



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 24

NEW YORK, N. Y., WEDNESDAY, AUGUST 4, 1937

FIVE CENTS

## ARTA to Extend Scope

### CONSTITUTION APPROVED BY RADIO ARTISTS UNIT

Meeting late Monday night of the American Federation of Radio Artists resulted in discussion and approval of the constitution under which it will operate, the constitution also having been approved by Actors' Equity Ass'n council. Mark Smith, who was elected chairman of the local board, presided. Constitution will now have to be approved by the Associated Actors & Artistes of America to whom the AFRA will soon formally apply for jurisdiction over the organized radio actor field.

Movement was started to set up the first national board of the AFRA and the local members of the board will proceed with organization and

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### Goodrich and Gen. Mills Split Penn League Games

Albany—Goodrich (Silvertown tires) has taken over half of General Mills' (Wheaties) contract to air the Albany New York Penn league games. They alternate. Royden N. (Doc) Rand continues as sportscaster.

### NBC-Blue Commercials Being Retained by WDSU

New Orleans—Though WDSU has taken over NBC's Blue network on full time here, the three national advertisers of the Blue who come into this territory will continue to go out on the air here from WSMB, the Red outlet, Harold Wheelahan, manager of WSMB told RADIO DAILY. This condition is thought to arise from contractual obligations and ap-

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### Negro Hamlet

Something of a novelty climax to Shakespeare's biggest year on stage, screen and radio will take place on Rudy Vallee's NBC-Red network show tomorrow night when Eddie Green, the Negro comic, gives his interpretation of Hamlet. John Tucker Battle, who adapted the five-hour play for Green's purposes, has reduced it to eight minutes.

### Croonsillectomy

San Diego, Cal.—One of the Bing Crosby offspring, a three-year-old boy, was taken to the Mercy Hospital here yesterday for a tonsil removal. When a UP reporter asked the radio-screen star if the tonsillectomy was to prepare the youngster for a crooning career, the champ crooner replied: "My son a crooner? Never!"

### GROSSMAN SHOE COMPANY RETURNING TO NETWORKS

Grossman Shoe Co., last heard on the networks in 1936, will return to the NBC-Blue network this fall, it was learned yesterday. Sponsor, who only recently appointed the Sterling Advertising Agency, is currently heard over a few of the small local outlets in New York, but plans for an increased budget to include radio as the leading media have already been announced. Time, talent and actual hook-up of stations are now being decided and will be released at a later date.

### Massachusetts Sponsor Going Farther Afield

Gardiner, Mass.—Florence Stove Co. of this city will use radio outside New England for the first time when it starts a series Sept. 15 on WOR in the New York area. Paul A. Belaire, New England sales rep for WOR, closed the deal. William B. Remington Inc., Springfield, Mass., is the agency.

## Atlantic Refining, Kellogg Boosting Football One Third

### WGY to Get New Studio As a Christmas Present

Schenectady—General Electric started work this week on its 1937 Christmas present to WGY and the operators of the station, NBC. The gift, scheduled for opening at Christmas, is a new studio building embodying all latest developments, including a large audience studio two

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## CIO to Make Radio Telegraphists Ass'n an Industry-Wide Organization to Embrace Entire Radio Field

### COCA COLA CBS SHOW AS STRAIGHT MUSICAL

Coca Cola show coming to CBS on Sept. 10 has been definitely set up as a straight musical program sans comedy or dramatics. Kitty Carlisle and Reed Kennedy will do the vocal solos. A male quartet, male chorus of 20 voices, Frank Crumit as emcee and Gus Haenschen's orchestra of 45 men will complete the lineup. A young femme rhythm singer is yet to be selected. Program will be heard Fridays 10-10:45 p.m.

Felix W. Coste of the local D'Arcy agency office is handling the show. Possibility of starting date being deferred one week to Sept. 17.

### Haydon in Exec Post With Van Cronkhite

Chicago—Stuart Haydon, internationally known newspaper man and author, this week went over with Van Cronkhite Associates Inc. on a full-time basis in an executive capacity. Haydon has been identified with VCA since its early days both as a stockholder and in an advisory capacity. This week, he moved into VCA Chicago offices, taking over the duties of Editorial Director.

Haydon has been connected with radio in various capacities for the

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American Radio Telegraphists Ass'n, now holding its third annual convention at the Edison Hotel, was told by Mervyn Rathbone, president, that John L. Lewis has decided to use the ARTA as an industry-wide organization instead of limiting it to marine radio men. Broadcast, land radio, marine, telegraph, point-to-point and telephone men will be included under the new plans.

Steps have already been taken to organize the broadcast industry, with a test case involving WHN now in the hands of the National Labor

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## AFM BOARD WINDS UP RADIO-ET CONFERENCE

A final joust with the electrical transcription manufacturers yesterday morning, followed by an executive session, wound up the activities of the AFM executive board late yesterday afternoon. As in the case of radio and phonograph record manufacturers, adjournments were taken until Sept. 16, during which time the various factions concerned will

(Continued on Page 3)

### G. M. Resumes Oct. 8

General Motors Concerts on Oct. 8 will resume its NBC-Blue network Sundays 8-9 p.m. Erno Rapee conducting the symphony orchestra and guest soloists will be the fare. Agency is Campbell-Ewald Co.

### House OK's Memorial

Washington Bur., RADIO DAILY

Washington—The House of Representatives yesterday approved a resolution calling for an appropriation to be used in erecting a memorial in Claremore, Okla., in memory of the late Will Rogers. Claremore is the Rogers birthplace.

Sum of \$500,000 has been designated for the proposed memorial.





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## FINANCIAL

(Tuesday, Aug. 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	+ 1/4
CBS A	31 1/4	30 3/4	30 3/4	- 3/8
CBS B	30 7/8	30 7/8	30 7/8	- 1/4
Crosley Radio				
Gen. Electric	58	57 1/4	57 1/4	- 1/2
North American	28 1/2	27 7/8	27 7/8	- 3/4
RCA Common	10	9 1/4	9 3/4	+ 3/4
RCA First Pfd.	70 1/4	67 3/4	70	+ 2 1/4
RCA \$5 Pfd. B.	(100 Bid)		115 Asked	
Stewart Warner	18 7/8	18 5/8	18 5/8	- 1/8
Zenith Radio	37 3/4	37	37	- 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 7/8	3 3/4	3 7/8	+ 1/8
Majestic	3 7/8	3 3/4	3 7/8	+ 1/8
Nat. Union Radio	1 3/4	1 3/4	1 3/4	- 1/8

### OVER THE COUNTER

Stromberg Carlson	Bid 13	Asked 14 1/2
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## Deny Temporary Order On "It Can Be Done"

Temporary injunction restraining the Household Finance Corp. show on the NBC-Blue network was denied by the New York Supreme Court. Action for injunction and \$50,000 damages was recently filed by Sol Rothschild, who alleged plagiarism by the program "It Can Be Done." NBC and the BBD&O agency are also defendants in the pending action.

