



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 25

NEW YORK, N. Y., THURSDAY, AUGUST 5, 1937

FIVE CENTS

Buick Signs Louis-Farr Match

TREMAINE SAYS SERIALS DRAGGED OUT TOO LONG

Serial dramas on the radio, as a whole, are kept running too long for the good of all concerned, including the listening public, in the opinion of Les Tremayne, star of "First Nighter", who has worked in practically every dramatic show emanating out of Chicago studios in the past five years. Tremayne unburdens himself as follows:

"Radio's daily dramatic serials run for too long a period. Some of these shows have been on the air continuously for five years and longer. Con-

(Continued on Page 7)

Starting Date for Lux Definitely Set Sept. 13

CBS yesterday officially confirmed the starting date of the new Lux Radio Theater broadcasts as Sept. 13. Program will follow the same policy as in the past, presenting film stars in complete dramatic presentations each week. Program will be heard over a coast-to-coast CBS network Mondays at 9-10 p.m. Cecil DeMille is in charge of the broadcasts.

Start Construction Soon On CBS Studios in Frisco

West Coast Bureau, RADIO DAILY

San Francisco — Construction on the new CBS studios in the Palace Hotel here, involving an outlay of about \$350,000, is all set to begin early this fall, according to Donald W. Thornburg, CBS vice-president in charge of Pacific Coast. The layout, now in blueprint form, will have five studios, executive offices, program department, announcer's lounge, music library, publicity department and engineering departments.

Superstitious

First series of disks recorded for Montgomery-Ward's "Neighbor Jim" numbered up to 25, but actually there were only 24 transcriptions.

It appears that there was no disk numbered 13, the reason apparently being that somewhere among the executive personnel of the mail order house organization there is a streak of superstition.

For Late Sleepers

Alun Williams, who recently adopted the idea of opening his daily 7 a.m. "Early Risers" on WMCA by setting off an alarm clock, has now added "humming" to the program's routine. Most folks like to hum when they do their morning ablutions, sez Alun, who reports many requests now for him to "hum" instead of sing.

EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

World Peaceways, Inc. yesterday revealed plans for an extensive drive via radio this fall. Organization, strictly a non-profit nature, is having no difficulty in garnering time on independent stations all over the nation, it was said. First of the new series of broadcasts is scheduled to begin over WNEW Aug. 8, with W. P. Ainsworth, director of information, doubling as commentator. Broadcasts will be aired as a weekly feature every Sunday thereafter at 10:45-11 a.m.

Other weekly live show scheduled for New York area will be heard over WQXR beginning in September.

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Science Series Fan Mail 75 Per Cent from Women

Upsetting the general belief that men are more interested than women in science subjects, the National Radio Division of the WPA Federal Theater, which has been presenting "Pioneers of Science" over WHN every Thursday night for the past year, discloses that 75 per cent of the mail, telegrams and phone calls received in connection with the series are from women.

(Continued on Page 3)

Chevrolet Still Undecided On Makeup of New Fall Show

Transcription Accounts Continue to Disk Series

Several musical electrical transcription accounts are continuing to make new recordings, including Montgomery Ward's "Neighbor Jim" program, recorded at RCA studios by NBC.

(Continued on Page 3)

Exclusive Contract Closed for Airing Heavyweight Championship Bout Over NBC Red and Blue Webs

CBS DRAMATIC SERIES SET BY ROGERS BROS.

The 1847 Rogers Bros., manufacturers of silverware, last heard this spring over an NBC network with Josef Cherniavsky and soloists, yesterday announced that it will return to the air beginning Oct. 3 with a new series of dramatic programs. Series, to be known as "The Silver Theater," will be heard over a CBS network of approximately 40 stations from coast to coast. New policy will feature stars of the stage and screen in specially adapted novels and short stories. Young & Rubicam is the agency.

The program will be known as the "Silver Theater."

Hathaway Bakery Spots Renewed on 8 Stations

House of Hathaway Bakeries in New England has renewed their one-minute radio programs, dramatizing historical highlights of that section of the country, for a 22-week period on eight stations.

The programs, produced by The W. E. Long Co. of Chicago, will be heard over WBZ and WWEL, Boston; WPRO and WJR, Providence; WMAS, Springfield, Mass.; WIBX, Utica, WFBL, Syracuse, and WORC, Worcester.

Programs will be heard six times a week and on some stations as often as three times a day.

Buick Motor Co. yesterday signed an exclusive contract with NBC for rights to broadcast the coming world's heavyweight championship between Joe Louis and Tommy Farr. As in the past three fight broadcasts aired by Buick, the entire facilities of both the Red and Blue NBC networks will be used. The fight is scheduled for Aug. 26 in New York. Exact time and number of stations to be used has not as yet been determined.

Also up for decision is the selection of the two commentators who will

(Continued on Page 3)

LEHN-FINK SIGNS SPOT FOR 3 SHOWS ON CBS

Lehn & Fink has signed with CBS for 45 minutes in which to run three shows directed at women listeners. Programs, which will start Oct. 4 and be heard at 4:45-5:30 p.m., will plug Hinds, Lysol and Pebeco. A Hinds' script show, now heard over WLW locally, will expand to the network. Other two programs are the

(Continued on Page 3)

President Taking To Air In Court Change Fight

In what is reported to be the opening of a radio campaign by President Roosevelt to gain support in his fight for a change in the Supreme Court, the President will speak over the major networks on Sept. 17.

(Continued on Page 3)

WBXN Slogan

WBXN, "America's Leading Foreign Language Station", has adopted the slogan "The Station That Speaks Your Language", which is included in the station identification. Eleven languages are currently represented in WBXN programs, namely: German, Italian, Spanish, Jewish, Polish, Czech, Greek, Ukrainian, Russian, Portuguese and English.



