



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 27

NEW YORK, N. Y., MONDAY, AUGUST 9, 1937

FIVE CENTS

Webs Tackle AFM Job

YACHT CUP BROADCASTS TURNED OUT A FIZZLE

Broadcasting of the yacht cup races off Newport last week totalled up as largely a fizzle, especially as far as the listening public was concerned, a checkup of reactions via radio editors reveals.

Elaborate preparations made by the networks for covering the event, (Continued on Page 4)

Phil Baker Program Goes Coast-to-Coast

For the first time in more than two years, Phil Baker will be heard over a coast-to-coast network when he returns to the air this fall for Gulf (Continued on Page 8)

Montgomery Appointed Iowa System Sales Head

Des Moines — E. F. Montgomery, veteran commercial radio man, has been appointed national sales manager of the Iowa Broadcasting System, was announced today. Recently regional sales manager for WMT, Montgomery was formerly commercial manager of KOIL and has been associated in the past with the commercial departments of KSTP, WCCO and John Blair. He assumes his new duties immediately.

New Paint Series

West Coast Bureau, RADIO DAILY
Los Angeles—Walter Biddick Co. is readying a series of 15-minute transcriptions for General Paint Corp., San Francisco, in which Cordelia Pearl, interior decorator, will dispense tips to homemakers. To be released in General's trade territory, 11 western states, throughout 1938.

Sports in Italian

Foreign language broadcasting branches out into a new field with the airing of a weekly sports review in Italian over WBIL, New York, Wednesdays at 7:45 p.m., and over WPEN, Philadelphia the same day at 7 p.m. Leandro Forno, newspaperman and radio announcer, is the commentator. Fratelli Branca Inc. sponsor the program.

First Aid

Raleigh, N. C.—Danger of somebody being gassed by announcers will no longer worry the engineer staff at WPTF.

Station has inaugurated a 30-week course in first-aid for its engineering staff.

Classes are conducted once weekly by a certified member of the National Red Cross.

P & G'S WOR DISK SHOW SURPRISE TO LIVE CAST

Sudden decision of Procter & Gamble to place transcribed versions of its script shows on WOR proved more of a surprise to some of the casts involved in the live talent shows than anyone else. Shows are (Continued on Page 2)

New Pontiac Program Will Use 78 Stations

Detroit—Pontiac's new "Varsity Show," which starts Oct. 1 for an initial 13 weeks, will be heard over 78 stations of the NBC-Blue network (Continued on Page 2)

ANA Annual Meeting

Annual meeting of the Association of National Advertisers will be held at The Homestead, Hot Springs, Va., Oct. 27-30 inclusive.

H. W. Roden, vice-president of Johnson & Johnson, is chairman of the program committee. A. E. Tatham of Bauer & Black is vice-chairman.

★ THE WEEK IN RADIO ★

... Summer Gains Continue

M. H. SHAPIRO

MAJOR webs continue to show important gains for hot weather months compared to the same month a year ago despite the expected seasonal drops from the peak months. ... CBS was up 53.8 per cent in July, while NBC showed a combined increase for both webs of 11.4 per cent. ... In both cases the cumulative totals for the first seven months of 1937 showed fast climbing, Mutual also being up on the cumulative total. ... RCA second quarter net top-

Station Relations Department Assigned the Task of Lining Up Affiliates to Meet Union Situation

Station relations departments of the networks have been handed the assignment of bringing the affiliated outlets into the fold as per demand of the American Federation of Musicians. Numerous vacations have been cancelled as a result of the increased load on the station relation personnel.

Increased cost to the broadcasting field at large for house bands or (Continued on Page 4)

CBS MID-SUMMER BIZ SHOWS SHARP INCREASE

An all-time peak in mid-summer radio advertising, as reflected by the activities of CBS clients, is shown in an analysis of 1936 and 1937 time sales by the network for the first week in August. Substantial increases in every category are revealed.

During the 1937 mid-summer week, 41 CBS advertisers, a 46 per cent increase over 1936, spent \$422,105, an increase of 51 per cent over 1936. Average expenditure for facilities per advertiser rose in this week from \$9,978 to \$10,295.

Evening time sales for the week in 1936 totaled \$246,638. This year (Continued on Page 5)

Zephyr Cig Campaign Set by Axton-Fisher

Axton-Fisher Tobacco Co. has completed plans for a large advertising campaign for its new product, Zephyr cigarettes. The majority of the budget (Continued on Page 8)

Zenith Starts Sept. 5

Chicago—Zenith Radio campaign, using about 80 NBC-Blue network stations, is scheduled to start Sept. 5. Show will originate here.

ELLIOTT ROOSEVELT AFTER STATION KABC

San Antonio—Elliott Roosevelt will take over ownership of KABC here, subject to FCC approval. The President's son, associated with Hearst Radio, formerly had an interest in KTSA, the CBS outlet here. Sale (Continued on Page 5)

WCOA and Newspapers Show Big Adv'g Gains

Pensacola, Fla.—WCOA, local CBS affiliate, owned by John H. Perry Associates, and three Florida newspapers also under Perry ownership all (Continued on Page 5)

CBS Programs on KNOW

Austin, Tex. — Hearst Radio, of which KNOW is a subsidiary, has closed a deal for this station to get all the CBS national commercial programs broadcast to the southwest, it is announced by James W. Hagood, station manager.

Gets Money's Worth

J. L. Kraft, sponsor of the "Kraft Music Hall" on NBC-Red network Thursday nights, got his money's worth when he made a personal appearance on the program last week. Kraft talked for several minutes—and all of it was sales talk about his firm and its product. Probably the longest commercial heard on a major network in moons.

(Continued on Page 2)



★ THE WEEK IN RADIO ★
... Summer Gains Continue
(Continued from Page 1)

COMING and GOING

Vol. 2, No. 27 Mon., Aug. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL
(Saturday, Aug. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170 1/4	170 3/8	- 5/8
Gen. Electric	57 3/4	55 7/8	57 5/8	+ 1 3/8
North American	27 1/4	26 3/8	27
North American pfd.	52 7/8	52 1/8	52 7/8	- 7/8
RCA Common	10 1/2	10 3/8	10 1/2	+ 1/8
RCA First Pfd.	71	71	71	+ 1
Stewart Warner	18 1/4	18 1/4	18 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 7/8	15 7/8	15 7/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 3/4	14 1/4

but to listen and swallow...and now try to see that a few thousand additional musicians are put to work.... in one sense of the word, it is a relief job in the eyes of most broadcasters and they have to supply the relief dough.