### Philco Fill-In

St. Louis—With Boake Carter's CBS airings cut to three a week, Philco dealers of Missouri are sponsoring a 15-minute newscast over KMOX in the former Carter spot. Henry W. Flannery edits the copy and Sid Saunders is announcer. On Tuesdays the station offers a sustaining news program.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED  
1600 Broadway ME. 3-1270 New York

## South American Good Will Series

Plans are now under way whereby the federal government will utilize network facilities this fall for a series of broadcasts aired to create good will between the United States and South America. Broadcasts will be of a dramatic nature, and will be a serious attempt on the part of the government to acquaint the people with Latin-American nations.

Dr. Samuel Guy Inman, executive secretary of the committee on co-operation in Latin America, revealed the proposed radio broadcasts in an address at Columbia University.

## Newspapers Contribute To WMCA Editorial Digest

WMCA will inaugurate a new type of news broadcast Aug. 13 when a new series, entitled "Editorial Digest" will begin. New program is worked with the co-operation of editors of all the daily papers in New York City. Editorials, written by these men, will be aired on the new show. Papers contributing material will be Daily News, Daily Mirror, Herald Tribune, New York Post, Sun, World-Telegram, Times and Journal.

## Film Firm to Use Radio

Columbia Pictures will launch an extensive nationwide advertising campaign for its 1937-38 major productions next month with a budget of approximately \$1,500,000. This schedule is almost triple the previous one. Included in the plans is the use of spot radio on local stations throughout the country. All business will be placed by the Biow Co.

## Mrs. Eddy Duchin Dies

Mrs. Eddy Duchin, the former Majorie Oelrichs of society, died yesterday morning at 5:30 in the Harbor Sanitarium, from complications following the birth of an eight-and-half-pound boy last Thursday. Duchin, who came east from a Chicago engagement at the time of the birth and then returned to Chi, was recalled Monday night when Mrs. Duchin had to undergo transfusions. He was at her bedside when the end came. She was 29 and was married to the bandleader June 5, 1935.

## New Drama by Scudder

"How Dark a Harvest Moon," an original full-hour radio play by Raymond Scudder of the NBC script division, will be presented Aug. 15 at 8-9 p.m. over the NBC-Blue network. Drama deals with the struggles of the American farmer.

## Music Festival on Mutual

Mutual web will pick up the Chicago Musicland Festival on Aug. 21 at 10-11 p.m. Music joust is sponsored by Chicago Tribune and other newspapers, from Soldiers Field, where an audience of 80,000 is expected. Bob Elson will be narrator.

## "Hi, Audience" Time Change

"Hi, There, Audience!" with Ray Perkins as emcee has been switched to the 8-8:30 p.m. spot over WOR-Mutual on Sundays. It formerly was heard 9-9:30 p.m.

## Brusiloff is Appointed WMCA Musical Director

Donald Flamm, president of WMCA, yesterday announced that Nat Brusiloff has been appointed musical director of WMCA. Appointment is to become effective Sunday, Aug. 8. In making the appointment public, Flamm stated that Brusiloff will be given free reign in his new job.

Brusiloff was formerly musical director of WOR, but resigned recently. He was succeeded at that station by Bob Stanley, formerly his assistant.

## Still Seeking Spot

Mutual Broadcasting System is still seeking to clear time for Commentator magazine half-hour commercial which wants 10-10:30 spot on Sunday night, if possible, starting Sept. 19. Stations are WOR, WGN and 10 Don Lee outlets, and program will be a dramatic variety show with possibility of John B. Kennedy as emcee. Agency is Cecil, Warwick & Legler, Inc.

The 10-10:30 p.m. Sunday spot on Mutual conflicts with "Good Will Hour" program.

## Protests on Writer Program

Norman White, Jr. Inc., radio show producers, who put on the WOR "Melody Treasure Hunt," which was optioned by Universal Pictures, has filed protest with Warner Bros. that the "Amateur Authors" program now airing under direction of Matty Kemp over the Warner station, KFWB, Los Angeles, infringes on a script which White submitted some time ago titled "Amateur Dramatists." Idea of the show, in both instances, is to discover new writing talent for films. Arthur Hopkins was to have been emcee for the White show.

## Florence George for Packard

Florence George, young NBC soprano, has been signed for the new Packard Motor program with Lanny Ross, Charlie Butterworth and Raymond Paige's orchestra. Show starts Sept. 7 at 9:30 p.m. over the NBC-Red network.

## Brokenshire Pinch Hits

Norman Brokenshire starts today on the Journal of Living (magazine) program on WOR, WAAB and WEAN, 12 noon to 12:30 p.m. Brokenshire will bat for Victor H. Lindlahr who goes on vacation.

## COMING and GOING

CLEM McCARTHY goes to Suffolk Downs in East Boston on Saturday to report the Mass. Handicap for NBC.

JANE PICKENS goes to Boston next week for a vaudeville appearance at the Metropolitan Theater and then comes to the New York Paramount.

BEN BERNIE goes to Saratoga the week of August 17 to watch the horses run and will air his American Can show from there.

DAVID SARNOFF, president of RCA and board chairman of NBC, sails on the Normandie today for Europe.

HUGH J. BRENNAN, president of WJAS, Pittsburgh, and his daughter will sail for Europe today.

ABE SCHECTER, director of the special events division of NBC, is another Normandie passenger.

WOLCOTT PITKIN, vice-president and attorney of I.T.G.T., and MRS. PITKIN sail for Europe today.

HOWARD M. DONOVAN, vice-president of Donovan-Armstrong Advertising Corp., Philadelphia, and MRS. DONOVAN, sail today aboard the Aquitania for Europe.

BILL BURTON, of the Rockwell-O'Keefe office flies to Pittsburgh to attend Jimmy Dorsey's opening at the Stanley theater.

MIKE NIDORF of Rockwell-O'Keefe went up to Boston to visit Bob Crosby at the Ritz-Carlton Hotel.

RUSS BROWN today sails on the Normandie to appear in the London production of "Take It Easy" with Herman Timberg and Barbara (Snoony) Blair.

HENRY MORGAN, WNAC announcer, is visiting his family in New York for one week.

DALE ROBERTSON of WIBX, Utica, is in New York for a few days.

HOWARD CLANEY, NBC announcer, sails for a vacation in Europe aboard the Normandie today.

BOB HOPE leaves for Hollywood in September to make a picture for Paramount.

EDDIE ALBERT left for three week fishing trip to Nova Scotia last night.

GRACE ALBERT is spending a two-month vacation in Europe.

## KNX Sells Three Spots To National Sponsors

KNX, Hollywood, has sold three spots to national advertisers, starting dates and type of show yet to be set. The accounts are Tussy lipstick, taking Monday, Wednesday and Friday, daytime half-hour programs; Campbell's Malto Meal (cereal) two quarter-hours in weekly night spot, and Listerine, Monday through Friday 12.45-1 p.m.

## WSAU Signs Scriptfolio

WSAU is the latest station to join the list of subscribers to Star Radio's latest service, the Scriptfolio. The station also obtained Star Commercial rights two weeks ago.

## CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York  
JacksonvilleChicago  
Detroit



## CIO WILL MAKE ARTA INDUSTRY-WIDE UNIT

(Continued from Page 1)

Relations Board. ARTA also has applications from various CBS stations, but definite action will await the outcome of the WHN hearing.

