrant rendition of "Gone With the Wind." Following an orchestra number, Dennis and the Blue Bells presented a novelty number of their own, "Fifth Avenue Bus," which was fairly good. Then the orchestra again in "The Way You Look Tonight" followed by Miss Froos and the quartet in "All God's Chillun Got Rhythm," and more of the former routine.

If anything stood out in the program, it was the singing of Miss Froos. Otherwise it was just another thirty minutes of orchestra and vocals, albeit enjoyable.

## "Club Matinee"

When it comes to variety shows, Chicago's NBC studios can turn 'em out in style. For instance, there's that daily morning "Breakfast Club" presided over by Don McNeill. And at 4-5 in the afternoons comes "Club Matinee," as palatable a menu of music and humor as a variety-minded sponsor should want.

With the music of Walter Blaufuss, the vocals of Johnny Johnstone, The Escorts and Betty and Fran Allison the humor of Spike McBullet, and the emceeing and comedy of

nsom Sherman, it is a tuneful, amusing and altogether lively show. P.S.—The "Saturday Jamboree," also piloted by McNeill, with Harry Kogen's orchestra, Sylvia Clark, et al, likewise is entitled to mention.

## "Hollywood Show Case"

Though it differs little from dozens of similar routine shows, this Saturday night half-hour over CBS from Hollywood is a pleasing affair. Lud Gluskin's orchestra supplies the musical framework and can always be depended upon to do a good job in that respect. Last Saturday's program had Joe Hernandez describing the handicap race at the Del Mar Track, also an excerpt from a new film, "Fiesta," which probably will be much funnier on the screen than it registered on the air. A harmony group, Three Hits and a Miss, did nicely with "Stop, You're Breaking My Heart."

## Briefly

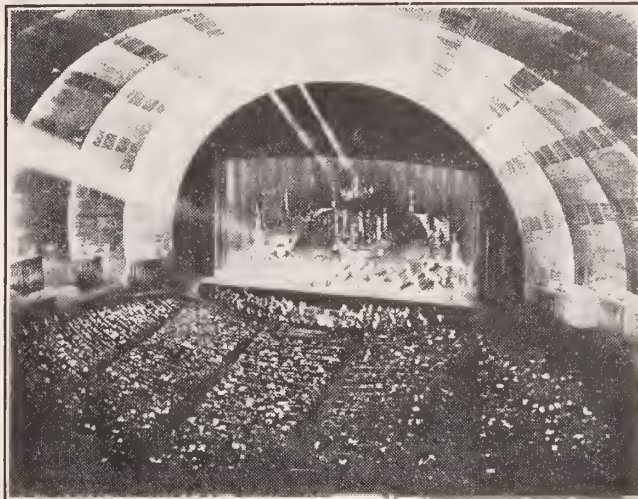
King Kolomoku and His Royal Hawaiians, with David Kaonohi, tenor, again brightened up the Tim and Irene program with Bunny Berigan's orchestra on WOR-Mutual last Sunday. The only disappointing part of it was that the island instrumentalists and singers were allotted only a few brief seconds. They deserve much more on any program. The comedy of Tim and Irene was somewhat better than usual, and the Yiddish comedienne was great.

Tex O'Rourke is building himself up into quite a humorist on "Magic Key of RCA" over the NBC-Blue network on Sundays. He has a good mike voice and an ingratiating style.

Hal Kemp, Carl Hoff and Louis Prima joined hands at 6:30-7 p.m. Sunday in a swing concert over CBS from the coast as a salute to Columbia's "Saturday Night Swing Session" presided over by Paul Douglas. It was a hot and lively half-hour, with three topnotch band leaders trying to outdo each other but just about managing to break even. Jackson Wheeler handled the commentating nicely.

The "Great Americans" series presented by the WPA over WBIL, starting with "The Life of Nathan Hale," at 8:30-9 p.m. Sunday is very worth while listening to.