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

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FINANCIAL

(Wednesday, Aug. 4)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------------------------------|--------------------------------|---------------------------------|-------------------------------|
| Am. Tel. & Tel. | 171 ³ / ₄ | 171 | 171 ³ / ₈ | — ⁵ / ₈ |
| CBS A | 30 ³ / ₈ | 29 ¹ / ₂ | 30 | — ³ / ₄ |
| CBS B | 30 | 29 ¹ / ₂ | 30 | — ⁷ / ₈ |
| Crosley Radio | 19 ¹ / ₂ | 19 ¹ / ₂ | 19 ¹ / ₂ | |
| Gen. Electric | 57 ³ / ₄ | 56 ⁷ / ₈ | 57 | — ¹ / ₄ |
| North American | 28 | 27 ¹ / ₂ | 27 ³ / ₄ | — ¹ / ₈ |
| RCA Common | 10 | 9 ³ / ₄ | 10 | + ¹ / ₄ |
| RCA First Pfd. | 70 ¹ / ₄ | 69 ³ / ₄ | 69 ³ / ₄ | — ¹ / ₄ |
| RCA \$5 Pfd. B. | (100 Bid) | 115 Asked | | |
| Stewart Warner | 18 ³ / ₄ | 18 ⁵ / ₈ | 18 ³ / ₄ | + ¹ / ₈ |
| Zenith Radio | 37 | 36 ⁷ / ₈ | 36 ⁷ / ₈ | — ¹ / ₈ |

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

| | | |
|-------------------|--------|--------------------------------------|
| Stromberg Carlson | Bid 13 | Asked 14 ¹ / ₄ |
|-------------------|--------|--------------------------------------|

NBC Is Still Dickering On Coast Studio Site

West Coast Bureau, RADIO DAILY

Los Angeles—Denying reports here that NBC had closed a deal for a new studio site at Sunset and Vine, Don Gilman, head of NBC activities on the coast, said yesterday that negotiations are in progress involving a number of locations in Hollywood, but no selection has been made yet.

2 New WQXR Programs

Two new programs start Monday over WQXR. At 8-8:30 p.m. Robert Leech Bedell, organist of the Brooklyn Museum and organist and choir-master of St. Ann's Church in New York, begins a weekly series of organ recitals. At 9-9:30 p.m. the Madrigal Singers, WPA radio division group, begins a weekly presentation of "Music at Nine".

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
Harlem Amateur Hour
Paramount Professional Parade

Ideal Sunday Newspaper Radio Page

A Sunday radio page that has built up considerable reader interest because of the complete program data, news notes, personalities and other items contained in the columns, is the department edited by Ina Wickham in The Davenport Democrat and Leader, Davenport, Ia.

In a department headed "What I'd Like to Listen to Today", Miss Wickham gives about two columns of chronological comment on local and network programs. The day's programs on WOC, local station, also are listed in a separate box. Another column is devoted to the outstanding programs for the week ahead. A list of religious features also is given.

Besides photos and stories dealing with network shows, the local angle is touched with "Who's Who at WOC", personality sketches about the station personnel, and when this material runs out candid camera shots will be used. A gossip column headed "WOC Shorts" is written by various members of the station's publicity staff.

The "What I'd Like to Hear" department also is carried on weekdays, giving details of the evening programs as well as listing the local station's schedule.

During the active fall and winter radio season, the Democrat and Leader expands its Sunday radio department to two pages in order to handle the news and ads.

WBT Staff Men Disport In Latest Dance Craze

Charlotte, N. C. — Grady Cole, WBT's "Favorite News Commentator of the South," and Fred Kirby, star hillbilly of the station, have contributed their quota of effort to the new dance craze known as the "Big Apple." At a recent South Carolina tobacco festival, Kirby donned his cowboy regalia and went into a nifty Suzy-Q with a tobacco belle, with Cole calling out the figures, while thousands watched them. The performance was staged on an elevated platform in a downtown street.

Predictions are that the "Big Apple," newest dance sensation of the Carolinas, will sweep the nation like the Charleston, the shag, etc. "Big Apple" originated in an abandoned church in the negro quarter of Columbia, S. C. It has the savage rhythm of the tom-tom, the fascinating beat of the jungle and the slow grace of a Virginia waltz. In fact, it is a perfect combination of all known dance steps and everybody will be able to do at least a part of it on first sight or hearing.

Auerhaan Leaves WNYC

Joseph J. Auerhaan, who organized WNYC's bureau of public information and special events department in 1934, has resigned as publicity director of the station. Auerhaan has been associated with the newspaper and motion picture fields as well as radio. His future plans are unannounced.

"Doll's House" on WQXR

Next of the Ibsen dramas to be presented by the WPA radio division over WQXR will be "A Doll's House", being aired Tuesday at 9-10 p.m. Donald Macfarlane is the director, with Charles Crumpton handling production.

Wedding Bells at WFBL

Syracuse—WFBL now has a Mr. and Mrs. team on its payroll. Jack Curren, announcer and production man, and Thelma Jean McNeill, assistant program director, were married Aug. 2. Both will continue their radio work.

Civil Service Campaign Uses Air Dramatizations

Cleveland—A novel commercial promotion of a political campaign is the new program series, "Your Civil Servant", presented over WGAR, Cleveland, by Guild Productions, Cleveland radio producing agency. This weekly series of eight broadcasts begins tomorrow on behalf of the Civil Service Employees Ass'n as part of a campaign for votes in the September election on an amendment to give Civil Service employees a pension.

The program is a dramatization of exciting and hazardous incidents that happen on the jobs of city employees. Direct interview is combined with dramatization. The series is designed to demonstrate that city employees are trained and competent civil servants.

CBS Declares Dividend

A cash dividend of 40 cents a share on the present Class A and B stock was declared yesterday by CBS board of directors. Dividend is payable Sept. 10 to stock of record Aug. 27. Stock recently was split two for one.

"Barn Dance" to State Fair

Chicago—Entire cast of the Alka-Seltzer "National Barn Dance", numbering more than 100 performers, plus a half dozen or more production men and technicians, will go to Springfield on Aug. 15 for an outdoor broadcast at the Illinois State Fair. This will be third year that the show has been aired in its entirety from the fair grounds. Thunderstorm broke in middle of the performance, and five elephants uprooted their moorings and went on a rampage. The Barn Dancers had to broadcast the remainder of the program from beneath the platform in the center of fair grounds racing oval.

Jeanne Cohen Takes Month Off

Jeanne Cohen, head of the talent, play and script department of Artists Management Bureau Inc., which handles Paul Whiteman and a long list of radio, stage and screen talent, is taking a month's rest, spending the first two weeks at the Beth Israel Hospital in Stuyvesant Square.

COMING and GOING

HOWARD BARLOW, CBS symphony conductor, leaves Aug. 9 on vacation, with HANS KINDLER of the National Symphony Orchestra, Washington, and PAUL LEMAY of the Duluth Symphony pinching for him.

MYRON KIRK leaves for Hollywood today.

PAUL WHITEMAN will fly from Fort Worth, Texas to New York to conduct the Gershwin Concert August 9. ROY BARGY will come along to play piano solos.

