



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 28

NEW YORK, N. Y., TUESDAY, AUGUST 10, 1937

FIVE CENTS

FTC Grants Music Code

WFIL FALL SALES JUMP 32% OVER LAST YEAR

Philadelphia — Having hit a high mark for summer business where previous seasons found a lull, Donald Withycomb, WFIL general manager, reports that the station's fall business will set a new peak. In scrutinizing the sales chart for September, Withycomb finds that buying is 32 per cent ahead of the same month last year. And since August is considered the best month for autumn placements, that percentage will be upped before the month is out.

Since July 1, time commitments have been made for 15 NBC Blue net
(Continued on Page 3)

Fred Allen Resuming Nov. 17 in New York

Fred Allen will return to the Ipana-Sal Hepatica hour on Nov. 17 (NBC-Red, 9-10 p.m.), show remaining a one-hour program despite Allen's hope that it would go to half the time. Allen, now resting in Maine, will start for this city and then to Hollywood, where he will make a picture.

Present plan of the comedian is to arrive in New York from Hollywood
(Continued on Page 3)

N. O. Stations Oppose Ban on Announcements

New Orleans—Plans projected by WWJ, Detroit, for eliminating spot announcements and program breaks during certain periods of the day are regarded by local radio officials as impractical for stations at large.

Vincent Callahan, manager of WWL, CBS outlet, likens the idea to
(Continued on Page 3)

Quadruple in Brass

Chicago—An average of five actors supply the average of 20 or more voices usually heard on the "Fibber McGee and Molly" broadcasts over NBC-Red network on Monday nights.

Jim and Marian Jordan, Bill Thompson, Hugh Studebaker and Harlow Wilcox are the standbys. Marian tops the list with five characters.

Another Blast

Washington Bur., RADIO DAILY
Washington — While conceding that the Connelly resolution for a probe of the radio industry has little or no chance this session, Congressman McFarlane of Texas, who recently blossomed forth as a "radio crusader," served notice yesterday that he would take the House floor today to deliver another radio and television blast. He, too, wants an investigation.

KCMO REVAMPS STAFF FOR BUSINESS PICKUP

Kansas City—On the basis of present summer business and an expected fall increase, KCMO inaugurates an expansion program by enlarging and re-assigning the station staff. A. F. Schliecker, who has been handling both sales and production, has been relieved of production duties and promoted to sales director. Larry Sherwood, a 15-year-man in radio and head announcer at KMBC before
(Continued on Page 2)

Indiana Broadcasters May Form Association

Muncie, Ind.—Donald Burton, owner of WLBC, has sent a letter to all radio station owners and general managers in Indiana suggesting a meeting later in the month at Indianapolis to select a director for the state to the National Association of Broadcasters. Meeting also is expected to develop into the formation of an Indiana Broadcasters Association.

NAB Charges Unfairness In Tactics Used by AFM

Method being employed by American Federation of Musicians to obtain various demands from broadcasting companies, stations and transcription firms is characterized as unfair in a letter sent late last week to all stations by the NAB. The communication, signed by Managing Director James W. Baldwin of NAB, Mark Woods of NBC, Lawrence W. Lowman of CBS, Fred Weber of Mutual, John Shepard 3rd of Yankee and Colonial networks and Willett H.

Approves Music Publishers' Petition for Trade Practice Setup—Conference is Being Arranged for October

NBC DAYTIME BILLINGS 38 PER CENT OVER 1936

NBC daytime revenue for July showed an increase of 38 per cent over the same month a year ago, while the evening shows for the month were up 3.4 per cent.

Evening total for July in gross revenue was \$1,907,327; daytime gross billing (weekdays) was \$728,880. Cumulative total for the first seven months of 1937 for the evening hours was \$15,157,518, up 7.5 per cent. Daytime total for the same period was \$6,250,862, an increase of 74.2.