Second presentation starring Ina Claire with Osgood Perkins, "What Every Woman Knows," presented Sunday night over NBC-Blue network, was a bit better than Miss Claire's show of the previous Sunday. Something wrong here. A good play and a good cast should make good entertainment.



Radio City Music Hall brings hearing to its deafened patrons with

# ACOUSTICON THEATREPHONES!

THOUSANDS of motion picture houses, large and small, are bringing theatre hearing to the deafened with Acousticon Theatrephones. These installations are energized directly from the sound system—are increasing box-office receipts by as much as 10%—invariably attract deafened audiences from areas outside the normal market of the equipped theatre. The individual Theatrephone enables the deaf to hear by a combination of bone and air conduction—a technique which made possible the development of the Dictograph Silent Radio and its Acousticon Mystic Ear. This radio, for the first time, offers personal radio listening: "One can listen, while others sleep, talk, read." Both the Theatrephone and Silent Radio are manufactured by the Dictograph Products Co., Inc.



## DICTOGRAPH PRODUCTS CO., INC.

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

MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902





**F**RED IBBETT due here Aug. 5 to take over his Hollywood Hotel production assignment for F. Wallis Armstrong, thereby writing finis to the rumors and counter-rumors.

Jack Haley disembarks from Show Boat after the voyage of Aug. 5, in preparation for his debut for Log Cabin Syrup on Oct. 8.

Dorothy Lamour gets the romantic feminine lead in Paramount's "Big Broadcast of 1938."

Johnny Green will celebrate his tenth anniversary as a composer by featuring several of his own compositions on the Packard show today

Leonard Levinson signed by William Esty Co., for scripting berth on the Camel program. Paycheck involved probably will come in handy as Len is building himself a pretentious home in Riverside Ranchos, near Griffith Park.

Adell Davis, nationally-known dietician and author of "Maximum Health", starts on KFVB, Tuesdays 10-10:15, with advice to health-seekers under the title of "Your Diet."

Lewis Allen Weiss, Don Lee g.m., made one of his infrequent mike appearances when the chain fired a salute to KQW at 8:00 to 8:45 p.m., Monday, Aug. 2.

Lane Williams added to announcing staff of KFAC.

David Broekman will wave the stick for 40 men when Mutual broadcasts the premiere of Paramount's "High, Wide and Handsome" at the Carthy Circle, Aug. 12.

"Peaceful Valley," featuring Earl Liederman in musical program of popular melodies interspersed with popular poetry, is a new KMPC offering at 4:00 p.m.

Famous Department Store is participating in sponsorship of the KNX "Sunrise Salute," 6:30-7 a.m. for 52 weeks, commencing Sept. 6.

KMTR boasts a new portable recording truck. Being utilized presently by Frank Robinson Brown for his "Man in the Street" interviews on current gambling investigations. Transcriptions are "played back" over the air, then iced for possible use in same manner as newspaper "Ten Years Ago" columns.

Young & Rubicam reported interested in Matty Kemp's "Amateur

## RADIO PERSONALITIES

No. 56 in the Series of Who's Who in the Industry

**H**. K. CARPENTER, vice-president of the United Broadcasting Co. and general manager of the company's two Cleveland stations—WHK and WJAY—is an immaculate chap who stands exactly six feet tall.

Born in the village of Beallsville, he later moved to the little town of Clarrington, and then to Ravenna—all in Ohio. His training included a period at Case School of Applied Science in Cleveland, and one at Kent State University, from which he was graduated. He is a real example of the small town boy who made good.



A typical "small town boy" who made good.

In a surprisingly short time after his academic career had ended he became general manager of the Goodyear Tire & Rubber Co. Industrial University at Akron, then head of WTAM Inc., Cleveland. His next connection in radio was with WPTF, Raleigh, N. C., where he was employed in various capacities, principally as general manager.