American Federation of Radio Actors as a separate unit is fast getting under way with its organization plans, but it will be many months before the new organization will be in a position to sit down with the agency men and broadcasters and present definite demands....Screen Actors Guild, Actors Equity and American Guild of Musical Artists will underwrite the AFRA for \$10,000 apiece and advance it as needed until the organization gets back on its feet and is able to begin paying it back....CBS morning sales gained 136 per cent....NEA Service, Inc., entered the radio field with a full service available of its vast store of newspaper features, now being used in some 800 newspapers throughout

the country...Maxwell Hage is in charge of production and sales.

ARTA will extend its scope, according to developments at the third annual convention held in New York....CIO affiliation is giving the ARTA backing to encompass all of the communication field...Buick signed again for a championship bout on NBC, the coming Joe Louis-Tommy Farr match to be aired under its sponsorship.

The Ascap-American Federation of Labor affiliation appears to be off, with no formal plans in sight....a working agreement with the American Federation of Musicians, however, is feasible, and Ascap and the AFM will probably work together in the matter of political and legislative moves...when aimed at either one....Atlantic Refining Co. getting down to business on its pretentious football coverage in the East, with Kellogg doing the honors in the West.

DON THORNBURG, CBS vice-president in charge of Pacific Coast operations, leaves California on Friday for New York on business, but will work in a little vacation with the family on the return trip via the Canadian Rockies with stops at Banff and Lake Louise.

JACK MILLS, music publisher, sails Wednesday for Europe, combining business with pleasure.

MARY MORRIS (Mrs. Thomas Meighan), actress, arrives back in New York today from London aboard the American Trader.

FRANCINE LARRIMORE returns from abroad today on the Queen Mary.

BOB EDGE, WOR fishing commentator, is off to Nova Scotia, where he will do a broadcast Thursday night through the facilities of the Canadian Broadcasting Corp.

DICK WELLS, announcer for "Ma Perkins" program out of Chicago, planned to New York as part of his vacation itinerary.

CAROL GAY (Dorothy Goodwin) woman commentator and directress on KMOX, St. Louis, has been looking over the New York styles.

JUDD NORMAN, production man at KMOX, St. Louis, left last week for a California vacation.

SIDNEY GARRETT, foreign representative for Atlas Radio Corp., sailed Saturday for London.

ANDRE KOSTELANETZ, now in Hollywood, returns to New York about the middle of this month to resume direction of his Wednesday night programs.

JOLLY BARTON (Jolly Gillette) leaves New York on a theater tour next month.

LUCILLE STEVENSON, singing teacher who taught Hollace Shaw, has been seeing the New York sights under the guidance of Miss Shaw. Miss Stevenson is from San Diego.

ELINOR SHERRY, WOR blues singer, will play the Metropolitan Theater, Boston, for one week beginning Aug. 19.

CHAS. VAN BERGEN has gone to Tananaque, Canada, for a vacation.

BETTY GOODWIN has left for three weeks' vacation up to Saw Tooth Mountain, Idaho, thence to the coast.

FRANK MASON, NBC v.p., gets back on Aug. 20 from vacation.

ANNETTE MARANTZ of the WOR Artists bureau returns from a two-week vacation in New Hampshire today.

LAURETTE PETERSON of the WOR press department left Saturday for a vacation in Detroit.

BOB MURRAY, who has been singing over WHN for some time, left yesterday for Memphis, where he joins the Jesse Crawford orchestra unit as featured soloist at the Hotel Peabody for several weeks.

P&G's WOR Disk Show Surprise to Live Cast

(Continued from Page 1)

being taken down from the a.m. programs heard on NBC, but talent was not especially informed of the matter.

Cast of "Pepper Young Family" sought an explanation of Pedlar & Ryan agency, because no additional salary was forthcoming for the WOR transcription. Agency countered that it was merely adding another station. Subsequently, Pedlar & Ryan informed members of the cast that if WOR programs worked out satisfactorily the account would probably add a third live talent show to its schedule and pay the actors accordingly.

Other P.&G. shows are handled through The Compton agency, and all are heard both a.m. and p.m. on NBC webs.

New Pontiac Program Will Use 78 Stations

(Continued from Page 1)

at 8-8:30 p.m. Fridays, with a rebroadcast at 10:30-11 p.m. EST for the west. The previous series used the Red network.

First six broadcasts will originate as follows: Oct. 1, University of Alabama; Oct. 8, Purdue; Oct. 15, Southern Methodist; Oct. 22, U. of Virginia; Oct. 29, Fordham, and Nov. 5, Indiana.

Production and direction of all shows again will be handled by Henry Souvaine Inc. under personal supervision of Souvaine and his associate, Tom Stix. No professional emcee will be used in the fall series.

McManus, Johns & Adams is the agency.

Use 75 CBS Stations For Kate Smith Show

Kate Smith's new series for General Foods (Swansdown Flour and Calumet Baking Powder), starting Sept. 30, has had its station list boosted to 75. Program goes clear to the coast, Thursdays at 8-9 p.m. with a 11:15-12:15 rebroadcast. Young & Rubicam is the agency.

New Lambert Program Starts Sept. 28 on NBC

Lambert Co. (Listerine and Prophylactic brushes) starts its new half-hour dramatic show, "Grand Central Station", over the NBC-Blue network on Sept. 28. It will be heard Tuesdays for a year. Lambert & Feasley Inc. is the agency.

Sidney Garrett Named Atlas Foreign Sales Rep

Sidney Garrett has been appointed foreign sales representative of Atlas Radio Corp., of which Herbert R. Ebenstein is president. Garrett, long identified with the film industry and for many years representative abroad for Harold Lloyd and Sidney Chaplin, sailed Saturday for London.

McNamee Re-Signed

Graham McNamee has been signed for another year's contract to work on the Vallee hour.

Ed Cashman says--
"The Colonel From Kentucky"
(COL. JACK MAJOR)
IS READY FOR A COMMERCIAL
MONDAYS, 3-3:30 E.D.S.T.
WABC—Columbia Network

Payne as "Dark Horse" In FCC Possibilities

Washington Bureau, RADIO DAILY

Washington—Out of several possibilities for FCC appointments to fill the vacant chairmanship and vice-chairmanship, Commissioner George Henry Payne is regarded as a "dark horse", according to talk here Saturday.