COLONEL JACK ALICOATE, publisher of RADIO DAILY, sailed yesterday on the Normandie for a month's sojourn abroad.

ARTHUR B. CHURCH, head of KMBC, Kansas City, left yesterday for home after another brief visit in New York.

LARRY GRAVES is vacationing at Old Orchard Beach, Me.

HARRY HERSHFIELD leaves for Hollywood today where he will start work for MGM on Monday.

ANDRE KOSTELANETZ and LILY PONS have arrived in Hollywood.

J. C. STEIN, president of Music Corp. of America, arrives from Chicago today to attend the funeral services for Mrs. Eddy Duchin.

EDYTHE MELROSE of Street & Finney leaves Aug. 13 for Cleveland to appear at the Great Lakes Exposition, where she will emcee the "White Cross" radio show at the Expo auditorium.

MRS. LESTER LEE with her son, BILLY, and mother, MRS. ROSE BARNEY, arrived yesterday from a brief stay in Syracuse.

GEORGE ENGLER, NBC Artists Service head, left last night on his annual vacation.

D. CALDWELL DAVIS, editor of NBC's house organ, The Transmitter, leaves Saturday for Long Island and later to New Hampshire on vacash.

ROGER BOWER, chief of production at WOR, has returned to the station after three weeks at Beach Haven, N. J.

LOUISE WILCHER, WOR organist, has returned from a vacation at Virginia Beach.

JACK LAVIN is back in town after a seven-week rest and visit to folks in the West.

WAGA Starts Schedule In New Atlanta Home

Atlanta—WAGA, established here by Liberty Broadcasting Co., which previously maintained the station as WTFI in Athens, Ga., went on the air this week with a regular schedule, serving as the local NBC-Blue outlet. In modernistic air-conditioned quarters in the Western Union Bldg., the 1,000-watt station has a staff of 24 headed by Jesse M. Swicgood, formerly of WSB, the Atlanta Journal station.

Opera from Salzburg on NBC

The first act of Mozart's opera, "The Marriage of Figaro," with Ezio Pinza of the Metropolitan Opera as Figaro, will be heard in a special international broadcast from the Salzburg Festival in Austria on Aug. 11 at 2:05-2:40 p.m. over the NBC-Red network. The conductor will be Bruno Walter.

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

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

LOUIS VS. FARR BOUT IS SIGNED BY BUICK

(Continued from Page 1)
handle the fight. It is fairly certain that Clem McCarthy will handle the blow-by-blow description, with another speller injecting highlights between rounds. Arthur Kudner is the agency.

Science Series Fan Mail 75 Per Cent from Women

(Continued from Page 1)
tion with this series has come from women.

The so-called aversion of the average listener to educational broadcasts is largely mythical, says George Asness, director of the series. He adds:

"We carefully avoid mentioning the word 'educational'. We simply set out to put on an entertaining program which portrays scientists as the everyday human beings they really are instead of the near-sighted, absent-minded freaks of popular fiction. We present the scientist as a hard-working, serious-minded person faced with the same problems that confront most people in their daily lives. We discovered much in the lives of these men and women that was exciting and entertaining to the public, who in turn discovered that they were being educated in spite of themselves, and liking it."

During the fifty-two weeks which "Pioneers of Science" has been on the air, thousands of letters, post-cards and phone-calls have attested to its popularity.

Numerous educational institutions, science clubs, universities and college radio guilds have requested copies of the "Pioneers of Science" scripts for local use. One request came from the Department of Education in Porto Rico. In Delaware, the series is being presented over WDEL, Wilmington, by the Delaware Federal Theater Project.

High Mass on WICC

Bridgeport, Conn.—Starting early in September, WICC will broadcast regular High Mass services on Sundays at 9-10 a.m. from St. Ann's Church. Arrangements were completed this week between Joseph Lopez, WICC supervisor, and Father John E. Riley of the Catholic church. It will be the first series of its kind in this state.

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

Greetings from Radio Daily

August 5

Malcolm Claire

★ Programs That Have Made History ★

No. 20—"Crosscuts from the Log o' the Day"

"CROSSCUTS from the Log o' the Day," the oldest program of its kind on the Pacific Coast, celebrated its 2,000th broadcast when it went on the air over a Pacific Coast NBC-Blue Network on Aug. 2 at 10 a.m., PST. This popular broadcast, which originates in San Francisco, is under the direction of Laurance L. Cross, who interweaves his friendly philosophy into a varied group of musical selections.

Evidence that "Crosscuts" is a favorite program among its listeners is the fact that more than 60,000 letters have been received by Dr. Cross in connection with the broadcast. Many of these letters come from far countries and unexpected places, including one from a writer who was sojourning below ground for 100 days in a coffin, and who heard the program and wrote his letter while he was performing his unusual feat. Other letters have come from Central American and European countries, and one missive arrived from Windhoek, Southwest Africa, occupying a huge mail sack in solitary dignity.

The "props" used by Dr. Cross on his program have aroused much interest and response from his listeners. The saw which is a program cue has evoked no less than ten gifts of saws, ranging from a miniature gold one to be used as a watch fob to an eight-foot timber saw sent in by an enthusiastic woodsman. More than 100 bells have been supplied for the "collection" portion of the program, on which Dr. Cross reads letters from listeners.

Another feature which has created much interest on the "Crosscuts" program is the aviary which supplies a barely audible murmur of bird songs throughout the broadcast. More than 100 birds have been kept in the cages during the years "Crosscuts"

has been on the air, and some very rare specimens have made their appearance. A Japanese robin, a Brazilian Trupial, an Indian Thrush, and a South American Bugle Bird are among the unusual birds which have supplemented the usual collection of canaries and wild birds.

Dr. Cross has a large collection of negro stories, numbering more than 3,000. These are sent to him from all over America, particularly the deep South, where he was born. These stories are read when received, and then filed away by number so they can be drawn upon whenever needed.

The 2,000th anniversary program featured the Southern Harmony Four, negro quartet, in a group of spirituals including "These Bones Gwiner Rise," "Water Boy," "De Lord Is Walking," "Run Mary Run" and "Hammering Song." Saunders King, soloist, sang "Lazybones," "Last Round-up" and "Let Me Call You Sweetheart." The "Toreador Song" from "Carmen" was played by the old Music Box, and the Misery Fiddle group played "They Cut Down the Old Pine Tree," "Wreck of the Number 9" and "Down In Jungle Town." "Crosscuts" is on the air every week-day except Saturday.