When he came into the managership of WHK, Cleveland, three years ago he was an expert in station management, and formation of the United Broadcasting Co. with "H. K." in the vice-presidency was a natural result.

H. K. Carpenter is chairman of the commercial section of the National Association of Broadcasters, a Mason, a Rotarian, a life-long honorary member of the Goodyear Friars, belongs to the Cleveland Advertising Club, is listed in "Young Men of America" and is a regular churchgoer.

He's married, has three grown daughters, is a thorough student of the English language and strangely enough, his hobby is painting posters. Yes, and not to be forgotten: he's an author—wrote "Behind the Microphone"—and rest assured, H. K. Carpenter knows!

### NEW ORLEANS

John Blair & Co. has been appointed national advertising representatives for WDSU.

Beverly Brown, one of the ace actors and scripters of WWL, is proud of the fact that he has two renewals on his commercial schedule 'way ahead of time. The first, Buster Brown shoes, has renewed for its weekly half hour, but Brown is especially proud of the fact that his Santa Claus half hours, which do not go on before November, have already been re-signed by D. H. Holmes, local department store, sponsoring the series for its third year, while Davison Paxon of Atlanta enters its seventh year of sponsorship.

Vince Callahan is bound for New York and Washington on business.

Authors," now on KFVB, for national sponsorship.

Adele Vasa set on KFI for a Monday spot weekly for Packard. Singer will have The Two Keys for accompaniment.

Speaking of singers...this boy Fortunio Bonanova projects his personality over the air in grand fashion. Possessor of a rich, warm, colorful baritone voice, he certainly knows how to sell it.

Willard E. Edwards, otherwise known as Bill Edwards, technician at KFI-KECA, hit the headlines last week with his stunt of paddling an Eskimo kayak from the mainland to Catalina in seven hours. It would still be good if he had taken 24, but the payoff is that Pat Bishop, KFI news speller, gave the hardy mariner a buildup next day under the birth-certificate-moniker, little wotting that he was publicizing fellow-worker "Bill" using an alias.

### KANSAS CITY

Ellis Atterbury, general manager of KCKN, has returned from a two-weeks vacation, as has Ruth Royal, KCKN musical director.

Dorothy Chaquette, KXBY program director, left Saturday for two weeks in Chicago.

WHB is airing an additional daily quarter hour musical transcription show during August for Gorman Furniture Co., bringing their total air time to three daily 15-minute shows and four daily 50-word spots, about double their usual summer time schedule.

Don Davis, president of WHB, and family have returned from a northern vacation.

James Gardner, KMBC technician, and his wife who is heard over KMBC in a daily quarter hour show sponsored by John Taylor Drygoods Co., are vacationing in the Ozarks.

Arthur B. Church, president of KMBC, and J. Leslie Fox, director of sales, have returned from Peoria where they attended the funeral of Teddy Bill, young son of Edgar L. Bill, general manager of WMBD.

Barbara Winthrop, KMBC continuity editor, and Fran Heyser, KMBC production head, have left for New York where they will remain most of August working on "Phenomenon," disk series.

KCKN's "Musical Memories" is again featuring the piano and vocal music of Carl Willis and Ruth Royal. During Miss Royal's vacation musical transcriptions were used on the show.



**N**ED REGLEIN, WIND program director, sailed for Europe last week.

It's a girl at the Evanston home of the Whyth Walkers (WIND salesman).

Leonard Salvo, WGN organist, nearly chased from studios by studio guards this week when he showed up minus his mustache.

Gilbert McClelland of NBC press back on the job after a three-week illness.

Gale Page, NBC contralto, her husband, Frederick Tritschler, Chicago broker, and their son, Fritz, are on a one-week automobile vacation up north.

Sophie Germanich, mezzo-soprano, who has been replacing Lee Donovan with the Verne, Lee and Mary trio on "National Barn Dance," was married Saturday to Bob McIlwaine of WLS promotion staff.