Payne is understood to be planning a drive to reduce WLW's 500,000 wattage despite the recent affiliation of Charles Michelson, chief Democratic publicist, with Crosley. He also intends to introduce "interesting evidence" when Attorneys Paul Segal and George Smith appear before the FCC in September to answer charges.

"Not How Big but How Good"
* * *
Serving over 400,000 Good Spenders
WJTN
of Jamestown, New York
NBC Blue Network

Power—with a purr

... *that's Columbia*

Power to drive a message *home* — geared to the most precise measurements in radio to tell you *whose* home and *where*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.

Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET · CHRYSLER · DE SOTO · DODGE FORD · LINCOLN-ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC

The COLUMBIA Broadcasting System



NEW BUSINESS

Signed by Stations

KPO, San Francisco

General Mills (Sperry flour), "Gloria Gale" sketch, through Westco Adv'g Agency, S. F.; Bulova Watch, time signals, through Biow Agency, N. Y.; Tillamook County Creamery Ass'n, live quarter-hour, through Botsford, Constantine & Gardner, Portland, Ore.; Richfield Oil, "Richfield Reporter," through Hixson-O'Donell Adv'g Inc., Los Angeles.

KVOR, Colorado Springs

Storz Beer, spot announcements, through Buchanan-Thomas, Omaha; Derby Oil Co., Wichita, Kas., daily sports review, through Potts-Turnbull, Kansas City; Coca Cola Bottling Co., "Refreshment Time," three programs weekly; Kerr Dry Goods Co., Oklahoma City, "News from Home."

KGO, San Francisco

Procter & Gamble, "Ma Perkins" disks, through Blackett - Sample-Hummert, Chi.; Petri Cigar Co., announcements, through Emil Brischacher & Staff.

WOW, Omaha

Emerson Cigar Co., one-minute spots before and after 5:45 p.m. News Tower; Kentucky Club, spot preceding 9:30 p.m. News Tower.

WSPR, Springfield, Mass.

Driekorn Baking Co., "Speed Benson," 15-min. disks produced by Quality Bakers of America.

KJBS, San Francisco

Rainier Brewing Co., daily spot announcements, through Lord & Thomas.

KMOX, St. Louis

International Harvester Co., spots announcements, Monday through Friday.

Yacht Cup Broadcasts Turned Out a Fizzle

(Continued from Page 1)

starting with preliminary airings a week ago Saturday and continuing several times daily through last Thursday, and the amount of time devoted to the race were out of proportion to the listener interest, it was stated.

Expenditures for yachting experts to help on the commenting also is regarded as having been a waste of money, because the experts used so much nautical and technical language that few tuners-inners knew what they were talking about. On top of this, the nature of the event did not embody the necessary action and excitement to justify such intensive coverage, according to the reactions.



● ● ● A mighty baseball battle takes place next Sunday at 5-5:30 p.m. in Fancher's Field, Pound Ridge, N. Y., when George Bye's Prehistoric Sluggers meet Lowell Thomas and his Nine Old Men... With Bye will be Gene Tunney, pitcher; Westbrook Pegler, catcher; Michael A. Connor, Deems Taylor, Stanley High, Frank Buck, Hendrik Willem Van Loon and Heywood Broun... Thomas will pitch for his team, also has Frank Hawks, catcher; Lanny Ross, Prof. Gregory Mason, John Barclay, Capt. Jimmy Doolittle, Stoopnagle and Budd and H. T. Webster... Umpire will be Katharine Cornell... This is the second of a series of diamond encounters by celeb aggregations... P.S. A soft ball will be used.

● ● ● Jane Pickens will be guest of honor Saturday night in the Georgian Room of the Hotel Piccadilly, where Jenö Bartal is music director. Norman Brokenshire's comeback via WOR is becoming the talk of radio row.

● ● ● The marquee of the Paramount Theater advertises "Phil Spitalny and his WORLD-FAMOUS All-Girl Band"... modest-like... which remind us of the story Jack Pearl related just before sailing abroad with the Jack Bennys... It was a decade or so back when Al Jolson made the first talkie—and radio was a one-station proposition on your crystal sets... Jolson encountered Pearl after the grosses were coming in from the "Jazz Singer"... "Jack," said Jolson, "this picture business is a great thing. For a time the name of 'Al Jolson' was known to Broadway and a few other cities in which I played... But with this picture business it's different. Today the name of 'Jolson' is known to every inhabitant in the United States!... Not only that, but over in China, across the Pacific, the yellow race is acquainted with 'Al Jolson.' Imagine, even the Chinese"... To which Jack Pearl shrugged his shoulders and said: "That's fine—but who wants to KNOW Chinamen!"... Wonder what Jack Robbins will say to Murray Baker when the latter returns from his honeymoon?... The other day a newspaper published a photo of the Bakers and said that "Baker is a music publisher"... What does Jack Robbins do, anyway?

● ● ● Jack Paar, youthful announcer for WCAE, Pittsburgh, was in a daze the other day, wordslinging that a stirring Sousa strain was a marital air... When informed of his boner and that he should have said "martial," Jack replied: "That's all right some times, isn't it?"... Probably this should be attributed to the fact that Jack is to be married shortly... After waiting for 30 minutes to be seated at Benny Leonard's Restaurant the other nite, the champ finally escorts us to a table just vacated by Mike Jacobs, the fight promoter... At a table directly in front was Jimmy Johnston—from whom Jacobs was to "take" Madison Square Garden the following day... Funny how some girls in the business take themselves so seriously. Now Imogene Rose, the ork leader, decides that her career must come before marriage... Henry Spitzer has Chappel, Crawford and Marlo music companies in his vest pocket—and isn't any different because of it.

● ● ● There's a young fellow over at WNEW who took to the airwaves a short while ago commenting on the day's news in a different way... We never met the chap nor did we hear his airings. But one day, Herbie Steiner was talking LOUD in Lindy's—about a guy on WNEW called Richard Brooks—who is tops... We didn't hear him that night or the nite after. But this we did hear—from others shortly afterward: That what Herbie Steiner said originally—was so!... He deserves network recognition... We discovered that the most influential person in Westchester is Bobby Feldman... A few predictions (not plugs): That "Swing and Sway with Sammy Kaye" and Jerry Kruger's singing will be among the outstanding features that radio will offer this year!