EXTENSIVE RADIO DRIVE BY PEACE ORGANIZATION

(Continued from Page 1)

Time will be given the organization also by WMCA, WNYC and WOR for special airings.

In addition, 100 scripts will be sent to local stations all over the country weekly by World Peaceways. Scripts, consisting of an analysis and digest of peace news, are to be written and prepared by Dr. J. Max Weis, director of research.

President Taking To Air In Court Change Fight

(Continued from Page 1)

Broadcast will be piped in to diners being held the same night all over the country by the Good Neighbor League.

Roosevelt's recent setback in his fight for a change in the constitution regarding the court brought a statement from the President that he intended to take his fight to the people. Opposing factions in the government believe that he will do so through the medium of radio.

Transcription Accounts Continue to Disk Series

(Continued from Page 1)

New series of 13 follows on the heels of the original 24. Gunther Brewing Co., through Erwin, Wasey & Co., has additional disks for the series on WRC, Washington.

Reliance Manufacturing Co., through Mitchell-Faust Advertising Agency, Chicago, had 13 additional disks made for The Big Yank Roundup, which is heard on 22 outlets. Trans-American is handling the recording. Tangee Hollywood Reporter also has made additional recordings.

Lehn-Fink Signs Spot For 3 Shows on CBS

(Continued from Page 1)

Follow the Moon serial and Dr. Dafoe, who resumes broadcasting on that date after a summer lay-off. Lennen & Mitchell is the agency.

JOHN EBERTSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY

NEW YORK CITY

ORCHESTRAS MUSIC

NAT BRUSILOFF, in his new post as musical director at WMCA, will be given a free reign to develop a new musical technique for radio. Brusiloff has had pet ideas on the subject for some time, but this will be his first opportunity to put the ideas into practice. Brusiloff has long disagreed with other musical technicians on the presentation of popular numbers. He contends that the flair for "swing," "jamming" and other mediums of individual stylists in music have entirely subdued melody beyond either "recognition or true interpretation of the composer's theme." "My idea," said Brusiloff, "is simple and fundamental. All I want to do is to play music as it's written. And that's something that just isn't being done in radio. You might call this idea of mine a 'back to the original' movement."

Robert Emmet Dolan had a birthday on Tuesday.

Sammy Kaye is being presented currently with his band in a three-quarter hour program of his "swing and sway" rhythms over WOR and the Mutual network every Sunday at 1:15-2 p.m. On each broadcast Kaye features the singing of Tommy Ryan and the Three Barons along with his unique orchestral arrangements of the popular tunes of the day.

Nick Stuart added five pieces to his seven-man band which he had at Reno and opened at the Mark Hopkins hotel, San Francisco for six weeks, when the Joaquin Grill ork deal didn't jell. Mutual-Don Lee airs him.

Roger Burke has opened in the Persian Room of the Sir Francis Drake Hotel, San Francisco, which was hurriedly readied. He will hold forth there till the 15th.

Leon Mojica and his dance orchestra returned to California's Orange network and KYA programs last night as they took their place once again at the El Patio Ballroom in San Francisco after an absence of several months. Mojica's band has been on tour and during its absence Tommy Tucker's Orchestra has been broadcasting over the Orange net. Mojica's band will be heard over the web again Saturday night.

Though Guy Lombardo first included "That Old Feeling" from "Vogues of 1938" in his program only two weeks ago, the melody will lead in popularity Guy's "Favorite Five" list of musical selections next Sunday. The band leader considers the sudden success of "That Old Feeling" one of the most surprising in his entire 1937 series. Other songs in the "Favorite Five" include these old standbys: "Where Are You," "Blue Hawaii," "Me, Myself and I", and "Stardust."



● ● ● **Cartoonist Feg Murray** will be featured on the Ozzie Nelson fall show for Robert Ripley's old sponsor... Philco will sponsor "Master Detective Stories" via MBS starting Sept. 7... Lanny Ross does a "Hit Parade" shot this month... George Jessel will break in his air voice for his Mutual series via a shot on the Fall Al Jolson show... Walter O'Keefe, who no longer has Harry Conn scripting, was presented with "Anthony" weighing seven pounds at the Le Roy Hospital yesterday... Ronald Graham left the Johnny Green-Packard show to sing in "Virginia"... What was Mickey Alpert doing at Ruthrauff & Ryan yesterday?... Frances Langford will wed Ken Dolan... Dick Powell pays out 75 cents of every dollar he earns to the government in taxation... Dick Himer has Studebaker to put him on the air again—but there's no time available until Jan... Carolyn Marsh auditioned for Young & Rubicam... Joe "No-blood" Santley becomes professional manager for Mills Music on Monday... Lou Breese will alternate with Russ Morgan at the French Casino... Shuberts want Estelle Taylor for the "Follies"... Lido in Larchmont has had five bands in four weeks... Vincent Travers wired Murray Baker last week: "Remember Murray—Tomorrow Is Another Day."

● ● ● *Thirty members of the studio staff of WXYZ, Detroit, are starting the second week of a golf tournament... The only qualifications are employment at the station and a 50 cent fee... At the present standing Carl Gensel, announcer; Don Djerkiss, baritone, and his brother, Shields, sound technician, are heavy favorites to win the medal score... Jessica Dragonette has been selected by the Wall Paper Institute as the inspiration for a new form of wall decorations especially designed for radio and music lovers... NBC auditioned the most unusual collection of personalities yesterday, with the press invited. Those auditioned were: Isabell Hallin, the x-school teacher of Saugus, Mass.; Mrs. Stella Crater, wife of the missing judge; James A. Bailey, 86, motorman of the original Toonerville Trolley; Rep. Dickstein, Dorothy Kilgallen, girl reporter, and Jacob S. Coxey, leader of the historic "Coxey's Army."*

● ● ● **Harry Hershfield** has been signed by M-G-M as a writer... Tony Wons' Vicks show which starts Oct. 4 will come from New York... Joan Merrill, MBSinger, auditioned for "New Faces"... Jerry Kruger, song individualist, stars on the Benny Davis show Sunday... Jerry Blaine with "Streamliners" are set for Brighton Beach... Larry Daniels is thinking about the fur business... Ralph Hitz will spend \$112,000 to renovate the Belmont Plaza's room a la "Glass Hat" at the Congress in Chi... Eddie Heyman will write lyrics to Robert Dolan's theme music... Arthur Boran is booked for the Great Lakes Exposition... Jack Robbins wagered \$1000 with Johnny O'Connor that "Broadway Melody" or "You Can't Have Everything" will outgross "Varsity Show"... Frances Hunt and Lou Bring (who have been married for two years in a hushed manner) are sending out the following announcements on the back of their photo: "We finally decided to make it legal!"