Ed Paul, WLS announcer, and Lynn Brandt of the Chicago NBC announcers' staff, are playing tennis for high stakes these days. Paul "won" Grant Park from Brandt, then they put up the Stevens Hotel and Lynn took that.

Rita Clifford, WIND receptionist, sailed yesterday with her parents on another European jaunt.

### Lew White Booked

Lew White has been signed to appear with the newly developed Electronic Piano at the National Electric and Radio Exposition in Grand Central Palace next month. White attracted considerable attention in a demonstration of the new piano at the Music Merchants' Convention last week.

### Harry Rose in NBC Spot

Harry Rose, comedian, will head a new NBC-Blue sustaining program beginning Aug. 11, at 9-9:30 p.m. William Wirges will conduct the orchestra and Rose will also present guest artists.

### WJBO on New Frequency

WJBO, Baton Rouge, one of the 10 Southern stations added to the NBC-Blue network, is now operating on a new frequency and power of 1120 kilocycles and 500 watts power. Station also has completed a new 485-foot half-wave radiator antenna.

### Vass Family to Record

The Vass Family, now heard on the Ben Bernie broadcasts, yesterday signed for a series of eight records with Decca. Group is composed of seven brothers and sisters.

### Soap Box Derby on Networks

CBS will broadcast the finals of the Soap Box Derby Aug. 15 at 6:30-7 p.m. Ted Husing will handle the airing direct from the track in Akron, NBC will also air the finals, with Graham McNamee doing the airing.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

**BIRTHDAYS**

Greetings from Radio Daily  
August 3

Ray Block                      John S. Young  
Irma Glenn



☆ **F. C. C.** ☆  
**ACTIVITIES**

**APPLICATIONS GRANTED**  
 WSJS, Winston-Salem. Voluntary assignment of license to Piedmont Publishing Co. Central States Broadcasting Co., Omaha. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.  
 Columbia Broadcasting System, Inc., Boston. CP for new high frequency station. 88000, 123000, 164000, 205000 kc., 100 watts.  
**SET FOR HEARING**  
 WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited.  
 Roberts-McNab Co., Newburg, N. Y. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
 S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
 Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.  
 W. C. Irvin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.  
 Larty Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.  
 Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
 Carl Latenser, Atchison, Kas. CP for new station. 1420 kc., 100 watts, daytime.  
 Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.  
 W. Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.  
 W. Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.  
 Y. W. Scarborough & J. W. Orvin, Charleston. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.  
 Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.  
 George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.  
 John P. Harris, Hutchinson, Kas. CP for new station. 710 kc., 1 KW., daytime.  
 Pacific Radio Corp., Grant's Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.  
 San Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.  
 O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.  
 Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.  
 Port Angeles Broadcasters, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.  
 Brenau College, Gainesville, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
 National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
 Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.  
 Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.  
 Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1420 kc., 100 watts, daytime.  
 WNOX, Knoxville. Mod. of license to increase night power to 5 KW. 1010 kc., unlimited.  
 WMT, Cedar Rapids, Ia. Mod. of license to increase night power to 5 KW.  
 KFJZ, Fort Worth. Auth. to transfer control of Corp. to Ruth G. Roosevelt. 1370 kc., 100 watts, 250 watts LS., unlimited.  
 WACO, Waco, Tex. Vol. assignment of license to Hearst Radio Inc. 1420 kc., 100 watts, unlimited.  
 KTSA, San Antonio, Tex. Vol. assignment of license to Hearst Radio Inc. 550 kc., 1 KW., 5 KW. LS., unlimited.  
 KNOW, Austin, Tex. Vol. assignment of license to Hearst Radio Inc. 1500 kc., 100 watts, unlimited.  
**APPLICATIONS DENIED**  
 Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.  
 State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.  
**APPLICATIONS RETURNED**  
 KFRO, Longview, Tex. Authority to transfer control from Rogers Lacy to James R. Curtis. Not in proper form.