GUEST-ING

GOGO DE LYS, who guested Saturday night on the "Hollywood Showcase" program with Lud Gluskin's orchestra, will be heard again Aug. 14 (CBS, 9:30 p.m.).

LEE WILEY and HARRY (BOTTLE) McNAUGHTON, on Harry von Zell's "Summer Stars," Aug. 15 (CBS, 7:30 p.m.).

FIFI DORSAY, on "For Men Only," tonight (WHN, 8:30 p.m.).

CLAIRE TREVOR, SALLY BLANE, DOUGLAS FOWLEY and JUDGE BEN LINDSEY, in scenes from "One Mile From Heaven," Aug. 13 (CBS, 9 p.m.).

PHIL NAPOLEON, ork leader, on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

CLAUDE RAINS, FAY WRAY, THE FOURSOME, and DALIES FRANTZ, pianist, on "Kraft Music Hall," Aug. 12 (NBC-Red, 10 p.m.).

ALLAN JONES, on Werner Janssen's Fleischmann program, Aug. 15 (NBC-Blue, 7:30 p.m.).

MIRIAM HOPKINS and repeat engagement of TOMMY RIGGS, added to guest list for Vallee Variety Hour, Aug. 12 (NBC-Red, 8 p.m.).

MARY BOLAND, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

NETWORKS TACKLE JOB IMPOSED BY A. F. OF M.

(Continued from Page 1)

standby units is expected to run into a possible \$3,000,000 annually if even less than 2,000 musicians are put to work at an average weekly wage scale of around \$50 a man. Networks themselves, on the basis of the owned and operated stations, will also be tapped a tidy sum.

Station relations men contacting station owners and managers to date find the general action is mostly an acknowledgment that perhaps more men should be put to work, but that the matter does not work out for them personally. Some web affiliates state most of their time is taken up with network programs and but very few spots are open for the transcriptions which will eventually necessitate using a house crew or standby band.

Numerous small-town stations can't see where they will be able to obtain competent musicians locally and others can't see how they will be able to afford the luxury. Most of the contacting regarding the proposed AFM rules will have to be done by letter.

AFM is also faced with the necessity of closing nearly 700 individual contracts with stations, many presumably to be set with the AFM Local in the respective towns. Networks say they are on the spot and can't fight the AFM, but that the NAB might.

ORCHESTRAS MUSIC

PAUL WHITEMAN now is a colonel on the staffs of four governors, the latest to commission him being Governor Marland of Oklahoma. Whiteman also is a colonel in Kentucky, Texas and New Mexico.

Cab Calloway has a new member in his Cotton Club Orchestra, none other than Chu Berry, rated as one of the leading tenor sax players. Berry was one of the small swing combination which Calloway presented on the "Saturday Night Swing Club" session over CBS last Saturday night.

Al Donahue plays the Roosevelt in New Orleans for the week of Aug. 26 after leaving the N. Y. Rainbow Room.

Woody Herman and his ork open at Brighton Beach, N. Y., for week of Aug. 8. Set by Rockwell-O'Keefe.

Benny Meroff and his music set for week of Aug. 22 at Manhattan Beach.

Ozzie Nelson and his orchestra will leave for Hollywood next month following their local engagement at the Astor Roof. The Bakers' Broadcast, Nelson's commercial, will emanate from there. In the meantime, the Nelson orchestra is heard over four late-hour sustaining programs from the hotel spot.

Les Brown and his Duke Blue Devils have started a return engagement at Playland Casino, Rye, N. Y. They will be in this spot for five weeks, with an NBC wire.

CRA has booked Russ Morgan and Lucky Millinder orks to play at the Daily News Harvest Moon Ball at Madison Square Garden on Aug. 25.

Mildred Butz' trio is off the air temporarily as the St. Charles Bar, New Orleans, goes non-musical again. Trio aired over WBNO.

Dave Winstein, airing from Club Plantation, New Orleans, over WDSU, is causing some comment with his "Swing Marches On," a collection of swing tunes orchestrated with a jungle music introduction.

Charles Wakefield Cadman, one of the best known of American composers will be the principal speaker at the Chicagoland Music Festival luncheon in the Drake Hotel on Aug. 20. Cadman's address as well as solo selections by the opera star, Margery Maxwell, will be broadcast at 2:15-2:30 p.m. over WGN.

Ralph Ginsburgh, director of Chicago's Palmer House Concert orchestra which is heard daily over WGN and the Mutual network from the Victorian and Empire Rooms of that hostelry, left Saturday for a three-week vacation in Northern Wisconsin. During his absence the concert group will be directed by Oscar Chauswo.

NEW PROGRAMS—IDEAS

More Straight Talk

When General Hugh S. Johnson makes his debut as a news commentator Sept. 27 over the NBC-Blue network in behalf of Grove Laboratories of St. Louis (Grove's Bromo Quinine), radio listeners will be treated to regular talks by one of the most outspoken commentators of the day, and one who displayed unusual oratorical gifts in radio talks on the New Deal not so long ago.

General Johnson will discuss the news of the day in the field of politics, government, international relations, personalities or on any other subject which he may choose. His contract specifies that the sponsors will exert absolutely no influence on the opinions he may express or on the text of his remarks.

He will do his broadcasts, Mondays and Thursdays at 8-8:15 p.m. and Tuesdays and Wednesdays at 10-10:15 p.m., from New York, Washington or Chicago, depending on his travel requirements. Johnson also writes a daily syndicated newspaper column.

"New Haven on Parade"

"New Haven on Parade," a new series of music—and interview programs with New Haven's civic and municipal leaders, will be presented over WICC on Friday afternoons at 5:30 to 5:45 starting this week. The initial program will introduce Mayor John Murphy, speaking on forthcoming municipal activities during the fall season, followed on Aug. 20 by Superintendent of Schools Edward Fitzgerald. Music for the program will be specially chosen from WICC's extensive transcription library.

WICC also will shortly begin airing daily weather and barometric reports for Connecticut and metropolitan areas, putting the readings on the air within 12 minutes after their compilation by the U. S. Weather Bureau in New Haven.

General Safety Program

"Accent on Safety," new afternoon show, emphasizing the need for safety in daily life, took to the air recently over WCBA-WSAN, Allentown, Pa. Program, on the air daily at 5:45-6 p.m., presents Edgar P. Paulsen, well-known local educator, who is giving a summer course in safety at Muhlenberg College in conjunction with his work at the station. Talk deals with safety in the home, on the farm and in industry, and brings to the microphone guest personalities such as the city policy commissioner, fire chief, health authorities and other civic agencies. Also featured at the end of each program is a one minute transcribed message from the Pennsylvania Governor's Highway Safety Council.