● ● ● *Sam Howard, acrobatic star, took over the WJAY swimming lessons airing from Cleveland's Aquacade when Floyd Zimmerman, who started the series, was stricken with acute appendicitis and rushed to the Fairview Hospital before the show. En route to the hospital he gave the attendant the address of Mendel Jones, WHK-WJAY program director, asking to get Sam Howard because "I won't be able to do this for a couple of weeks."*

PROMOTION

WMCA's Inventors' Institute

An organization has been formed to provide financial assistance to meritorious inventions introduced on "Your Invention" program conducted by Sam Hammer on WMCA. Known as "The Inventors' Institute" and comprising a board of bankers, industrialists and engineers, the Institute has already capitalized two inventions recently presented on the air. These are: a light magnifier invented by R. I. Johns, which steps up the intensity of ordinary electric bulbs some 50 per cent and a novelty toy invented by Jeannette French.

Members of the Institute, which was formed by Hammer to supply capital, manufacturing and sales facilities to inventors unable to obtain this assistance, include C. S. Frizzell, a Wall Street Investment banker; Sidney Harman, an industrialist; Major H. C. S. Thompson, international financial expert representing both English and American bankers and H. R. VanDevanter, a patent engineering expert.

The program in which inventors and their inventions are presented weekly on the radio is heard regularly on WMCA on Friday nights at 8:30-9 p.m.

Grain Belt Prosperity

Furgason & Aston Inc., station reps, are sending out a full page reproduction from the Aug. 2 issue of Life which shows a picture of a wheat farmer driving in with a hayrack full of wheat bundles. Legend at the bottom gives statistics on the huge harvest and "the \$1,000,000,000 worth of edible wealth," etc.

Superimposed across the left hand corner, on the offset process reproduction, is a memo which thanks Life for telling the story and three F. & A. stations in the wheat belt are listed, plus the primary populations. Outlets are KFYZ, Bismarck, N. D.; KFRU, Columbia, Mo.; and KMMJ, Clay Center, Neb.

WSYR Drama Unit on Tour

Syracuse—WSYR has organized a road show which will play engagements throughout its service area as a promotional stunt. First appearance of the show, which is directed by Fred Jeske, was at the Phoenix, N. Y., Old Home Days. Staff artists are featured and the show closes with an old-time melodrama, first played behind curtains and heard over a public address system, then repeated on the open stage so that the audience may see how a play is actually produced in the studios. Ed Robinson is advance man and publicity agent.

WOAI Knight Kappers

Steve Wilhelm, radio director of the Payne Advertising Agency, San Antonio, is producing the new "Knight Kappers" show over WOAI under sponsorship of Knight Kap Inc.

★ Program Reviews ★

"Stringtime"

Jack Meakin, who puts on the satirical "Bughouse Rhythm" over the NBC-Red network from San Francisco, has a different but equally enjoyable program in this "Stringtime" half-hour heard Tuesdays at 6-6:30 p.m. EDST over the NBC-Blue network—being picked up in the east over WJZ just after the brief 6 p.m. news period.

In contrast to the travestied handling of musical pieces and the sly humorous commenting employed on "Bughouse Rhythm," the "Stringtime" program goes in for straight musical rendition, except that the orchestral setup is confined to string instruments, piano and celeste, and popular numbers form the basis of the broadcast.

Meakin has a gift for both concert and swing arrangement, and the new program is a generally rhythmic and soothing affair, giving new interpretation and putting fresh enjoyment into such numbers as "Honeysuckle Rose," "Blue Skies," "Did I Remember," "There's a Lull in My Life," "They Cant Take That Away from Me," "All God's Chillun Got Rhythm" and other pieces.

"Fur Trappers" (WEEL)

A new voice made its bow to Boston airwaves Tuesday night and it is one of the best this reviewer has had the pleasure to hear. Boston is certainly only a stop-off for her. She is Eleanor Steber and was introduced on the new I. J. Fox show over WEEL. Returning with its new fall series, Fox retained the Fur Trapper setting using Josh and his north woods dialect as emcee.

Miss Steber sang one operetta type solo and joined Frank Sherry, tenor, in a duet. She has a full, rich soprano voice with plenty of range. When she reaches for a high one she hits it squarely on the head. This is her first radio appearance although she has sung with the Chicago Civic opera and in concert.

Other highlights of the half-hour show were Rakov and his orchestra, who turn out tunes in a very pleasing way, and The Rhythm Boys, quartet, who work well together. Another newcomer introduced was Bob Allen.

"Wake Up and Live"

Substituting for Dr. Victor M. Lindlahr, who is on vacation, Norman Brokenshire yesterday took over the mike in behalf of the Journal of Living in the 12-12:30 noontime spot over WOR, WAAB and WEAN on a Monday-Wednesday-Friday basis.

Instead of giving an almost continuous sales talk on health, Broken-shire mixed philosophy, poetry, music, singing and an intimate style of chatter, all blending together very nicely into what seems like a warm-hearted visit by comparison with

Lindlahr's almost metallic monologue.

A feminine vocalist with a pleasing delivery sang a few popular numbers, including "Wake Up and Live" and "I'm Bubbling Over."

Ben Alexander

In a quarter-hour of chatter designated "Not for Ladies," originating in Hollywood and aired Wednesdays at 5-5:15 p.m. EDST over the NBC-Red network, Ben Alexander indulges in rambling comment about a variety of things, apparently picked at random. If genuinely intended only for the men, the program misses the mark, for much of the talk, though about male film stars, is equally of interest to the femmes.

Program is a little too loose and lacking in objective to grip attention. It lacks point and punch, or what might be called "editorial policy." As a talker, Alexander has a pleasing style, but it takes something better than the routine movie fan magazine chit-chat to make a good radio program.

Richard Brooks

A refreshing touch was given by Richard Brooks to his WNEW news comment period at 5:45-6 p.m. yesterday by the prefacing of each item with a "caption," like a newspaper headlines its stories. By reading the caption with a different voice inflection, it produced a nice effect, breaking the monotony of a continuous spiel delivered in one key. Brooks generally is doing a swell job of commenting.

Briefly

Fran Allison, recently brought to Chicago from farther west to take part in the NBC-Blue network's daily "Breakfast Club" and also to fill a 15-minute period of vocals on her own, is catching on very nicely. Good voice and nice mike manner.