Delegates, numbering 32, now at the convention are from New York, Boston, Los Angeles, New Orleans, Seattle, Cleveland, Chicago, Washington, Akron, Detroit and Portland. Also included are representatives from San Francisco and Oakland. Spokesmen for the union will be named during the convention to represent the radio men at a mass meeting of the CIO which is to be held in Chicago on Aug. 30.

An honorary presiding committee composed of Lewis, Harry Bridges, Joseph Curran, Tom Mooney and several others has been selected by the delegates. Scheduled for discussion during the convention is the adoption of a new name for the organization.

## AFM Board Winds Up Radio-ET Conference

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have time to think over the AFM ultimatums.

Final redraft of the points involved is in the works and these will be forwarded to those concerned shortly. Upshot from the AFM angle is that at least 3,500 musicians must be put to work by radio stations throughout the country. This is to be forced by pressure and control of the electrical transcriptions and phonograph records. Members of the executive board state that the ET, phonograph and radio men admitted to great extent that the indiscriminate playing of phonograph records is unfair when a station in question hired no live musicians. Some of the board members appeared particularly bitter against the wired radio type of recording which was recorded for a two-way exploitation such as ET libraries and hotel room music as well as restaurants, etc.

Electrical transcription manufacturers and others, however, claim they had no alternative at the meetings but take what was handed out by President Joseph N. Weber of AFM and others of the executive board. Weber, they state, declared himself and put down the law as to what he wanted done. ET men admit they are stumped and somewhat dazed and will need the time between now and Sept. 16 to think things over. Thus far they have no concerted method of action in mind.

Some ET men believe that the doing away absolutely of phonograph

## NEW PROGRAMS—IDEAS

### WHK-WJAY Job Program

United Broadcasting Co. stations WHK and WJAY are conducting a two-station cooperative campaign with the Ohio State Employment Service to reduce unemployment in Cleveland and vicinity. High spot of both the WHK and WJAY shows, which are being heard Tuesdays at 9:30 p.m. and Thursdays at 5:45 p.m. respectively, will be the announcement of actual openings in the files of the Cleveland office of the employment service. To be known as "Job Opportunities," the show is scheduled once a week on each station, and is to continue indefinitely.

### For Home-Makers

KFRU, Columbia, Mo., recently inaugurated a new series of half hour programs twice-a-week titled "Your Home and Mine." Scripted by David Frederick, KFRU special feature writer, the series deals with problems met with in constructing, remodeling and improving homes, along with information concerning landscaping, gardening, and the improving of homes generally.

### Eddie Cantor Program May Go East for Month

Tentatively scheduled to return to a coast-to-coast CBS network on Sept. 19, the Eddie Cantor show may move East for at least one month at that time. Cantor, who has been signed by the Shuberts for a stage show next year, will not make final plans until he has completed his present motion picture assignment.

Complications arising from the proposed switch are numerous. Both Bobby Breen and Deanna Durbin, juvenile singing stars heard with Cantor, are under contract to film concerns and may not be able to arrange for the move.

The Raymond Scott Quintet, which has also been signed for the fall series, is at present in New York, but is scheduled to return to the west coast shortly to fulfill film commitments.

Cantor had planned to broadcast his first four shows of the new series from the East previously to signing the stage contract.

record playing on stations will help their business a great deal and also provide more work for musicians. Others were of the opinion that there are more musicians now than ever before and the AFM should have closed its membership rolls some years ago instead of piling up more men and members than there was work available.

Still another angle, particularly from radio broadcasters, is that Ascap should have kept its hands off after Jimmy Petrillo started the trouble, instead of fostering the drastic plans.

### Youthful Cooking

The WOWO (Fort Wayne) "Modern Home Forum," which originates in WOWO's Test Kitchen becomes the "Young American Cooking Club" on Saturdays. Jane Weston, WOWO home economist, continues to be moderator on her daily program as well as on this broadcast for youth. Little Fred Collins takes over the microphone as emcee and several young artists perform before the microphone. The recipes are selected for the purpose of teaching children the rudiments of cooking.

### New Keyboard Combination

KDKA, Pittsburgh, will present a new musical combination on the station's Home Forum program at 2:30 p.m. Thursday. Piano and organ have been used most effectively many times. Two piano teams are heard frequently. But for this program Musical Director Aneurin Bodycombe is preparing special arrangements for organ and two pianos. Bernie Armstrong will be at the organ and Bodycombe and Russ Merritt will play the pianos.

### Constitution Approved By Radio Artists Unit

(Continued from Page 1)

proposal of reasonable wage scales, etc., for the locality and stations in question. Understood that there is no expectation of being in a position of sitting down and talking things over with the broadcasters for several months yet.

### NBC-Blue Commercials Being Retained by WDSU

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plies only to Blue commercials piped into here.

"We're not losing any of the Blue network commercials at present," Wheelahan said, "and we will not relinquish any of the Blue commercials until the Red is ready to replace them."

### Haydon in Exec Post With Van Cronkhite

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past few years. He is one of radio's successful dramatic playwrights, having used his seven years in the Orient as material. He was one of the first newsmen to blend the tricks of reporting with radio writing.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## ATLANTIC, KELLOGG BOOSTING FOOTBALL

(Continued from Page 1)

worked out. Les Quealy, in charge of the announcers, is auditioning sports announcers in an effort to complete his staff as soon as possible.

Atlantic Refining, through CBS, will start a series of 10 weekly football broadcasts of Holy Cross collegiate games on Sept. 25, giving play by play descriptions over five New England outlets, in Hartford, Boston, Springfield, Worcester and Providence.

### WGY to Get New Studio As a Christmas Present

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stories high, executive offices, engineering offices, etc. A 600-foot vertical antenna on the transmitter site also is being erected. Kolin Hager is NBC manager here.

### WBIG Aids Tobacco Belt

WBIG, in Greensboro, North Carolina, is making personal contacts with the more than 50 tobacco warehouses in its area. Prospects are for a great tobacco crop in the bright belt-tobacco section of the Piedmont. Within 50 miles of WBIG's broadcasting tower lies almost the entire Old Belt which from Colonial Days has been the key area for the growing of fine smoking tobaccos. Recognizing that fact, WBIG has brought to the growers the full wealth of scientific and practical advice made available by county, state and federal experts in tobacco culture. It has constantly aided with weather reports in the growing season. In the time of marketing it has kept the farmers informed of market stocks, conditions and prices. News reports of sales volumes and prices are carried daily throughout the selling season. Experts analyze demand and supply, discuss leaf qualities and crop quantities. Precise information is given as to opening, arrangement and closing of sales in the various warehouses of the various markets.

### Newscasts Quickly Sold

Wilson, N. C.—All six scheduled newscasts of the UP service at WGTM, newly opened station here, were sold before the station was operating on its regular schedule.

**HARRY SALTER**

CONDUCTS THE

**LUCKY STRIKE HIT PARADE**

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.



## Philadelphia

Kathleen May, songstress heard via WIP from Evergreen Casino, has been booked for an indefinite stay at Leon and Eddie's in New York.