Idea worked out jointly by announcer Charles Seebeck and Edgar P. Paulsen, and sponsored by Dietrich Auto Sales, the Benesch Furniture Co., and the Superior Restaurant. Copy, written by Charles Seebeck, ties in very effectively with presentation. The series is being recorded by Lopez Transcription Co. for use at other stations.

Safety Patrol

"For Safety's Sake," new program, is being aired each Saturday at 1:30 p.m. over WRJN, Racine, Wis., with the Goodrich Safety Patrol featuring a short-wave broadcast from a car cruising up and down Main Street in Racine. Motorists are asked questions concerning driving regulations and weekly awards are given to safe drivers. The weekly program is relayed through WRJN from the station's mobile short-wave transmitter, W9XLC.

Air Council Meetings

The Superior, Wis., city council has voted unanimously in favor of having council meetings broadcast over station WEBC.

CBS Mid-Summer Biz Shows Sharp Increase

(Continued from Page 1) the total is \$296,530, an increase of 20 per cent. For purposes of accurate comparison, 1936 figures do not include time sales for the 1936 Presidential campaign. Daytime expenditure for the week jumped 284 per cent, from \$32,740 to \$125,575, and daytime advertisers increased from 4 to 14.

Elliott Roosevelt After Station KABC

(Continued from Page 1) price for KABC, owned by Harry Lee Taylor, Early Wilson, Ethel Brown Barrett and Thurman Barrett, is said to be between \$50,000 and \$60,000. Location is expected to be moved from the Texas Theater Bldg. to the Plaza Hotel.

Les Tremayne Quitting "Betty and Bob" Serial

Chicago—Les Tremayne, star of "The First Nighter" and also appearing for the last two years in the male title role of the CBS daily serial, "Betty and Bob," has turned in his notice of withdrawal from the latter show, effective Aug. 13. Salary differences with the agency, Blackett-Sample-Hummert, is said to have caused the rift.

BBC Radio Exhibition

London—British Broadcasting Corp. will hold its 1937 Radiolympia on Aug. 25-Sept. 4 at the Olympia exhibition center in Kensington. The displays will demonstrate the empire broadcasting service.

AGENCIES

STELLA UNGER, of the Erwin-Wasey agency, spent two days of her vacation at Saratoga. She made one bet each day and won each bet. The amount wagered just covered her taxi fare to and from the track, so she figures she is still out the money she paid for hotel expenses.

THORNLEY & JONES INC., Chicago, is the agency handling Stewart-Warner Corp., which plans an increased radio campaign on its new fall line of receiving sets.

Lawrence F. Gerber has resigned as vice-president of the American Electrotype Co. to join Koch Bros. Inc., Milwaukee advertising firm, as contact man.

KENYON & EKCHARDT is handling the account of Piel Bros. Brewery, Brooklyn, which is using spots as its first radio activity.

WCOA and Newspapers Show Big Adv'g Gains

(Continued from Page 1) showed substantial increases in advertising revenue for the first half of this year.

WCOA gained 583 per cent in network revenue, as compared with the first six months of 1936, while national and spot revenue increased 51.9 per cent. The station celebrates its 11th anniversary this fall.

With a gain of 452,899 lines during the first six months of 1937 over the same period of 1936, the Jacksonville Journal, Perry publication, led all week-day newspapers in the state in total lineage increases. Another Perry paper which has recently come into prominence in north central Florida is the Panama City News-Herald of Panama City, which showed a gain in total advertising during this period of 110 per cent.

The Pensacola News-Journal also of the Perry group, showed a gain in total advertising for the half year of 12 per cent. The News-Journal has showed a steady increase in national advertising this Summer, and the June Media Records report revealed that the general advertising was up 22.5 per cent over June of 1936 and automotive advertising for the same period showed a gain of 104.13 per cent.

This unusual growth in radio and newspaper advertising in north Florida is largely attributed to the fact that the cities along the Gulf and Atlantic coasts adjacent to this section are becoming important Summer resorts for people throughout the southern states. Visitors to this section have greatly increased this Summer and north Florida is rapidly becoming a year-around resort section. Another contributing factor to the growth of business in north Florida is the paper-making industry, which is making rapid strides throughout this section.

Kidoodlers to Disk

The Kidoodlers have been signed by Brunswick for one year to wax series of disks.

Los Angeles

FRANK MORGAN, screen and stage star, will be making his Shakespearean debut when he appears as Jacques in "As You Like It" over CBS next Monday. Also in the cast will be Wendy Barrie, Moroni Olsen and Conway Tearle as narrator.

Tonight's "King Lear" over CBS will have Elisabeth Risdon co-featured with Thomas Mitchell, who plays the title role. Others in the cast are Morris Ankrum, Margo, Mady Christians, Herbert Ransom, Evan Thomas, Byron Foulger, Philip Terry, Russell Hicks, Vernon Downing, Eric Snowden, Dennis Green and Albert Van Antwerp.

"Magic Key of RCA" in its entirety will originate in Hollywood for the first time with the program of Aug. 15. Broadcast will be from the 6700-seat Shrine Auditorium and lineup includes Nat Shilkret and orchestra; complete scene from RKO's "Flight from Glory", with Chester Morris, Onslow Stevens and Whitney Bourne; Frank Forrest; Doris Weston, NBC artist; Bob Benchley and, on a special NBC short wave hookup with Honolulu, the Ioni Namokueha Serenaders, in a program of native songs and music as only the Islanders themselves can do them.

Alice Brady scheduled to do "Mourning Becomes Electra" in the guest dramatic spot on Chase & Sanborn Hour despite the fact that NBC announced a series of O'Neill dramas to follow the Shakespearean cycle and included "Mourning" in the repertoire.

Frederick Stark, KHJ-Don Lee conductor, probably holds the non-stop recording record with his feat of directing a large orchestra, principals and chorus and waxing 21 disks in a six hour session, with nary a rest.

"Bobby" Woodburn, of the Radio Features Service staff, off on the annual two-weeks-with-pay. Nothing planned except to finish reading *Gone With the Wind*.

Clarence Muse being tested for important singing role in the forthcoming Warner musical based on the Louella Parsons perennial, "Hollywood Hotel."