Winthrop Orr Joins Stack-Goble Agency

Chicago—E. R. Goble, president of the Stack-Goble Agency, has signed Winthrop Orr as radio director, succeeding Bess Johnson, who resigned
(Continued on Page 3)

Borden Returning

Borden Farm Products (Golden Crest milk) through Erwin, Wasey & Co. will return the "Borden Special Edition" program to WEAJ on Sept. 10 at 1:30-2 p.m. Contract is signed for 52 weeks.

Federal Trade Commissioner McCorkle in charge of the Fair Trade Practice Division has notified the popular music publishers that their petition for a code of trade practice has been accepted and that he is arranging for a conference of the music publishing trade and the FTC for some time in October. Commissioner March will preside at the meeting.

Fact that the FTC did not deny the complaint that unfair practices exist in the popular music industry is believed to leave the way clear
(Continued on Page 3)

NETWORKS' GROSS RISES 27% FOR SEVEN MONTHS

Combined network gross revenue for the first seven months of 1937 was \$40,534,063, an increase over 1936 period of 26.8 per cent. Networks in these figures are the NBC Blue and Red, CBS and Mutual.

Combined July total was \$4,780,223, an increase in gross billing of 24.7 per cent.

Sykes Sees FCC Bill Harmful to Personnel

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent
Washington — Judge Eugene O. Sykes, acting chairman of the FCC, appeared yesterday before the Senate Committee on Federal Reorganization, which will affect the FCC and stated that he believed provisions of
(Continued on Page 3)

L. D. Play-by-Play

Pine Bluff, Ark.—When KOTN, which has been airing play-by-play descriptions of out-of-town night and Sunday games of Pine Bluff Judges baseball team, couldn't get Western Union service from Clarksdale, Miss., station had a long distance phone put in the Clarksdale grandstand and used station-to-station calls to get its info. George Curlin handles KOTN sports events.

(Continued on Page 3)



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(Monday, Aug. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/4	170 3/4	170 3/4	+ 3/8
CBS A	29 5/8	29 5/8	29 5/8	+ 1/2
Gen. Electric	58	57 1/8	57 1/4	+ 3/8
North American	27 1/2	27	27 1/2	+ 1/2
RCA Common	11	10 3/4	11	+ 1/2
RCA First Pfd.	71 5/8	70 3/4	71 5/8	+ 5/8
Stewart Warner	18 3/4	18 1/2	18 1/2	+ 1/4
Zenith Radio	37	36 1/2	37	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	+ 1/8
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 1/2	14

Cammack's Eighth Year

St. Louis—Jerre Cammack is celebrating his eighth anniversary as staff organist at WIL. He came here in 1929 and designed and supervised the construction of the WIL studio organ. Jerre performs four times daily at present. On the side, he teaches the piano accordion and makes many personal appearances.

CBC Bars Network Liquor Ads

Quebec — Officials of Canadian Broadcasting Corp. have ruled against the acceptance of liquor advertising programs over Canadian networks. They decided, however, that the individual stations could advertise wine and beer if their local governments had no objections.