**Political Sellout**

Norfolk—As a result of the unusual demand for time caused by the Democratic Primary election, all bookings of spots and programs on WTAR after 5:45 p.m. Monday were closed out two weeks ahead of time. Station did an hour overtime last night, with politicians splicing until 1 o'clock this morning.

**Equity Council Will Hear Radio Unit Report Today**

Results of Actors Equity board meeting held yesterday in connection with its move to reorganize the entertainment field as well as cope with the new developments in radio artist organization will be reported to the Equity Council this afternoon. Council will have to pass on any of the decisions reached at yesterday's meeting before they become official.

**24 Nationality Choral Contest**

Cleveland—Plans have been completed for a giant 24-nationality choral contest to be sponsored by United Broadcasting Co. in conjunction with the Cleveland and Buffalo Transit Co., operators of the steamer Goodtime.

Stanley Altschuler, foreign program director of stations WHK-WJAY, will supervise the project for UBC and the transit company, as well as all broadcasts originating from the scene of the contests. WHK schedules the first of these for airing at 9:45-10:15 p.m. Today, the choruses representing the 24 foreign nationality groups will participate in contests scheduled over a period of one month—until Sept. 3. There will be 12 separate contests, with two different choruses singing in each contest. All choruses will be admitted free for the regular Lake Erie nighttime cruise on the Steamer Goodtime, and winning choruses will be awarded a total of \$600 in cash prizes.

**New Music Series on WQXR**

Hazel Griggs, concert pianist, and Virginia Mauret, coloratura soprano, have been added to the WQXR musical schedule for August. Miss Griggs will be heard in recital at 5:30-6 p.m. Sundays, and Miss Mauret, accompanied by Jascha Zayde at the piano, will give her recital on Thursday evenings 9:45-10.

**Leo Fitzpatrick Donates Cup**

Detroit—Leo Fitzpatrick, head man at WJR, has donated a silver cup to be awarded by the Detroit Police Department to the Boy Scout troop exhibiting greatest progress during the year. Cup will be known as the Commissioner's Trophy, and its award will be based on monthly reports covering scout work and activities including civic duties.

**WORC In New Quarters**

Worcester—WORC has moved its studios to 65 Elm St. The building was completely remodelled for studios and offices and will be open for public inspection the latter part of August.

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

**NELLIE REVELL**

New York City

"... As one of the deans of radio writers, having edited five radio magazines, may I be permitted to congratulate the RADIO DAILY. May it flourish and be ever popular."

*Nellie Revell*

**LEO REISMAN**

New York City

"... RADIO DAILY has filled a much needed gap in radio circles. Best wishes for its success."

*Leo Reisman*

**AMERICAN RADIO FEATURES**

Los Angeles, Calif.

"... Congratulations to RADIO DAILY for its general newness and the interesting material it contains. I am sure RADIO DAILY will enjoy the fine success it merits."

*F. C. Dablquist*  
President.

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



## San Francisco

Rush Hughes, back from Hawaii, resumed his Lagendorf Pictorial broadcasts yesterday, over NBC Pacific Red. Buddy Twiss had been subbing.

Mel Venter and his "Feminine Fancies" gang journeyed to San Jose yesterday to broadcast San Francisco's part of the 45-minute dedication in the Mutual-Don Lee airshow celebrating affiliation with KQW, San Jose. Chester Smith and ork went along, also John B. Hughes, commentator.

Their "Two-Weeks": Page (One Man's Family) Gilman spending his second skiing on Mt. Lassen . . . Bob Bence, KFRC chief announcer, left Sunday—"goin' fishin'" . . . Ray Lewis, KFRC sales staff, heads for the hills and streams in Quincy and Feather River country this week.

Wallace Ford, KYA producer, spoke on the development of the radio industry to Oakland Optimist club recently.

Olive West rose from a sick-bed to broadcast a featured role in "Tales of California," NBC'd Sunday eve.