Stu Willson, conductor of KHJ's "Rise and Shine", plays host to an anticipated host of Rise and Shiners at a barbecue-picnic in Griffith Park, on Aug. 22.

Alvin Wilder, commentator on KNX for Wilder Furniture account, off the air for balance of the summer, resuming Sept. 13.

"Ev" Meade, of Young & Rubicam, is off to Lake Tahoe on vacation, with Carroll O'Meara taking over the Meade production chore on "House Undivided."

Allen and Davis have resumed their

RADIO PERSONALITIES

No. 58 in the Series of Who's Who in the Industry

TWENTY years is a long time, but 20 years in radio is well nigh a record. Yet Harrison Holliday, manager of Earle C. Anthony's KFI and KECA in Los Angeles, wears his service stripes for the two decades—and has many accomplishments as verification.



20 years in radio—and a variety show pioneer.

Although he is only 37, Holliday is known as "The Grand Old Man of Radio". In 1911, 11-year-old Holliday starting experimenting with the crude forerunner of radio. By 1920 his experiments had been so successful that his short wave receiver picked up a Canadian station 1,800 miles away. It was a great accomplishment at that time. Newspapers and magazines throughout the country carried stories and pictures of the event. Enheartened by this recognition, Holliday started a broadcast station of his own—6 BN, San Francisco.

He was on the air daily, broadcasting records and making his own announcements. He went to Stanford University to study law but gave it up after three years because the leaning toward radio was so strong. In 1922, when the San Francisco Emporium, department store,

started its radio station KSL this 21-year-old youngster was called in to construct, operate and manage the station.

In those days programs consisted mainly of recordings. But Holliday, a pioneer, began doing something different by introducing prominent personalities on the air.

In 1924 Holliday was called to begin construction of KFRC, San Francisco. He literally built that station from the ground up, beginning with an experimental hotel room and culminating with an important station that later became a member of the Don Lee network.

In 1927 Holliday began the "Blue Monday Jamboree"—first of the present day variety shows. It was the first variety program of its kind, two hours in duration, to be released by any network. Under his guidance there developed such now-prominent radio names as Meredith Willson, Al Pearce, Yahbut and Cheerily, Tommy Harris, Hazel Warner, Frank Watanabe, and scores of others.

A year ago Holliday resigned from KFRC to accept Earle C. Anthony's bid to manage KFI-KECA, NBC affiliates in Los Angeles.

Holliday is married to Juliette Dunn, well known soprano. They have two sons. His hobbies are boating, tennis, and short wave radio. In fact, the latter often keeps him up half the night as in the recent Amelia Earhart disaster.

State Taking Over WGST

Atlanta—Preliminary steps will be taken at once by the State of Georgia to assume control of WGST, says Governor Rivers. Station is now operated under private lease. Governor Rivers has also announced that he will appoint the three citizen members of the State Radio Commission called for, members already designated by the general assembly being the governor, president of the state senate, speaker of the state house of representatives, and president of the Georgia School of Technology.

Stork Doubles at NBC

Adam J. Yung, Jr., NBC statistician, is the father of a boy. Weighed in at eight pounds, three ounces. H. Weston Conant, sound effects technician, also papa of a boy.

popular "Musical Memories" on KMTR.

Gus Edwards will introduce 18-year-old Yoshi Arimatsu, singing sensation from Tokio, on his "School-days" over KFWS-KNX and CBS Pacific Coast net, today, with KSL, Salt Lake City, being added to the CBS stations picking up the show on this date.

The annual football buildup starts with a bang over KNX-CBS next Saturday, when Gary Breckner will in-

WRD Staff Shifts

Richmond—Robert W. Ehrman, professor of German at the University of Richmond, will take over the duties of continuity director of WRD, effective Aug. 15, it is announced by Jack Maxey, manager. Ehrman succeeds Bernard M. Dabney Jr., who becomes publicity director.

Ehrman has been associated with the staff of WRD since July 1. Dabney, a graduate of the U. of Richmond, has been continuity director since June 15, dividing his duties to include publicity for the station. Beginning Aug. 15, he will have charge of all publicity and promotion for WRD, devoting his full time to these duties.

interview Howard Jones, Bill Spaulding, Tom Leib, Ted Norton of Texas A. & M., Loeb of West Virginia, and several other big time coaches who all happen to be hibernating at Catalina Island.

Charlie Kraft is back on KMTR, Thursdays, 7:45 p.m.

Jerry Sackheim, Universal scenario editor, being quizzed by Matty Kemp on his "Amateur Authors" program today.

Chicago

CARLTON KELSEY, CBS western division music director, has revealed his marriage, on July 24 in Indianapolis, to Mrs. Lillian Carter Younghusband, former wife of a Chicago cosmetics manufacturer.

Walter Wicker in town on business.

Annette King, NBC contralto, will appear at the early concert in Grant Park today.

Pat Murphy of "Girl Alone" show, Hugh Rowlands of the "Young Hickory" program, and Willard Farnum of "A Tale of Today" cast, all of NBC, went to Kenosha to attend an NBC Liars' Club Golf Tournament. Raymond Johnson of "The Guiding Light" serial donated the trophy—a tin cup with a hole punched through the bottom—in honor of the joust being held in his home town.

Don Quinn, Fibber McGee and Molly scripter, is back from Washington, where he gathered "local color" for the McGee "capital sights" show tonight.

WGN was host to 21,000 studio visitors during July.

C. L. Menser, NBC central division production chief, on a vacation trip in his four-cabin plane.

William L. Klein, director of WIND Germania broadcast, at Salzburg, Austria, on European vacation trip.

Hunter with Irene Rich

West Coast Bureau, *RADIO DAILY* Los Angeles—Irene Rich will have a new leading man in the person of Henry Hunter when she starts her new NBC series for Welch's Grape Juice on Sept. 13. Hunter has appeared with Miss Rich on occasion before under the name of Arthur Jacobs, while he was still on the NBC dramatic staff in Chicago. Placed under contract to Universal by NBC artists' bureau, the name metamorphosed into Henry Hunter and he has had some important picture assignments. Hunter remains permanently with Miss Rich, whose program switches from NBC Red to Blue net and a Sunday spot on Aug. 15, following final airing on the old schedule Aug. 13.

"The Wise Man" Back

After a year's absence, "The Wise Man" returns to the air for a new series over NBC-Red network at 2:30 p.m. Tuesdays. Alma Kitchell, contralto, and an instrumental ensemble provide the musical background for his inspirational talks.