Harry Wood takes over Paul Alger's "Barter Mart," participating show, on WIBG, Alger leaving to become station manager of WSNJ, in Bridgeton, N. J.

Jim Ferguson, night club columnist, inaugurates a series of night life gossip chats on WIP airplanes.

Helen Schofield, coloratura soprano, and Ben Feldman, baritone, make a new WIP singing duo.

Ben Alley returned to WCAU last week after a vacation at Cape May.

Norris West, assistant program director at WCAU, had to call off his trip to Europe this summer.

Doris Havens, WCAU pianist and organist, will soon be married to E. Samuel Lonholm, formerly of the Three Gentlemen, vocal trio.

John Facenda, night supervisor at WIP, weds this fall with Dot Hunter.

Taylor Grant, WCAU announcer, expects his latest song to be published shortly by a well known New York publisher.

Frances Carroll, WIP thrush, continues her whirl of the night clubs, currently singing at the Little Rathskeller.

Chris Seider, former featured yodeler on the "S. S. Fun for All" participating shows over WPEN and WDAS, now doing a solo stint over WDAS.

Irene Harding, music librarian and organist at WFIL, resigned because of ill health.

Betty and Wendy Woodward, twins heard over WCAU, guestaring at the Wildwood, N. J., beach concerts.

Four members of the WIP staff celebrating birthdays this month: announcer Howard Brown, night supervisor John Facenda, assistant program director Marx Loeb, and Helen Kiley of the press department.

James Begley, KYW program manager, back from a California vacation.

Stoney McLinn is broadcasting all his WIP sport shots directly from his bedside at his suite in the Benjamin Franklin Hotel. He recently dislocated his hip.

Elizabeth Bates, WIP continuity director, takes over the Homemakers Club programs while Carolyn Ann Cross vacations for a fortnight.

James Allen, WIP program director, vacationing in Quebec.

Benedict Gimbel Jr., WIP president, leaves this week for several weeks of fishing and camping in Maine and Canada.

Director of public relations James Aull of KYW filling his vacation respite with a fishing trip off the Maine coast.

After a month's furlough, Gene LaRoux is back on WIP with his nightly "Salute to the Ladies" for Fox-Wiess furriers. Romantic character of Gene LaRoux is really John Facenda, WIP night supervisor.



● ● ● J. C. Flippen will pinch-hit for Harry Von Zell on the Gulf show for two weeks while "Vonzie" vacashes....Don Wilson has been signed to emcee the Packard fall show....Frank Kelton walked out on the British deal before starting and has gone into partnership with Romm Enterprises on the Coast....Wynn Murray has been set for three more Sealtest appearances....Rockwell-O'Keefe outing is on the 20th...."Hi There, Audience," MBS Sunday nite show which switches to an 8:30 spot, will have Howard Doyle subbing for Frank Knight....Maestro Mitchell Ayres weds Showgirl Georgia Jarvis tomorrow in Supreme Court....Henny Youngman with Frances Faye will re-open the Yacht Club—providing "billing disputes" are settled....Zeke Manners, the hillbilly, will be the first of his clan to wed. She is Imogene Rose, a femme baton-wielder....A wit cracks that Martha Raye was sick and visited an MD who told her to open her mouth and say "Ah"....She did—and the doctor has been missing for a week!

● ● ● Radio Row and Tin Pan Alley are grieved on learning of Mrs. Eddy Duchin's death at 5:30 Tuesday morning. Eddy was so overjoyed last Thursday on the birth of a boy that he went to various bars and bought drinks for strangers so that they might share his joy!....Over at WCAU, Philly, Vocalist Larry Vincent doubled for Powers Gouraud, chatterer, when the latter threatened his audience that he would sing. At the last minute Powers got cold feet and called upon Vincent to sing the number for him....Listeners, who hear Powers follow Larry in the course of the day's program, wrote in congratulations and commented on how much their voices were alike!....Wearers of the six most attractive moustaches in America will be revealed tonite in an interview over WINS and the New York Broadcasting System between Sylvia Press and Louis Zinberg, who just returned from a trip to Central and South America where he conducted an extensive moustache and beard survey!

● ● ● Francia White, after her "Cavalcade of Music", bit returns to the Coast for flicker work....Jerry Wald, after spending four days as Rudy Vallee's guest up in Maine, is sorry he said those things about the crooner in 1932—because "Vallee is one swell guy"....Sam Korones is Eddie Lambert's successor at Marks Music....Goldie, who left the Whiteman crew, is forming his own combination....Tommy Dorsey is slated for the Paramount Theater on Sept. 15, as is the "swelegant" Hudson-De Lange crew, whose music should be tagged "Torrid Torchers"....Joe Rines went to Chi to audition for the Gruen show sans band. Don Shaw, McCann-Erickson exec., said he needed a picture of Joe's band to show the sponsor. So Rines went and got a picture of Phil Harris' twelve-piece crew, cut Phil's head off and replaced it with one of himself for a composite. Result—the sponsor yelled, saying he was being cheated because the budget called for SIXTEEN men!

● ● ● Because Norfolk is the southern terminus of the Chesapeake Steamship Co., the facilities of WTAR were kept open until 1 a.m., an hour after the usual sign-off time last week when the City of Baltimore burned in the Bay....From the first news flashed by Lee Chadwick, announcer, at 9:15 p.m., various members of the staff were called on to gather and compile information from all possible sources. United Press and the local daily with the American Red Cross co-operated. J. L. Grether, technical supervisor for WTAR, completed arrangements for lines and short-wave pick-up for survivors before midnight. However, pilot boats picked up the people and took them to Baltimore instead. Jack Light, nite head and asst manager, directed the proceedings.

## St. Louis

Carol Day (Dorothy Godwin), who airs "Let's Compare Notes" over KMOX, flies to New York today to get first-hand info on fall styles for her listeners.

Leo Maginn, who recently took over the "Mr. Fixit" program on WIL, succeeding Ray Schroeder, newspaperman, who created the feature several years ago, formerly practiced law here.

Harrison Bailey, continuity writer at KMOX, is leaving for WICA, Ash-tabula, O., where he will be program director.

KMOX vacations: Jimmy Huffman, asst. sales mgr., to Dallas; Jean Porter to Arkansas, leaving Elsa Bradley to handle "Magic Kitchen"; "Happy" Green, production man, to the Coast; "Tiny" Renier, program director, just back; Marvin E. Mueller, announcer, and Pappy Cheshire, chief hillbilly, also back; Judd Norman, emcee of "Velvet Varieties", being relieved for two weeks by Gene Cobb.

Dorothy Godwin, woman commentator, is aiding France Laux on KMOX "Sidewalk Reporter".

## ALBANY

Bill Winne, WABY announcer, is assisting Bryan Field in announcing the stake races at Saratoga. WABY feeds WOR-Mutual.

Al Chismark, WOKO engineer, is leaving for a vacation in the Adirondacks last of this week.

Mary O'Neill, Albany radio fan, is interviewing the celebrities and broadcasting the color, clothes, etc. from the Saratoga race track Saturdays to WOR.