Natalie Park, "Hawthorne House" actress plays the part of weary-voiced "Mrs. Martha Murgatroyd," a new character conceived for Jack Meakin's "Bughouse Rhythm" show on NBC.

Bill Davidson of KFRC's "Rise and Shine" has a sponsor who pays for announcements which tell about listeners receiving a free gift if they guess who it (sponsor) is. There will be no clues till 700 gifts are given away. Right guessers get a miniature Russian wolf hound . . . Well, it's different.

Zarova, soprano, and Robert Turner, pianist, slated for feature spots in Ernest Gill's one-hour coast-to-there show Wednesday.

NBC remotes from the El Patio ballroom for the first time Thursday, Aug. 5. Spot previously KFRC'd. National will air Leon Mojica's music five-times weekly alternating on the Red and Blue webs.

NBC loses the Palace Hotel remote pickup to CBS now that Columbia is building new studios for KSFO in the hotel.

## ONE MINUTE INTERVIEW

EDGAR A. GUEST

"Every person in the U. S. over 25 years of age is a potential air performer—if only for a single broadcast. In preparing "It Can Be Done," I have found that virtually every person has some thrilling or interesting experience that would be suitable for radio dramatization. More and more, radio is being given over to the listener, because ingenious program builders have learned that Mr. and Mrs. America are persons with stories to tell."

## ★ Coast-to-Coast ★

**B**ILL DURNEY, director of public relations at WIL, St. Louis, and Bart Slattery, publicity manager on the same station were guests of the American Airlines on a special preview flight of the Flag Ship of its new Fleet 21-Passenger Douglas Airlines, put in regular service this week. The flight was a demonstration for city officials, the press and radio.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., middle-aided it with Aime Moore of the same city Saturday.

Campbell Arnoux, WTAR (Norfolk) general manager, along with John New, sales head, and J. L. Grether, chief engineer, in Richmond looking over the newly opened WRTD penthouse studios, as WTAR adds finishing licks on its own air-conditioning system.

KFEL, Denver, is definitely set to carry the Lutheran Hour over the Mutual network. Program fills the 4:30-5 p.m. spot EST, on Sundays, beginning October 24.

WQAM, Miami: F. W. Borton, left Saturday for a visit with Bill Knight, WTOG head, then to North Carolina for vacation . . . H. Bond Bliss, commentator, will take a month's rest before resuming his three-a-week series . . . Rex Griffin, Decca recording artist, has joined the cast of WQAM's "Summer Scrapbook" . . . Ralph Nulsen, chief engineer, has designed a complete two-way communication mobile unit car, which will be put into operation shortly . . . Hazel McGuire, assistant program director, vacationing in Cuba . . . Bill Wells, formerly at WJNO, has joined announcing staff . . . Leslie Harris, producer, off to North Carolina and New York for a vacation.

The Songfellows return to WHO, Des Moines, today to resume their programs in person after a vacation during which ET's subbed for them.

WLBC, Muncie: Don Burton, owner, and Bill Craig, commercial manager, and wives are back from a Colorado motor trip . . . Bob Minton, organist and pianist, is subbing for Art Shipley at the piano and with the latter's ork at Hotel Roberts while Shipley is spending two weeks on the gulf coast . . . Ottis Roush, chief announcer, gave a play-by-play for a baseball double-header that ran four and a half hours, which he claims is some record.

Major Edney Ridge's WBIG, Greensboro, N. C., was cited as "The Favorite Station in the Favored Region" in the Golden Jubilee souvenir program of the North Carolina State Firemen's Ass'n.

WJBK, Detroit: Sibyl Krieghoff, program director and concert pianist,

is back from two weeks up north . . . Ray Dauberger, pianist, and Charlie Sterritt, announcer, will journey to Petosky on Aug. 8 . . . Mike Kent, commercial manager, and Angus Pfaff, chief announcer, have gone nautical . . . Manager James F. Hopkins has provided announcers with an incentive—a pay increase to all who secure radiotelephone licenses . . . The "every hour on the hour" newscasts, totaling 19 daily, have built up quite a listener interest, reactions indicate.