Thomas Coaching Gohring

Toledo—Russell Gohring, program director of WSPD, left Saturday for Easton, Md., where he will study voice for three weeks under John Charles Thomas, world-famous baritone, on the latter's private yacht.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 7, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
My Cabin of Dreams (Irving Berlin Inc.)		39
Where or When (Chappell & Co.)		31
I Know Now (Remick Music Corp.)		30
It Looks Like Rain (Joe Morris Music Co.)		29
Sailboat in the Moonlight (Crawford Music Corp.)		28
First Time I Saw You (Santly Bros.-Joy Inc.)		25
Stardust on the Moon (E. B. Marks Music Corp.)		23
Whispers in the Dark (Famous Music Corp.)		22
Afraid to Dream (Miller Music Inc.)		22
'Cause My Baby Says It's So (Remick Music Corp.)		22
All God's Chillun Got Rhythm (Robbins Music Corp.)		20
Caravan (Exclusive Publications)		19
Loveliness of You (Miller Music Inc.)		19
Yours and Mine (Robbins Music Corp.)		19
Miller's Daughter Marianne (Shapiro Bernstein Inc.)		19
Stop, You're Breaking My Heart (Famous Music Corp.)		18
Our Penthouse on Third Ave. (Leo Feist Inc.)		18
Merry Go 'Round Broke Down (Harms Inc.)		18
So Rare (Robbins Music Inc.)		18
Gone With the Wind (Irving Berlin Inc.)		17
Satan Takes A Holiday (Lincoln Music Co.)		17
That Old Feeling (Leo Feist Inc.)		16
Harbor Lights (Marlo Music Corp.)		15
Till the Clock Strikes Three (Shapiro, Bernstein Inc.)		15

Bob Burns' Cousin Joins KFRO

Longview, Tex. — John M. Van Horn, a Bob Burns cousin from Van Beuren, Ark., has joined KFRO as relief operator. He has been associated with KFPW, Fort Smith, Ark., and KXBY, Kansas City, and also attended the First National Television Institute at K. C.

While Chief Engineer Edward Bumpas of KFRO is attending National Guard Camp at Palacios, Tex., John McDonald will be acting c.e., assisted by Van Horn.

NBC Thesaurus Signs 10

NBC Thesaurus has signed a new account, KMBC, Kansas City, and the following nine renewals: for third year—WHBF, Rock Island, Ill.; KTAR, Phoenix; WNBK, Binghamton; for second year—WHBC, Canton; WJAC, Johnstown, Pa.; KYW, Philadelphia; KSOO, Sioux Falls, S. D.; WALR, Zanesville, O.; WDAY, Fargo, N. D.

2 for Branham in Shreveport

Shreveport, La.—Branham Co., publishers' representatives, with headquarters in New York, will assume representation of KWKH starting Sept. 1. Branham also will continue to handle KTBS, another local station which it has represented for some time.

Foster May Writing Book

Omaha—Foster May, news editor and man-on-the-street for WOW, plans to privately publish a book, "Here's Your Newscaster," this fall. Book will trace the rise of news broadcasting and relate many of May's personal experiences.

He plans an attempt to interest his local audience in buying the book. If the volume finds favor, he will offer it to eastern publishers.

KCMO Revamps Staff For Business Pickup

(Continued from Page 1)

going to KWOS some months ago, has been employed as station manager.

Lee Roberts, dramatic director, has been named program director to replace Jim Simmons, who is being transferred to KWTO-KGBX, Springfield, Mo., and Betty Horton, receptionist, has been made secretary to Sherwood. In addition, KCMO has signed for the complete NBC Thesaurus and will add more transcription library services within the next few days with the idea of discontinuing records in all programs. Additional office space has been taken adjoining the present studios for use by the continuity department.

Russ Davis Returns West

Springfield, Mo.—Russ Davis, recently with KWTO-KGBX here, returns to his old stomping grounds on the west coast this week. Russ joins his wife, Dorothy Davis, who has been vacationing in Los Angeles. Davis will complete his thirteenth year before the mike this fall. He will free-lance, and is understood to have connections lined up with several west coast shows. No announcement has yet been made as to his successor on the KWTO-KGBX announcing staff.

Himan Brown Producing Series

Him Brown, director of many successful radio programs, will produce the new Lambert Pharmacal series, "Grand Central Station", half-hour dramatic sketches starting Sept. 28 at 9:30-10 p.m. over NBC-Blue network. Players to be used in the skits include Ned Wever, Rosaline Greene, Clayton Collyer, Erik Rolf, John Brown and Charles Cantor.

COMING and GOING

ALFRED H. (DOC) MORTON, NBC manager of owned and operated stations department, left town over the week-end for a vacation.