## COLUMBUS

Kellogg has increased its radio time over WCOL on Irven Scheibeck's daily sportscast from five to six stints a week.

Elizabeth Alkire of WCOL's continuity dept. is back from Chicago, where she vacationed.

Columbus Flooring Co. has signed for 300 spots over WBNS.

E. R. Weider, WBNS salesman, vacationing on Lake Erie.

Doris Polk of WCOL's business staff going on the farm to join her husband convalescing from an appendectomy.

First Federal Savings & Loan has renewed for another year over WBNS.

## SAN FRANCISCO

Bob Roberts, KYA mgr., left Friday on a routine business trip for CRS headquarters in southern Calif.

KLS had Max and Buddy Baer as Satdee nite air guests.

KMPC introduces "The Book Explorer" as a five-times-weekly period from the Beverly Hills Public Library. Baron von Egidy is the "explorer," heard at 3:30-4 p.m. Monday through Friday.



**GUEST-ING**

WYNN MURRAY and HENRY FONDA, on "Sealtest Sunday Night Party," Aug. 8 (NBC-Red, 10 p.m.).

DOUGLASS MONTGOMERY, interviewed by George Fischer, on "Hollywood Whispers," Aug. 7 (Mutual, 10:15 p.m.).

GEORGE MURPHY, on Werner Jansen program, Aug. 8 (NBC-Blue, 7:30 p.m.).

C. AUBREY SMITH, interviewed by Elza Schallert, Aug. 6 (NBC-Blue, 10:45 p.m.).

CHARLES "SLIM" TIMBLIN and STUART & MARTIN, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

NORMA DOLIN, 12-year-old piano prodigy, with NBC Concert Orchestra directed by H. Leopold Spitalny, Aug. 8 (NBC-Red, 5:30 p.m.).

ELEANOR ANNIS, beauty contest winner, interviewed by Charlotte Buchwald, Friday (WMCA, 2 p.m.).

VIOLA PHILO and TITO CORAL, on "Hammerstein Music Hall," Aug. 13 (CBS, 8 p.m.).

FRANCES COMSTOCK, on Ken Murray program, Aug. 11 (CBS, 8:30 p.m.).

EVE GAUTHIER on Columbia Concert Hall, Aug. 10 (CBS, 3:30 p.m.).

**"QUOTES"**

ALBERT KAVELIN: "Dance music, like every other type of music, depends for its charm and appeal on beautiful melody, distinct individuality, highly skillful arrangement and perfect playing. Listeners cannot be completely stirred and pleased if a dance-musical composition is deficient in any of these indispensable qualifications. Beauty of melody is probably the greatest essential of all. The public always responds to really beautiful melodies instantly and enthusiastically. And the orchestras find much greater delight in playing songs and dance numbers that appeal to them emotionally, musically and aesthetically. Fortunately, the recent music-compositional output is distinguished by many unusually fascinating dance melodies!"

ALAN ROBERTS: "Radio has probably had more effect upon the living habits of the country than any other social influence in recent years. Dialers have changed their retiring hours in order to hear late variety shows and late orchestras. More people get religion via the airwaves than ever attended church. And so many other changes: in speech, in thought and in attitude."

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA 2:30-5:30 Daily

**RADIO PERSONALITIES**

No. 57 in the Series of Who's Who in the Industry

CHARLES VANDA, west coast program director for CBS, was born June 6, 1903, in New York and was on his way to South Africa with his mother at the age of six weeks. He remained there until he was seven years old, when he returned to Manhattan and entered public school.



A versatile writer and a diplomat, too.....

He was through grammar school at 11 and after his graduation from high school at 14, took a job as office boy with J. Walter Thompson agency. During the next few years he was working night and day, for while building a solid background in writing, publicity exploitation, he was also working for a degree at the College of the City of New York, and, in what is laughingly referred to as his leisure time, learning how to play a saxophone. His journalism professor at college was H. V. Kallenborn.

In 1924, Vanda joined an orchestra, toured abroad for six months, returned and joined another advertising agency, did publicity work along the Main Stem, wrote and publicized a number of eastern radio shows, did a "Critic's Critic" stint on the air; traveled with Jan Garber's orchestra for eight months as business manager, publicity director and occasional tooter; went to California in December, 1930, as a hotel publicist, also did radio writing and broadcasting, was called in by CBS to stage a nationwide publicity stunt involving Benay Venuta, whose sister he met and married; subsequently was offered the post of west coast publicity director, then to his present title.

Once was radio feature writer on one newspaper and at the same time drama reviewer on a rival sheet, holding the two jobs for over a year through his gift of diplomacy.

★ Program Reviews ★

**"Beyond the Horizon"**

NBC's Eugene O'Neill cycle got off to a good start on the NBC-Blue network Monday night with the playwright's famous one-act drama, "Beyond the Horizon," starring Helen Hayes, with James Meighan, Neil O'Malley, Parker Fennelly and others in support.

Miss Hayes, who long ago established her claim as a front rank radio actress just as she is on stage or screen, took the acting honors, although both Meighan and O'Malley did fine work as the rival brothers in love with the same girl.

The play, unharmed by any pruning necessities, was ideal for radio presentation, containing plenty of human interest, drama and progression of action to hold the dialer's interest.

As in the case of all good works that are written primarily as stage plays or books, a full appreciation of an offering of the O'Neill type requires attentive listening as compared to the casual attention accorded the general run of music, variety and hokum melodrama programs.

Once the vast radio audience, or at least a good part of it, is habituated to this careful listening to high-class drama programs, both appreciation and demand for such radio fare will take a spurt.

**"Taming of the Shrew"**

Edward G. Robinson did one grand job of taming in the CBS presenta-

tion of Shakespeare's "Taming of the Shrew" on Monday night. And Frieda Inescourt, the lass who was tamed, submitted to the process in a very effective manner histrionically. So, insofar as these two leading players were concerned, the performance was equally as interesting as the NBC version of the "Shrew" only a week earlier.

Robinson is no slouch at slinging the Bard of Avon's lines. He won his Shakespearean spurs long before going into movies. Miss Inescourt is a likewise qualified actress.

**People's Medical League**

Intended to obtain private medical and dental care for persons with low incomes, The People's Medical League went on the air over WBIL on Monday at 6:45-7 p.m. with a weekly talk in which prominent persons will be heard. Initial program had Judge John R. Davies, president of the National Republican Club and president of the Chinatown Missionary Society, speaking on "Medical Care for People of Low Income."

Pointing out that the majority of persons receive inadequate medical care, while many never get any medical attention at all, Judge Davies explained the activities of the League, which is a cooperative non-profit organization that makes private doctors available at reasonable rates fixed by the league.

The same program is presented Thursdays on WOV.

**AGENCIES**

APPOINTMENT of Jay Lewis Associates as the committee's public relations and radio director for the Progressive City Committee in the coming campaign for the re-election of Mayor LaGuardia was confirmed yesterday by Maurice P. Davidson, chairman of the committee. Lewis handled the same job for the Progressive National Committee during the last presidential campaign. The exact radio schedule which will be used has not as yet been determined, but it is definite that WOR will be the first local New York outlet used. A budget is at present being readied for radio expenditures. Lewis will place all newspaper as well as radio advertising for the committee.