Rush Work on New Station

Lincoln—Central States Broadcasting Co. is rushing work on the recently FCC-okayed experimental station which will be located near Omaha and will re-broadcast KOIL programs. Station will operate in the high frequency brackets.

★ Program Reviews ★

"GUN-SMOKE LAW"

Sustaining
WJZ—NBC-Blue Network, Thursdays, 8-8:30 p.m.

FAMILIAR PATTERN WESTERN SERIAL THAT WILL PLEASE ITS TYPE OF FANS.

For more than 20 years the movies have been turning out western action dramas at the rate of a hundred or more a year—all with the same plot—and this new radio serial does not deviate from that tradition.

There is the cattle ranch with a dishonest foreman and a couple of henchmen engaged in cattle-stealing; the newly-arrived hero who is resentfully hired by the foreman because the ranch owners sent him and who sees right away what he is up against; the young schoolmarm over whom the crooked foreman and the hero eventually will have a fight; the friendly oldtimer who takes a liking to the young newcomer because he knew his dad; and all the other approved ingredients of such melodramas.

Wilbur Hall, author of the script, apparently knows his cattle country, so his material will click with the western fans despite its obvious hokum. The cast, too, sounds good—especially the hero, the teacher and the villain.

DOROTHY THOMPSON

American Cigaret and Cigar Co.
WEAF—NBC-Red network, Fridays 10:45-11 p.m.

Compton Adv'g Agency

NOTED NEWSPAPERWOMAN AND COMMENTATOR DISCUSSES PERSONALITIES IN CANDID CAMERA STYLE.

Pall Mall makes its radio debut with an excellent choice in Dorothy Thompson, probably without a peer among the femme sex as a political observer and commentator on world-wide events. Rather long commercial opened the program, also a seemingly superfluous presentation of Miss Thompson's credentials and that she is the wife of Sinclair Lewis. However, for a first show, perhaps it is excusable. Usually, the commentator has been heard in the a.m.

Dictators and other political figures around whom the war clouds flit, came in for the "candid camera" shots, including terse word pictures

Networks Cold to Mrs. Crater

An attempt to commercialize, via radio, on the recent publicity given Mrs. Stella Crater, wife of the missing justice, has fallen through. Under the guidance of Samuel Berger, Mrs. Crater made a special trip to New York last week when the possibility of selling her commercially presented itself to Berger. However, attempts at every radio station in New York failed, and the best Berger could obtain for Mrs. Crater was an audition on the NBC News Reel show. When all stations nixed the deal, Mrs. Crater announced she would return to Maine today.

of Stalin, Hitler, Mussolini, Leon Blum, Anthony Eden and Cordell Hull. Talk included mention of the current China-Japan crisis and other international highlights. Late-hour spot should prove an interesting one for those interested in world events by one who knows her stuff and how to present it.

Vallee's Varieties

Tim and Irene were the highlight of Rudy Vallee's hour over NBC-Red network last Thursday night. They were a lot funnier in this show than on their own program. It must be due to inspiration provided by the bigger-time setting.

Eddie Green's takeoff on "Hamlet" wasn't as funny as it could have been. No fault of Green's. The script just didn't take advantage of all the possibilities, especially the current ones, for getting comedy out of "Hamlet."

Molly Picon was delightful in a trio of songs, especially her "I'll Be Off to Tipperary in the Morning," and in her exchange of quips with Vallee.

Grant Gardner, old vaudevillian, also did an entertaining bit, and there was a mimic by the name of Tommy Riggs who sounded as though he really has something.

Joan Edwards

Pleasing voice, plus a vivacious personality, make this girl one of the few soloists on the air today who can really sell herself to an audience with a song. Although a veteran of radio at 19, Miss Edwards is really getting her first break at big time now. She is heard Wednesdays, 8:45-9 p.m., over an NBC-Blue network. Should definitely have a bright future in the broadcasting business.

"Janet Pierce Entertains"

"Janet Pierce Entertains"—and she does—over WSPR, Springfield, Mass., is rounding out into a nice show. She conducts her own program of popular music in a good voice, and with a pleasing personality. Occasionally she introduces new voices, recently bringing the rhythm duo, Libby and Jonnie, to the air. Her programs are pleasing, and are presented in a nice manner.

Scribner Returning to WOR

Jimmy Scribner will bring his one man show back to WOR beginning Aug. 23. Program, entitled "Johnson Family," features 22 different roles, all acted by Scribner. In addition to his acting, Scribner writes, produces and works the sound effects for the program. Show is heard Monday through Friday at 6:45-7 p.m.

Dramatize Belasco

The life story of the late David Belasco, theater genius, will be presented in the "Great Men in History" series presented by the WPA radio division over WLTH on Wednesday at 10:15-10:45 p.m.

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

THE CALL BULLETIN

San Francisco, Calif.

"... I think your RADIO DAILY is a knockout sheet, filling a long-felt want in the radio industry. There should be no doubt of its success."

Bob Hall

Radio Editor.

IOWA BROADCASTING SYSTEM

"... In RADIO DAILY I think you really have got something. I especially like the reviews."

Mary Little

Radio Editor.

WFAS

White Plains, N. Y.

"... I think that in RADIO DAILY you have an excellent publication, and that it affords the most efficient organ in the industry for prompt action by the stations in following up proposed new campaigns."

Frank A. Seitz

President.

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

Coast-to-Coast

RALPH KIRBERY, The Dream Singer, is engaged in multiple activity these days. He has just completed a movie short for Mentone Productions (Universal release), with Jean Sargent, singer, and Harry Savoy, comic, also in the cast. Kirby also is scheduled for more shorts. In addition to this and his radio work, the Dream Singer is making transcriptions which are to be sent to England, presumably to be used for auditioning purposes in connection with British advertisers who plan to broadcast over U. S. stations. Hugh Ernst is making the disks.

Vivienne Segal has two more productions to do at Jones Beach before she returns to the air. She will appear next in "Of Thee I Sing" and later in "Anything Goes" at the resort.

"An Incident of the Cosmos," dramatized by Irving Proser from a story by Paul Y. Anderson, was added to yesterday's CBS "Workshop" bill, which also included "The Last Citation," by John Whedon.

Miami loses one of her announcers when Ron Jenkins leaves WQAM to take over programs at WSOC, the NBC station at Charlotte, N. C.