Raoul Nadeau, whose baritone voice graces many a spot on WOR-Mutual, was an excellent singer when these ears first heard him, and he's been getting better all the time. There's always a satisfying quota of he-man singing when he's on the air.

"Command Performance", originating at KYW, Philadelphia, and caught in New York over WEAF-NBC-Red on Tuesday, is a bright batch of musical entertainment, with pleasing vocals as well as good orchestra work.

Those "Spy Stories" put on by the radio division of the WPA Federal Theater over WINS under supervision of Vernon Radcliffe maintain a commendable consistency both as to production efficiency and entertainment value. Next Tuesday night's episode, "Dog Cart Delivery", will employ a cast of 25, which gives you an idea.



JACK PEARL, the famous
Baron Munchausen
of the Radio

PACKARD LEKTRO-SHAVER!

If your idea of a warm-weather picnic is to lather your face with hot water and scrape your sun-burned skin with a razor blade, this ad is not for you. It's addressed to men who want cooler, smoother, quicker shaves for these midsummer days.

The patented smooth round head and four-way shearing action of the Packard Lektro-Shaver will give them to you—now and forevermore. No soap, water, brush, lather or blades. No danger of cuts or nicks—no razor rash or ingrown hairs. It'll shave as close as you want—and you don't even have to take your jacket off.

Better stores everywhere carry Packard Lektro-Shaver. It is one of the many products manufactured by Dictograph Products Co., Inc. **\$ 15**

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue - - - New York, N. Y.
MANUFACTURERS OF PRECISION EQUIPMENT SINCE 1902

AFM's Revised Radio and ET Demands

Following are the revised memorandums embracing the demands of the American Federation of Musicians as submitted to radio stations and phonograph and electrical transcription manufacturers, all of whom have been given until Sept. 16 to work out the situation:

RADIO

1. No records or electrical transcriptions to be used at any stations unless the number of musicians satisfactory to American Federation of Musicians is employed at same.

2. To have musicians employed at radio stations or to have a station use records or ET's of musicians belonging to AFM, such stations must be licensed by the Federation.

3. Radio stations may make records or ET's for audition purposes or for their own record but such records or ET's must not be commercially used. Furthermore, radio stations desiring to manufacture records or ET's must agree to the same rules and regulations as to recording companies or companies manufacturing ET's and be licensed by the Federation.

4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records or ET's but does not employ musicians.

5. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription companies and the Federation.

6. Members of the Federation can only play for the manufacture of records or ET's if the company, firm, corporation or individual making same is licensed by AFM.

7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.

8. Records can only be used at radio stations if same employ a number of musicians satisfactory to AFM.

9. All contracts with radio stations made with members of AFM must be under the conditions agreed upon between corporations making records and such as make ET's.

10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same. Furthermore, each program of a broadcast published or caused to be published in a newspaper or trade publication shall indicate clearly those portions of the program which are broadcast from ET's or records.

11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program

to be put on the air on the same day but AFM must immediately be advised that such has been done and the record of such transcription must be sent to the AFM to be destroyed.

12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.

13. In no jurisdiction of any local of AFM can members play for an employer in contradiction of any of the above rules.

14. All contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations or networks in order to be valid must be approved by the international executive board of AFM, the president of the Federation or any authority designated for that purpose by the Federation. Furthermore, the contracts must contain all stipulations under which members of AFM can make records or render services for radio corporations, stations or networks.

RECORDS AND ET's

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.

2. There is no objection against recordings for home use or in their use for any purpose outside of the U. S. and Canada. However, records may be used in music machines such as are commonly found in candy stores, railroad stations, billiard parlors, etc. They cannot be used in places where otherwise musicians could be employed or where it has the tendency to destroy employment opportunities of musicians.

Manufacturers of phonograph records or ET's may make such for audition purposes or for their own record, but such phonograph records or ET's must not be commercially used, and the AFM must be advised

in each instance when made as is the case with other records.

3. Members of AFM will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

If recording companies are requested by a sponsor to make recordings for which the sponsor furnishes his own musicians, then such recording companies obligate themselves to do so only on condition that it be done in accordance with their own understanding with AFM, the recordings are only to be used where members of AFM are employed.

Industrial recordings are permitted only on condition that they are not to be used as public recordings but are used solely for the purpose of acquainting with their contents the employes of the industry for which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at any place or at any time to which the general public is invited.

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.

5. The dubbing or re-recording of records will not be agreed to by the Federation. However, manufacturers may submit to AFM cases wherein, in their opinion, exceptions should be made, with the understanding that the decision of the Federation shall be final.

6. Members of AFM will only make records under contracts containing these stipulations.

7. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an

employer where it has the tendency to destroy employment opportunities or the developing of such.

8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured from AFM.

Recording companies agree to furnish AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation is so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised. This also includes industrial recordings.

Manufacturers of recordings when making report to AFM of recordings made by them, must also send copy of the script of the recordings so that AFM may at all times be advised of what these recordings contain.

Manufacturers of recordings shall at all times, when a request is made upon them by the Federation, to furnish to the Federation a copy of any record made by them inclusive of those pressed in Canada.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render any services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by AFM, the license to contain the stipulations under which members of the Federation will make records.

14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of AFM can members play for an employer in contradiction of any of the above rules.

16. All contracts to be valid must be approved by the international executive board of AFM, the president or any authority designated for that purpose of the Federation.

INDIANAPOLIS

WIRE has added another NBC-Red network program to its schedule, the "Kraft Music Hall."

Gilbert Forbes, WFBM newscaster, is airing the station's new Midnight Dance Revue, from 12 midnight Saturday until 1 a.m. Sunday.

WFBM has a complicated system of electric clocks on all studio doors now, since a persistent lad tried to sell a newscaster a magazine while the newscaster was on the air with an open mike.

George Engelter, WIRE traffic manager, has resigned. He is succeeded by Medford Maxwell, former general manager WCLS Joliet, Ill.

SAN FRANCISCO

"Ma Perkins," Procter & Gamble (Oxydol) live talent show on KPO, went on KGO via transcriptions Monday.

NBC won't handle the Mark Hopkins Hotel dance remotes. Mutual-Don Lee will.

At KYA, Oakland studios: A new Oakland Chamber of Commerce show will be aired every Sunday at 5:45 p.m. presenting the business man who did the most during the past-week to aid in the progress of Oakland... Les Allen doing regular staff announcing.