McKEE, ALBRIGHT & IVEY, Philadelphia, grabs off the Philadelphia & Reading Coal & Iron Co. account, effective Sept. 1.

**VIEWPOINTS**

**Radio Was Never Intended For Entertainment Alone**

"When radio made its first appearance it presented a type of program which immediately classified it as an entertainment medium, first, last and always. This malappropriate classification resulted in a long period of adjustment during which radio broadcasters were forced to fight an 'unwritten' law which made radio's fields of endeavor bounded from entering the public service efforts which radio so justly should have.

"We can trace the development of radio in the minds of the public from the early 'fad' of crystals and 'battery sets' up to the modern up-to-the-minute all-wave sets. But while we do this, we should remember that the real powers behind radio never intended the medium for entertainment exclusively. The value of news dissemination, not only for perfunctory enlightenment, but for times of stress such as the recent flood situation which was immeasurably aided by radio; the value of education information in all its phases by expert teachers in literature, language, science, etc.; the value of political debates which make it possible to see all sides; and the value of religious programs, making all denominations equal, assure the public of some of the numerous public services which radio has tried to offer.

"With television just a short way off, it might be well to consider some of the advantages, other than entertainment, which will accrue."—LEE WILEY.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY





**CARLTON KELSEY**, Chicago CBS musical director, turned down an offer from Honolulu Broadcasting Co. to become musical director of KGMB. Raymond Johnson has asked to be relieved of his assignment in "Today's Children" and has been replaced in that serial by Robert Barron.

George Livingston, Chicago CBS press department, escaped unhurt when his car was demolished in an accident near Cairo, O. Livingston was driving to New York on his vacation. He completed the trip by train.

Fibber McGee and Molly (Marian and Jim Jordan) left for Turtle Lake, Winchester, Wis., following Monday's broadcast for four days of relaxation.

Franz Pfau, NBC staff pianist, has been added to "National Barn Dance" musical aggregation to assist John Brown.

King's Jesters, currently at the La Salle Hotel, open an engagement at Blossom Heath Inn, Detroit, Aug. 13. They will be back at the La Salle on Sept. 4.

Jack Simpson of the NBC page staff, is the latest graduate of Everett Mitchell's announcing school for page boys. Simpson will join the announcing staff of WJDX, Jackson, Miss., in a week.

Joe Allabough of WJJD vacationing at Lake Simcoe.

Paul Luther, WBBM announcer, and Actor Bill Bouchey went fishing on a recent weekend and caught 58 fish between them.

Herb Futran, author of Sunbrite Junior Nurse Corps show, back in Chicago after New York visit.

Eleanor Fuller, one of the three women in American radio to possess a radio operator's license, has arrived from Kansas City to be secretary to Hal Makelim, WIND sales manager.

**Elec and Radio Expo Put Off to April 20**

National Electrical and Radio Exposition, originally planned for September at the Grand Central Palace in New York, has been postponed until April 20-30 of next year.



Greetings from Radio Daily

August 4

Alan Kent  
Frank Luther  
Carson Robison

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 56 of a Series

**WBOW—Terre Haute, Indiana**

1290 Kilocycles—250 Watts Day, 100 Watts Night  
(FCC Examiner has just recommended granting of 500 Watts night and 1000 Watts day on 1290 kc.)

**W. W. BEHRMAN, Director**

**WBOW**, the middle west's youthful and enterprising station, with its comparative low power, serves the natural valley of Western Indiana and Eastern Illinois, which is well known as the "Wabash Valley."

Originally in the hands of the Rose Polytechnic Institute, WBOW started broadcasting its programs in 1928 under the call letters of WRPI. The station's identification was later changed to WBOW in honor of Paul Dresser's famous song, "On the Banks of the Wabash." The melody is now the station's theme song—although it cannot be said that WBOW is the station made famous by the song. WBOW frequently offers its kilocycles for rendering public service and to date has an exceptional record for its community activities. Sponsors are aware of the outstanding promotional programs and vie for commercial tie-ins.

WBOW is considered the local pioneer of many radio activities and is referred by the industry's magnates as the "test tube" station, since it serves a typical mid-western area, with diversified industries and above average buying power.

In February, 1937, WBOW joined the NBC fold as a basic supplementary to the Red and Blue networks.

**Programs That Have Made Station History**

No. 19—WRBL's "Barn Dance."

**"GOING To The 'Barn Dance' Tonight?"** — that's the question asked all day long on Saturday, among young and old, in Columbus, Ga., the oldest industrial center in the South and still one of the leaders.

"Barn Dance" is broadcast every Saturday from 9-10 p.m. over WRBL. So many desire to be at this special Saturday night get-together that it is necessary for Jim Woodruff Jr., manager of WRBL, to arrange to broadcast the program by remote from the local Police Armory to accommodate the crowds.

In addition to the large listening-in audience in Columbus and surrounding territory, the show is eagerly awaited and enthusiastically re-

ceived by thousands of industrial workers in other parts of Georgia and in certain counties in Alabama, as proven by the constantly exceedingly large weekly mail response.

Interest in the program is further enhanced by the fact that the talent, comparing favorably with national performers, is drawn from Columbus and sections reasonably close thereto.

At present "Barn Dance" is sponsored locally, but it has been so built-up through interesting tie-ups to make it an attractive buy for any national or sectional concern whose product is largely consumed by industrial workers and members of their families.

**NEW BUSINESS**

**WBT, Charlotte**

General Elec. Supply Corp., Richmond, three 15-min. programs weekly, four months; Schlitz Brewing Co., 26 one-minute disk announcements, through McJunkin Adv'g Agency, Chicago; American Memorial Co., Atlanta, 26 announcements, through Groves-Keen Inc., Atlanta; Chatham Mfg. Co. (suits), Winston-Salem, N. C., three 15-min. programs weekly, three months, through Cahn, Miller & Nyburg Inc., Baltimore.

**WIP, Philadelphia**

Macfadden Publications; Dr. Lock Co. (shoes), through Harvey Best Agency; Foot Health Institute; Philadelphia Dairy Products Co., through Scheck Agency.

**BOSTON**

The Happy Sisters, harmony trio, leave WBZ today to go on tour with Rudy Vallee, joining him when he plays a dance date at Bal-a-l'air just outside of Worcester.

The Rhythm Girls from Springfield with Sandy MacFarlane will replace the Happy Sisters on "Swing Sereenade" heard over NBC every Thursday from WBZ.

Batchelder - Whitmore Coal Co. signed for a series of five-minute dramatized news programs on WEEL.

**WOR, Newark**

Florence Stove Co., Gardiner, Mass., through William B. Remington Inc., Springfield, Mass.



**IRENE RICH**, who starts broadcasting from Hollywood on Aug. 13, and two days later will shift from a Friday spot to a Sunday period at 9:45-10 p.m. EDST over the NBC-Blue network, will have chalked up a total 150 weekly dramatic programs for her sponsor, Welch's grape juice, on Aug. 13.