CECIL MASTIN, manager of WNBK, Binghamton, was in town yesterday.

JOHN HOLMAN, manager of WBZ-WBZA, Boston-Springfield, was in New York yesterday to confer with NBC executives. He planned to return home last night.

ARCH MacDONALD, General Mills baseball man in Washington, is another New York visitor.

DICK TENNELLY, former radio editor of the Washington News, is stopping in New York. Next stop is China.

JOHNNY JOHNSTONE, WOR public relations counsel, returns to his corner office today after a business-pleasure vacation at Newport, R. I.

BARBARA LUDDY, star of NBC's "First Nighter" program, is stopping in town at the Hotel Warwick.

CONNIE BOSWELL arrives Sunday from Hollywood.

DANIEL C. STUDIN, vice-president of Star Radio Programs, left yesterday on a business trip throughout New England.

BILL BURTON returns today from Pittsburgh.

GILL BURNHAM, of the CRA office in New York, is back in town from a Boston and New England visit.

AARON S. BLOOM of Kasper-Gordon Inc., Boston, has returned to that city after a trip to New York, Baltimore and Washington. In New York he conferred with B. Charles-Dean of British-American regarding the release of Kasper-Gordon disks abroad.

JOE EATON, WHAS (Louisville) program director, and W. LEE COULSON, commercial manager, in New York on business.

NATE LORD, general manager of WAVE, Louisville, visiting New York.

GERTRUDE BERG is en route East from Hollywood to begin that five-year contract with Procter and Gamble. She returns west in early fall to script another picture for Bobby Breen, during which period "The Goldbergs" will originate here.

VERNA SHERRILL of WMC, Memphis, is in New York on combination vacation and look around local radio situation.

Blair Represents KFDM

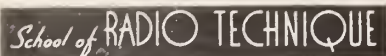
Beaumont, Tex.—John Blair & Co. has been appointed national representative for KFDM, it is announced by J. M. Gilliam, president of Sabine Broadcasting Co., operators of the station.

Steady Sell-Out

Muncie, Ind.—For third consecutive month all station breaks on WLBC have been sold out solid. Sponsor is a regional bakery which has gained more than 20 per cent increase in sales for each 30-day period.

Workshop Doing "Escape"

Columbia Workshop, directed by Irving Reis, will present John Galsworthy's "Escape" as next Sunday's bill on CBS at 7-7:30 p.m.



WESTERN ELECTRIC RECORDINGS
Programs recorded in our studios
Programs taken off the air
George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York

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

THE AEROGRAM CORP.

"From script to disk"
1611 Cosmo St. Hollywood

FTC GRANTS MUSIC MEN TRADE PRACTICE CODE

(Continued from Page 1)

now for a code to be adopted soon after the October conference.

Clauses considered most important to the music and radio industry are those pertaining to payment of gratuities to radio singers and orchestra leaders for plugging songs, also various other forms of "bribery" in the way of presents and entertainment. At least one complaint has been lodged by a network official who some time ago averred that publishers were actually in a position to dictate what songs are to be played on certain programs, even though a sponsor was paying the bills for the talent as well as the time.

WFIL Fall Sales Spurt 32% Ahead of Last Year

(Continued from Page 1)

shows; 12 national spot advertisers, five of whom will use live programs, and 16 local accounts, six of whom will be using live programs.

Jack Stewart, WFIL sales manager, attributes the rise to the fact that national advertisers are paying stricter attention to their spot campaigns. Local merchants are also turning more to radio, said Stewart, with increased interest in afternoon spots for their sales messages.

Sykes Sees FCC Bill Harmful to Personnel

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the bill would permit "blanketing" of employees under civil service without competitive examinations. Sykes said he believed non-competitive tests would be required.

Under his interpretation and understanding of the present bill, the acting chairman stated he believed "the commission would not have the right to employ or discharge any of its personnel."

"If the power to employ and discharge is taken away, I fear much for the efficient operation of the commission," Sykes added.