Paul Pendarvis, new Palace Hotel ork leader, treated the boys of the press royally at that hostelry Tuesday, August 3.

NEW BUSINESS

Signed by Stations

WOR, Newark

Parker Watch Co., "Sunday Morning Quarterback" featuring Benny Friedman, former Michigan University all-American star and now coach at City College of New York, Sundays at 11:30-11:45 a.m. starting Sept. 12. Program also fed to WGN, Chicago; Weston Biscuit Co., musical program, 52 weeks starting Sept. 26, through Radio Advertising Associates.

WHN, New York

Reliance Manufacturing Co., Chicago, six periods weekly, through Mitchell-Faust Adv'g Co.; Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), six announcements weekly for 13 weeks, through McCann-Erickson agency.

KSL, Salt Lake City

Best Foods Mayonnaise, spots; International Harvester Co., spots; Sears-Roebuck & Co., adds Friday evening to newscasts, making seven weekly.

Shelton Joins WOR in Chi

Chicago—The WOR office here has added John B. Shelton, formerly a member of the sales staff of WBBM, to its personnel. WOR office is under the supervision of Robert Barrett.

Lucy Monroe with Iturbi

Lucy Monroe, who on Saturday and Sunday appeared in two concerts with the Philadelphia Orchestra, has been re-engaged to sing in a special concert of American music to be presented by the Philadelphia Orchestra at Robin Hood Dell on Monday under the baton of Jose Iturbi. The program, devoted entirely to the music of American composers, will feature the late George Gershwin's "Rhapsody in Blue," with Jose Iturbi at the piano. The NBC-Blue network will air the concert at 9:30-10:30 p.m.

Tuesday and Wednesday, Miss Monroe will sing Musetta, the role in which she made her Metropolitan debut, in the Philadelphia Orchestra's two performances of "La Boheme," with Alexander Smallens conducting.

Workshop in "Last Citation"

"The Last Citation," by John Whedon, will be presented Sunday by the Columbia Workshop over CBS at 7-7:30 p.m. Irving Reis will direct the radio play, which deals with a war lord in Heaven.

GUEST-ING

WENDY BARRIE, on Chase & Sanborn Hour, Aug. 8 (NBC-Red, 8 p.m.).

ALICE BRADY, in scene from "Mourning Becomes Electra," on Chase & Sanborn Hour, Aug. 15 (NBC-Red, 8 p.m.).

WMCA Scoop

WMCA scored a news scoop yesterday on the appointment of Mike Jacobs to take control of boxing activities at Madison Square Garden. The story was flashed by Dick Fishell on his 6:30 p.m. period over WMCA, scooping not only the newspaper and radio field, but even Mike Jacobs himself.

Tremayne Says Serials Dragged Out Too Long

(Continued from Page 1)

sider that the average daily script runs about 2,500 words; five days a week makes 12,500 words. Carrying the problem in simple arithmetic to its conclusion you find that in five years the writer of such a show turns out three and a quarter millions of words on one subject, one limited group of characters; a total that makes 'Gone With The Wind' look like a vest pocket edition of the 'Rubaiyat'.

"No story can hold up, maintain its dramatic power over a stretch like that. The story of creation was told in about six hundred words, if I remember rightly. The writer is forced to drag in endless minutiae and trivia in order to keep the thing going. And such inconsequential details spell the death of drama which must concern itself only with essentials. When one of these shows begins to bog down as they all inevitably do the sponsoring agency hires a new writer to try to pump new life into a corpse that has been bled dry. But the show never regains the spontaneity, the spark that made it go. And then there follows a succession of new writers and sometimes new directors, for the latter are often blamed for the situation.

"The fault really lies with the sponsors. Having got a successful show, they don't want to let it drop, which is understandable enough. But it seems to me that there are ways to remedy this condition and provide more and better entertainment for the listeners. One perfectly feasible plan would be for the sponsor to have a stock company and give a new show at regular intervals of, say, every 13 weeks. The problem of finding material for such a series of shows shouldn't prove insoluble. There are thousands of novels that fulfill all the requirements for presentation on the air that could be dramatized and given in installments in this way. And certainly if one of these shows was successful the listeners would be eager for the next one to begin. It works that way on the one-a-week shows like 'First Nighter' so why wouldn't the same thing hold true of the five-a-week program? Such a plan of operation, I'm convinced, would make for a higher standard of work with everybody concerned, writers, directors and actors and would sell more merchandise for the sponsors."

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

WIP

Philadelphia, Pa.

"... I think RADIO DAILY is swell. Keep up the good work."

Murray Arnold

Director of Public Relations.

RUBINOFF ORCHESTRAS

New York City

"... Herewith is an additional subscription to your valuable publication, so that both of our offices will be fully informed of all that is new in this business."

Phil Rubinoff

Manager.

H. A. RIPLEY

Eau Claire, Wisconsin

"... RADIO DAILY is a grand little paper and its terseness and common-senseness strongly appeal to me."

H. A. Ripley

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



TRANSSCRIPTION recorders, librarians and program producers here are waiting with bated breath the final outcome of the apparent impasse caused by the A.F. of M. ultimatum governing recorded music. Two or three local concerns have several thousand dollars tied up in "libraries" waxed by union musicians at the prevailing scale upon which they have not yet recovered the initial cost of the master record. The only bright side to the picture is that there should be a bull market in radio dramatic talent for disked dramas and an influx of business for everyone interested in that branch of the transcription field.

Captain J. M. de Beaufort, actually M. le Conte de Beaufort, will relate his personal experiences as a British Intelligence officer during the war over KMTR, Wednesdays at 7:45 p.m., with Frank Ellissen doing the quizzing.

Members of recently organized Radio Equity, together with scores of non-members actively employed in radio, held a meeting at the El Capitan Theater Tuesday night, presided over by Norman Fields, with discussion almost solely centered on present "Four A's" situation.

Gertrude Berg guested on George Jay's KEHE "Listen Ladies" yesterday.

Patti Chapin has been re-signed for long term with Columbia Artists Inc. In addition to being heard on CBS "Song Time," she has her own twice-weekly program.

Shirley Lloyd, vocalist with Ozzie Nelson, has been signed by Columbia Pictures. Will come to the Coast with Nelson on Oct. 1, at which time the bandsman and his crew also have a picture chore to do.

L. D. Barnhart Joins NBC

Toledo—L. D. Barnhart, drama director at University of Toledo, has resigned to join NBC as a member of the production staff.