Boarman Byrd who conducts the column "Between Broadcasts" for the Miami Daily News, Miami, is leaving on a vacation trip. During his absence members of the WIOD staff are pinch-hitting for him and will write his daily column in turn.

Orville Revelle, well known Cincinnati "Man-About-Town," is now doing a series of "Hollywood Gossip" programs over WCPO, Cincy's News Station. His chats are scheduled daily at 11:10 a.m. and 7:55 p.m.

The Elmore Vincent (Senator Fishface) family is spending a two week vacation with the Don Johnson's (Professor Figgsbottle) at Long Beach. Fishface claims that this is a slight lull in his campaign for

He Learned About Radio Results

Colorado Springs, Colo.—After this, perhaps accounts will listen to a certain sales executive on KVOR. One of this salesman's accounts, a soft drink manufacturer, insisted on giving away free cartons of six bottles each for three hours one afternoon. No money was to be charged for drinks, just deposit on the bottles. The salesman argued. The sponsor wasn't sold on the time he had bought on the station—11:45 o'clock Monday, Wednesday and Friday mornings. The salesman continued to argue—but you can't talk back too much to good accounts!

As a result, one announcement was made on one program. A trick telephone call—one woman calling another about the free offer—was incorporated in the following musical number. That afternoon hundreds of free cartons were given away in an hour and 20 minutes. Bottlers worked feverishly, but 1,100 men and women were turned away. This offer was for adults only. The day was cool and rain threatened. Spotter caught three Junior Leaguers leaving without cartons—and frowning!

The soft-drink manufacturer is trying to figure some way out of the spot! The salesman is beaming. The time is set on KVOR for many more weeks.

KSTP Pulls Some Coups In Covering Golf Event

St. Paul—KSTP, Twin City independent, pulled a coup and went to town on its eight-a-day broadcasts of the 8th Annual St. Paul Open at Keller course by getting Patty Berg, nationally known amateur golfing star, as commentator on the play of the day.

Eight years of covering the well-known midwest golfing event aided the station and brought all the topnotchers to the KSTP tent, including Lawson Little, Johnny Revolva, Sam Snead, Dick Price and scores of other big names from Ralph Guldahl down.

Miss Berg, on hand to view the tournament, was garnered by Roch Ulmer, announcer, and Joe Meyers, newsman, detailed to cover the event for the station. She agreed willingly and even covered some of the play for the station.

Another nice angle was worked when the boys found Viola Dana, former silent film queen, on the grounds, got her to go before the mike with a 15-minute interview of the "golf widows." • Miss Dana, now the wife of Jimmy Thompson, golfing pro in the game, managed to get Mrs. Lawson Little and Mrs. Guldahl on the air for the station.

Mayor of New York City. However, while resting, he managed to think up a few more campaign promises for announcement on his Sunday program at 4:30 p.m. over WJZ and the NBC-Blue network.

Ann Margaret Becker, the first airline stewardess in the United States to get a commercial radio operator's license, will be presented on WMCA in an interview with Frankie Basch next Friday night at 7:00 p.m.

Maurice Webster, formerly announcer at KVI, Tacoma, but now with CBS in Hollywood, has been revisiting the Puget Sound city on vacation.

Syd Hayden's 52nd broadcast on hiking and camping will be heard over WNYC on Wednesday at 6-6:15 p.m.

Zephyr Cig Campaign Set by Axton-Fisher

(Continued from Page 1)

et will be spent on radio, as sponsor is well pleased with success of its air results of Twenty Grand cigarettes, which was introduced and advertised on the air. Programs plugging the new brand have already been set on WNEW, New York, and stations in Chicago, Milwaukee, Springfield, Ill., and Indianapolis. More radio is scheduled for the fall. McCann-Erickson Inc. is the agency.

Auditioning Announcers

WNEW is auditioning announcers to fill vacancies in the station. Under the supervision of Martin Block, those auditioning first read a commercial, then ad-lib a repeat of the same product. Reason advanced by the station for ad-libbing is that three top broadcasters of station, Martin Block, Stan Shaw and Allan Courtney, all ad-lib every commercial on their various broadcasts.

New Call Letters Assigned

Washington Bureau, RADIO DAILY

Washington — Following new call letters have been assigned by FCC: KELA, Central Broadcasting Co., Centralia, Wash.; KTBC, State Capitol Broadcasting Ass'n, Austin, Tex.; KRAB, Redlands Broadcasting Ass'n, Lufkin, Tex.

CINCINNATI

Arthur C. Stringer, new sales promotion head of WLW-WSAI, will coordinate the sales promotion, advertising, publicity, statistical and research departments. He is a U. of Chicago graduate.

WCPO is now ensconced in its expanded offices in the Keith Bldg.

Latham Ovens and Sydney Cornell, Crosley continuity writers, leave Aug. 15 for Hollywood to write for Joe Penner.

COLUMBUS

Columbus Dispatch has changed its "Headlines of Yesterday," over WBNS, from three 15-minute programs to a half hour on Friday.

The URE Drugs contracted for a 13-week spot campaign over WBNS. John Moses, WHKC announcer, and Mary Wehr of the program department vacationing somewhere in New York State.

Coming Events

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. 1: 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.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Phil Baker Program Goes Coast-to-Coast

(Continued from Page 1)

Oil. Starting date on the series is set for Oct. 3 and time will be the same, 7:30-8 p.m. Programs will be aired over a CBS network of 60 stations, and will mark the third straight year that sponsor has selected Baker for the program. In addition to Baker, Harry McNaughton, Beetle, orchestra and soloists will be heard. Young & Rubicam is the agency.

NBC Pages Make Good

Hugh McLrevy, formerly an NBC guide in the New York studios, has been appointed a staff announcer at KYW.

Arthur Gabarini, NBC page in the New York studios, has passed a voice test and will commentate for National Screen shorts.

ONE MINUTE INTERVIEW

CARLO DE ANGELO

"Radio Advertisers cry copious tears for something NEW. There are eight notes in music, eight plots and only 36 dramatic situations. Goethe attempted to uncover more than 36 without success. Reason: There are only 36 human emotions. The success or failure of a radio program depends on the treatment given the old plot and situations plus the craftsmanship of the director who brings it to life. And radio advertisers cry copious tears for something NEW."

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

It's a great feeling to be really well dressed at all times. Fine imported materials smartly tailored will give you that feeling. We know. We have been dressing some of the best known Radio, Stage and Screen artists for years. Suits priced \$65.00 up.