Charles Winninger, the Cap'n Henry of Maxwell House's "Show Boat" heard Thursdays at 9-10 p.m. EDST over NBC-Red network, will turn singer on tomorrow night's program. He will lead off a medley of "Sing Tunes" with Tommy Thomas, Verginie Verrill, Jack Haley and Hattie McDaniel, with Meredith Willson's orchestra tooting in and Warren Hull looking on.

Mady Christians, star of the European and American stage and screen, and one of the most brilliant products of Max Reinhardt's Theater, will play the role of Goneril, one of the wicked daughters in "King Lear," fifth production in Columbia's Shakespeare Cycle, to be heard over CBS network on Monday at 9-10 p.m.

**FCC ACTIVITIES**

**APPLICATIONS RECEIVED**

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

Columbia Broadcasting System, New York. CP for new relay station. 39700, 39900, 41400, 40800 kc., 55 watts.

Ben S. McGlashan, Los Angeles. CP for new relay station. 1622, 2058, 2150, 2790 kc., 10 watts.

**World Radio Sets**

(Figures compiled recently by U. S. Department of Commerce, Electrical Division, Bureau of Foreign and Domestic Commerce).

Country	Sets Owned
United States	30,000,000
United Kingdom	10,000,000
Germany	8,000,000
France	2,626,000
Czechoslovakia	928,000
Canada	867,000
Belgium	746,000
Australia	745,000
Denmark	651,000
Italy	530,000
Poland	519,000
Switzerland	434,000
Hungary	365,000
Soviet Union	350,000
Mexico	250,000
Norway	240,000
New Zealand	194,500
Rumania	150,000
South Africa	137,000
Finland	144,000
Uruguay	115,000
Ireland	104,000
Cuba	100,000



## ORCHESTRAS - MUSIC

**I**VAN EPPINOFF and his orchestra, a Music Corp. of American band from the Chicago field, has been signed by Ford Billings, managing director of the California Radio System, to a contract as permanent staff orchestra of the network's Hollywood studios. It will be heard frequently over the Orange network. Eppinoff also has been named musical director of the studios.

*Xavier Cugat will bring his entire orchestra to the mike when he guest stars for Ben Bernie on Aug. 14 over the NBC-Blue network. Bernie will be in Saratoga that week, watching his horse perform, and the broadcast will originate from the Arrowhead Inn at Saratoga Springs. Vincent Lopez and Clem McCarthy, the sports commentator, also will be on the same American Can program.*

Chick Adams, arranger for Abe Lyman, has been deputized by the maestro to scour old music shops, libraries and files for more old waltzes to add to the vast Lyman collection.

*Shandor and his "magic violin" together with an accordionist, have been set by Bill Burnham of CRA to open tomorrow at the Bennett Hotel, Binghamton, N. Y. Shandor recently signed a CRA management contract.*

Jan Savitt, KYW musical director, and Gene Irvin, of the radio piano team of Mann and Irvin, have placed their most recent collaboration, "Behind the Eight Ball" with Lutz Brothers Music Co.

*Blue Barron and his orchestra have been set by the Cleveland office of CRA to play the famous Castle Farms in Cincinnati on Aug. 21 and 22.*

C. S. Rose, operator of the Modernistic Ballroom, State Fair Park, Milwaukee, and the Futuristic Ballroom in downtown Milwaukee, visited Charles E. Green, president of CRA, in New York this week. Rose operates rides at the Dallas exposition and is also interested in amusement parks at Detroit and Louisville.

*Bobby Grayson and orchestra playing a week's engagement for CRA at Mission Inn, Latrobe, Pa. On Aug. 6, he opens at the Willows in Pittsburgh.*

Louis Panico of "laughing trumpet" fame and his orchestra opens an engagement for CRA at the Chase Hotel in St. Louis on Aug. 6. Panico recently closed at the Oriental Gardens in Chicago.

*Horace Heidt has been set for a week at the Earle Theater, Philadelphia, starting Sept. 10.*

Ted Tinsley replaces Bobby Lee at the Parrish Cafe, Philadelphia, on

Aug. 18. Spot has a WDAS wire, airing nightly.

*Lee Shelley opens August 7 at Hunt's Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.*

Charley Kaley, violinist-singer formerly featured with Abe Lyman and more recently with his own band, will be co-director of Sammy Cohen's new comedy dance band which is being produced by the Hollywood office of CRA. Cohen, famed as a comic in pictures, will direct the band in comedy and novelty numbers, and Kaley will handle the musicians in straight dance tunes.

*Al Shayne, the "Ambassador of Song" now at the Pavillon Royal in Valley Stream, L. I., has made a new recording of "My Cabin of Dreams."*

Austin Wylie and his orchestra just closed a successful engagement at Chippewa Lake, O., and plays one nighters for CRA in the middle west before going into Lakeside Park, Dayton, for CRA, on Aug. 22.

*Gerald Nierman of Lakeside Park, Dayton, has signed to use Consolidated bands exclusively during the month of August. CRA bands already set are Blue Barron, Austin Wylie and Ed McGraw.*

King's Jesters with Marjorie Whitney open a three-week engagement for Ed Fritz at Blossom Heath Inn, Detroit, on Aug. 13, following Jerry Johnson, another CRA attraction.

*Earl Hines and Fletcher Henderson, famed colored orchestra leaders both of whom gained fame at the Grand Terrace in Chicago, will appear on the platform for the first time together at Indianapolis on Aug. 27. Consolidated has arranged a "battle of music" between the two bands at Tomlinson Hall in Indianapolis.*

Lou Blake and his orchestra have been set by the Chicago office of CRA for an extended engagement at the Chez Paree, Omaha, opening tomorrow.

### Dramatize Library

In order to interest the general public in good literature, the use of the public libraries, and for the purpose of acquainting listeners to various historical personalities, the program "Treasures Next Door" is presented by WGL, Fort Wayne, at 8 p.m. CDST on Fridays. This broadcast is in the form of a play, taking the audience up to the climax of the plot, and then urging the listeners to complete the story from the book in their libraries.

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

### RADIO ART

New York City

"... I look forward to receiving RADIO DAILY daily. It seems to get better all the time."

*Charles R. Tighe*

### THE SHEBOYGAN PRESS

Sheboygan, Wis.

"... We believe RADIO DAILY to be a very worthwhile resume of happenings in the radio field. There is a place for RADIO DAILY."

*H. H. Born*

### UNIVERSAL PICTURES CORP.

New York City

"... RADIO DAILY is a very well produced newspaper and one that thoroughly covers and supplies its field."

*Paul Gulick*

Director of Publicity.

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



## PROMOTION

## Veedol Amateur Contest

Veedol dealers are sponsoring "The Veedol Amateur Varieties" over KSD, St. Louis, for 13 weeks starting Aug. 7 at 9-9:30 a.m. Eight contestants will be heard on each program, and voting in the contest will be on special ballots obtainable from dealers of Veedol products. Grand final program will be aired from the stage of the St. Louis Theater. Weekly winners get a three-month course in radio and stage training at the Meglin-Fanchon & Marco theatrical school, and there is a grand cash prize.

## Civic Activity Cited

Taking one series from its year of activities, WCCO has put out a 24-page promotion booklet on its "High School Students on the Air," which the station cites as indicative of its community-mindedness.