ONE MINUTE INTERVIEW

B. CHARLES-DEAN

"America with its more up-to-date methods, its keener attention to the many demands of showmanship, and its far greater knowledge of the requirements of commercial radio, is equipped and fitted to produce far better programs of local appeal than England and Australia. While bearing in mind the demand for the English inflection of speech in certain cases, there is a greater variety of more suitable radio talent available here."

★ Coast-to-Coast ★

PAT BARNES, who is featured on his own program titled "Opera House," will add two new names to his cast of performers to be heard over WOR and the Mutual network today at 9:30-10 p.m. Jay Dennis and his Blue-Belles, singing group, and Alan Roberts, tenor, join the merry "Barnstormers" in the old "Op'ry House" this week and will be presented regularly thereafter. Barbara Lamarr, contralto, who is one of the original members of Pat Barnes' cast, will continue to be heard. Barnes will dust another of the old ones off when he offers his interpretation of the monologue, "My Rosa," by George Beban. The "Barnstormers" will present in very dramatic fashion a sketch concerning millionaire racketeers.

Dr. Charles M. Courboin, noted Belgian organist who is featured over Mutual network, gave a brief recital the other day on the new studio organ at WSYR, Syracuse.

The Haverback Sisters, Bernice and Helen, who started two years ago over the Connecticut Broadcasting System and WNBC, New Britain, Conn., have signed with NBC for the month of August.

Vacation notes from WNBC, New Britain: Rogers Holt, chief engineer, relaxing in Maine; Crean Patterson, announcer, touring along Connecticut shores; Larry Edwardson, commercial manager, on Cape Cod; Hal Goodwin, program director, seeing America by motor with the missus; Milt Berkowitz, news editor, putting his vacash off till the fall so he can attend the World Series.

Cuyahoga Valley Broadcasting Co., Cleveland, has been incorporated by Paul E. O'Reilly, Thomas M. Kennedy and W. I. Booth.

Elise Weltersbach Menn, before sailing for a vacation (and concert appearance) in Germany, makes a "farewell" broadcast over WICC, Bridgeport, in late August.

Vacation comments from Frank McLatchy, account executive at KSL, Salt Lake City, indicate a 40-pound catch of fish.

Dick Evans, KSL technician, is vacationing a la postman on a holiday, by assisting at the Salt Flats broadcast of Ab Jenkins' speed runs.

WSPD, Toledo, has added another time to its daily schedule of news broadcasts. The new spot, with Joe Rockhold at the mike, is 1:30 p.m. each weekday afternoon.

Marion Talley is recuperating at the Monte Sano Hospital on the coast after a sudden appendicitis

operation. The NBC soprano plans to rest up completely before vacationing at her Kansas City home. She will return to the NBC airwaves to resume her Sunday afternoon broadcasts in September.

Jules Blair of WSPD, Toledo, is emcee at the community sings being held every Sunday evening at Toledo Zoological park. He is also emcee at concerts given by the Federation of Musicians and the Stage Employees' union in cooperation with the Toledo Zoological Society.

Mildred Brunelle, conductor of the Cooking Forum over WSPR, Springfield, Mass., is back from a month in Boston.

Irma Serra, diminutive song stylist, who airs over WSPR, Springfield, Mass., will sing from the stage of the Paramount theater in that city, starting today. She will be accompanied by Arthur Martel at the giant organ.

"The Prince of Pilsen" will be presented in radio form by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater program on Aug. 11 over CBS at 9:30-10p.m.

WBT, Charlotte: Sales Manager Dewey Long and Mrs. Long are sunning at Myrtle Beach, S. C.... Ditto Marie Davenport, organist of the "Philco Melodies"... H. H. Holts-houser, auditor, is in Birmingham for a few days... Wilbur Edwards, announcer, has been shifted to the sales department as aide to Dewey Long on local accounts... Reginald Allen, Esso newscaster, is taking flying lessons.

WXYZ, Detroit: John Slagle takes over Harry Golder's job as chef on the "Sunrise Breakfast Club" when Golder starts vacation Sunday... Eduard Werner will have Martha Raye as guest on his "Michigan Theater Hour" Sunday... Lynne C. Smeby, supervising engineer of King-Trendle Broadcasting Corp., owners of WXYZ, marries Evelyn True, daughter of Harold True, veteran news commentator over this station, on Aug. 28 in Cleveland.

WSPD, Toledo: Harold Betts, "The Romantic Bachelor," has taken a leave of absence to make some personal appearances, etc., in New York... Jane Elizabeth Elliott, former commentator, was married recently in Huntington, W. Va.

As a dedication to the Catholic Youth Crusade, the "Ave Maria Hour" will present a dramatization of the life of Blessed Theophane Vendar over WMCA next Sunday at 6:30 p.m. A French martyred mis-



BILL THOMPSON, NBC comic, showed up at the Merchandise Mart studios the other day in sports clothes and with field glasses and a racing form. Reporting to Production Director Arch Scott, Bill was greeted by a big laugh, whereupon Thompson explained he had been told to report for an Arlington race track broadcast and thought he had better come prepared. What he wasn't told was that the broadcast was to be merely a studio fill-in between races. Lee Francis, WBBM staff organist, leaves Aug. 10 for a three-week vacation in California.

Cinemactress Ann Sothorn, wife of Bandleader Roger Pryor, will be on hand when Hubby Roger's band opens Friday at the Edgewater Beach Hotel.

Another Hollywood movie wife who won't be in Chicago this week-end for a reunion with her radio hubby is Mabel Todd, wife of Morey Amsterdam, emcee of the NBC Night Club program. Miss Todd's plans for a visit here were disrupted when Warner Bros. ordered her to begin work on another picture as soon as "Varsity Show" has been given finishing touches this week.

Rudy Vallee will air his Aug. 26 program from local NBC studios.

Art Van Harvey, the Vic of "Vic and Sade," sprained an ankle in a fall last week at his home.

Frederick Wilhelm "Bud" Van Dover, the Tom of the WGN harmony trio, Tom, Dick and Harry, was married last Saturday at Crown Point, Ind., to Marge De Werth, Chicago dancer.

sionary, Blessed Theophane was beatified in 1909. The musical background for the drama will be supplied by Alfredo Antonini, musical director of the "Ave Maria Hour." Charles LaTorre is staging the programs, besides playing a principal role.

Mary O'Rear, who formerly sang with Amos Ostott's orchestra, is the newest sustaining artist at WOWO-WGL, Fort Wayne, Ind.



Al Pearce owned what is believed the first ukelele in the United States.