James McCulla, announcer at WCPO, Cincinnati, left Saturday for a vacation at his home town in Iowa.

Malcolm A. Sears, former engineer at WDAF and instructor in K.C. radio school, but more recently of KJBS, San Francisco, has joined the staff of KYOS, Merced, Cal.

M. F. "Woody" Woodling, manager of KYOS, Merced, is back at his desk following a lay-off caused by a collapsed lung while diving.

Mary Davis of the traffic department at WCAE, Pittsburgh, is vacationing.

The School Kids program conducted by Hal Nichols on KFOX, Long Beach, Cal., yesterday expanded to a full hour. Show has been a station feature for 12 years. KFOX also is launching a series of dramatic playlets including "David Copperfield," "A Doll's House," "Scarlet Letter" and others.

WOWO, Fort Wayne: Sales Manager Clyde R. Durbin and Mrs. D. are vacationing in Canada . . . J. B. Conley, auditor, trekking through northern Mich. . . Bob Shreve, vocalist, visiting Barry McKinley in New York for a few weeks . . . Leo E. Yoder, formerly of WCAE, Pittsburgh, has joined as engineer.

KFIZ, Fond du Lac, Wis., dedicated its new electric organ last week with selections by eight organists including Mrs. Lucille Fairbanks, program director and staff organist.

Bill Fox, formerly featured in radio and orchestra work on the coast, has inaugurated a series of song recitals with Bob Cole at the piano over WIBA, Madison, Wis.

Frank Behrens, who played the title role in "Lefty Culpepper," formerly heard over WTMJ, Milwaukee, is preparing a series of monologs and will record several of them to be sent to Rudy Vallee in the hope of making Rudy's Varieties.

"Cathedral Novena," heard over KSO, Des Moines, every Tuesday afternoon, marks the first long-time contract for a Catholic church in the middle west. The quarter-hour show

## San Antonio

Manager H. C. Burke of KTSA has just published a new weekly sheet titled "News from San Antonio." Little Tommy Housos is the youngest member of WOAI's talent roster who receives fan mail.

Jerry (Bud) Morgan is back at KONO from vacation.

Margarite Sedgwick has joined the KTSA program staff.

Luther Boswell, KTSA technician, is laid up by a recent auto accident.

Marie Walsh of KTSA's production department is off to New York on vacation.

## 2,000 for "Crosscuts"

San Francisco—"Crosscuts from the Log o' the Day," oldest program of its kind on the Pacific Coast, heard on the coast NBC-Blue web, celebrated its 2,000th broadcast Monday. Show is under the direction of Laurance L. Cross, who interweaves his friendly philosophy into a group of varied musical selections.

is a gift to St. Ambrose Cathedral in Des Moines. Intended primarily for shut-ins who cannot come to the cathedral for the regular service, the program features harp and organ music, with vocal hymns and a short meditation on pertinent religious subjects. Sponsor is never mentioned on the program, produced by Orville Foster, musical director of the Iowa Network.

With Margaret Speaks, soprano soloist, on vacation, the first of three concerts to be given by the chorus and orchestra of the "Voice of Firestone" program, under the direction of Alfred Wallenstein, will be broadcast Aug. 9 at 8:30-9 p.m. over the NBC-Red Network. Lighter classics and hit tunes from recent musical successes will be featured.

"A Woman's Point of View" returns to WELI, New Haven, Thursdays at 3:15 with a new writer, Thelma Schiif.

WCAE, Pittsburgh: Ed Harvey has departed for his new job as program director of Hearst New York State network . . . Carl Dozer started vacation yesterday, leaving Charley Rowe to pinch hit.

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