The school program was chosen to put across the story of safety on the highways. Booklet depicts the problem and the procedure employed in coping with it. There are numerous illustrations of the program in preparation, in rehearsal and on the air; commendatory comments on the good work done, etc.

## OKLAHOMA CITY

Marvin Thomas, formally with WISN, is now chief engineer at KOMA.

Bill Kaan, musical director for KOMA, is on vacation in Texas and Mexico.

Wade Hampton Spears is relief operator of the KOMA station control board.

Bruce Howard is head control board operator for KTOK, Mutual outlet.

Bob Elliston and Ed Shelton, baseball announcers of KFXX, have been putting the Wheaties program over in a big way.

"Sparky" Sparks is the little fellow that gets things done at KFXX.

## ONE MINUTE INTERVIEW

## HARRY CONN

"My advice to script writers for radio is to travel over the country, —to learn another man's language. Find out whom you're talking to and talk plainly to them. All you have to do to be a wit to-day is state facts. Life itself is funny. Broad comedy has the greatest appeal for public; but the humorists make more money than the specialists in low comedy, and always will."

## ★ Coast-to-Coast ★

**B**ETTY ITO, Japanese-American radio actress, who first appeared over NBC networks in the "Jack Armstrong" program, has been signed as an NBC contract artist and now is playing the role of Alice Carter in "Young Hickory," dramatic serial heard Mondays through Fridays over the NBC-Blue Network at 11:15 a.m.

**KIRO, Seattle, has a new four-times-a-week program titled "Julie of the Thrift Co-op," with former Julie Day, sponsored by the newly formed Thrift Co-op of Terminal Sales Building, new cooperative set-up for merchandising of many commodities.**

**WISN, Milwaukee: Ralph Weil, sales manager, is cruising in southern waters as far as Panama . . . Gaston W. Grignon, manager, back from a visit to relatives in Canada . . . Therese Meyer, organist, recently celebrated her fifth year on the station.**

**Don Prindle, formerly with KOL, Seattle, is back there on a visit while vacationing from his job of writing radio gags for Joe Penner. He returns to the Penner stint in October.**

**Leo Bolley is pinch-hitting for John Sheehan, sportscaster at WGY, Schenectady, while the latter is on vacation.**

**WICC, Bridgeport: Joe Lopez starts his vacation Aug. 9 . . . Dot Whitehead takes her recess same date.**

In a recent contest during the "Guess Who" program, in which listeners were asked to name their favorite WTMJ program, Heinie and his Grenadiers were again chosen by more than 50 per cent of the listeners' writing. "Friendship Circle" with Uncle Ben, WTMJ's afternoon variety program, was voted the favorite by 30 per cent.

**William Stoess, music director of WLW and WSAI, Cincinnati, had a narrow escape in a mountain flood while on a vacation trip.**

**Benay Venuta, now enroute to Tahiti, will be back in time to start a new Mutual program in November.**

**Bill Benning, maestro at WTMJ, Milwaukee, has his hands full while assistant musical director Frank Werth is on vacation.**

**Don Dunphy, WINS sports announcer who is now vacationing, will have six guests pinch hitting for him during his absence from the daily sports program broadcast at 6:30. Dinty Doyle, radio editor of the New York Journal-American, will inaugurate the parade of guest announcers tonight. Ernie Quigley, supervisor of the National League umpires, will broadcast tomorrow evening. Wednesday evening will bring Mark Warnow to the microphone. Pottsy Clark,**

**coach of the Brooklyn Dodgers Football Team, will be Thursday night's guest. George Wynn, editor of the Boxing News, is to do the broadcast Friday and Saturday's guest will be Major Sport of the WINS staff.**

**Uncle Don will conduct the finals on his annual "Healthiest Child" contest today at Palisades Park.**

**WADC, Akron: Ruth Ritchie's "Health, Beauty and Charm" renewed for 13 weeks by Ohio Edison Co. . . . New dramatic department under direction of A. W. and Joyce Benner McGrath is producing shows that are clicking with local fans. . . . Pearl Fair of the commercial dept. back from vacation, and Program Director "Red" Hageman departs. . . . Station plans to cover both the regional and the national Soap Box Derby next two Sundays.**

**Announcer John K. Chappel of WOW, Omaha, has left on a trip to Europe. Mrs. Chapel left several weeks ago and will meet him in Ireland. Together they will visit Denmark, Finland, France, Switzerland and possibly other countries.**

**WFBM, Indianapolis: Announcer John Holtman of "Early Bird" and "Tea Time" programs heads north for vacation. . . . Salesman Gene Barth just back from his, and co-worker Al Logan departs. . . . Mr. and Mrs. Roger Bean (he was a pioneer announcer here with brother Harold) visit studios and renew acquaintances. . . . Word of informal "Hoosier Circle" rendezvous in Chicago reaches here as ex-WFBMers get together in Windy City. CBS-Chicago claims Announcers Ken Ellington and Don Hancock, Woman Newscaster—Ruth Brine and Engineer Ed. Knight, while NBC-Chicago holds title to Announcer Durward Kirby!**

**Gene Morgan, who played the part of Daniel Webster in "Daniel Webster and the Sea Serpent" on last Sunday's Columbia Workshop presentation over CBS, has been getting a lot of congratulations for a swell job.**

**William H. (Billy) Repaid, announcer on the staff of WJBK, Detroit, is getting ready to tread the middle aisle. He obtained a marriage license in Detroit to marry Nellie Mae Master.**

## Added to Latin Amer. Dep't

**B. Charles-Dean, president of British American Productions Inc., has appointed Sergio Rojas to the Latin-American radio department for continuities and translations.**

**Added facilities for programs for English speaking countries including Great Britain and Australia have been completed with the formation of a stock company for both musicals and dramatic and comedy script shows.**

## Coming Events

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

**Aug. 12: American Radio Telegraphists Ass'n meeting, Hippodrome, New York.**

**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.**

**April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.**

## ATLANTIC CITY

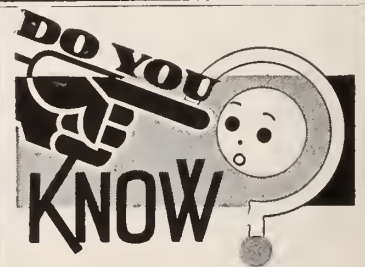
**Ayella musical family, heard locally over WPG and on WIP, Philadelphia, presenting kiddies shows this week at Steel Pier. Dave Tyson, former announcer for WFIL, Philadelphia, produces the offerings.**

**French Casino opens with Pat Costello and his orchestra handling the music assignment.**

**Charlie Johnson's swing band from Small's Paradise Club gets a WPG wire for Tuesday and Thursday mid-night remoting.**

**Jan Savitt, musical director of KYW, Philadelphia, concludes a return engagement at Million Dollar Pier with his Top Hatters, and is back at his regular radio duties.**

**Claire Majette, former singing star of the CBS "Evening in Paris" show, is guest headliner at the Club Nomad's floor show.**



**Victor Bay and Andre Kostelanetz came to this country on the same boat—both unknown musicians.**