Fred Allen Resuming Nov. 17 in New York

(Continued from Page 1)

about Nov. 1, and start work on first program. Program will be same general plan, subject to any special ideas Allen wishes to introduce. According to present indications, "Hour of Smiles" will not emanate from Hollywood, at least not while Allen is working on a pix and has to double.

MORE
for your
RADIO DOLLAR

INTERSTATE BROADCASTING CO
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

One-Hour Request Show

WMBH, Joplin, Mo., recently inaugurated an all-request show for a full hour Saturday afternoons, filling requests by means of transcriptions or recordings. The hour proved so popular that it was expanded into an overflow all-request show on Wednesday afternoon, for another full hour.

Announcer Bruce Quisenberry offered a dollar for the farthest distant request; immediately had "bona fide" requests from California and points west; was constrained to put up a dollar for distance—and for the station's practical distance too. However, the show has been enriched therefrom—taking the hint from those too-far distant requests, the show now has a department of "Where Are They?" The idea is to give news of the former residents of the city—especially those who wrote requests for the all-request show from absurd distances.

WBAL Expands Market Reports

WBAL, Baltimore, has arranged with the Federal-State Market News Service and the Union Stock Yards Co. to bring listeners live stock and produce market reports Mondays through Fridays at 1:45 p.m. For a number of years WBAL has brought this information to its audience once

weekly. Because of the extremely widespread interest in these reports, however, and the fluctuating market in which they deal, it was felt that a better service could be rendered the public by broadcasting them five times a week.

"Magic Chef"

A novel Woman's program entitled "The Magic Chef" inaugurates a new series of transcribed broadcasts over WDNC in Durham this week. The programs will offer recipes and other information pertinent to the housekeeper's kitchen realm. The schedule runs Mondays, Wednesdays and Fridays at 11-11:15 a.m. Cook books will be presented gratis to interested housewives who write in to the program. The series is sponsored by the Durham Gas Co.

"Shall I Go to College?"

Chicago colleges and universities in co-operation with the Adult Education Council are sponsoring series over WJJD under title "Shall I Go to College?", to run until Oct. 1. Deals with problems of choosing a college, costs, a brief description of various schools hereabouts. On each program Ralph McAllister, director of the council, interviews a representative of some local college.

N. O. Stations Oppose Ban on Announcements

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asking a newspaper to drop classified advertising. P. K. Ewing, advertising manager of WDSU, NBC-Blue outlet, believes "WWJ will be alone in the country if it does that."

Manager Harold Wheelahan of WSMB, NBC-Red outlet, says: "We will not follow WWJ because I think they are wrong. After all, even a sponsored program is nothing more than a series of spot announcements."

"Doc" Ed Musso, manager of WBNO: "There are some merchants who can't afford other types of advertising."

Charles Carlson, owner, WJBW: "It may be all right for WWJ but as far as this station is concerned it wouldn't work out so well. We depend upon local business."

Winthrop Orr Joins Stack-Goble Agency

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to go to Lord & Thomas with the "Lady Esther" account.

Orr is now on NBC production staff and formerly was at WLS, WCCO and WJR.

Delirious Dance Party Staged In WBT Studios

Charlotte, N. C. — Hundreds of people jammed the WBT studios reception room and halls Saturday night when the original Big Apple Orchestra composed entirely of negroes from the Big Apple Night Club in Columbia, S. C., played a quarter hour of the hottest music ever heard on the Charlotte station. With the numbers being called by Fat Sam Boyd, who figured out the routine of the fascinating dance, a negro boy and negro girl from the Big Apple Club showed the cheering spectators every twist and turn that distinguishes the newest dance craze sweeping the South.

After the first number, Fat Sam called the figures and four couples chosen at random from the audience formed a circle and trucked, shagged and susie-queed to the savage rhythm and tomtom beat of the negro band. Fat Sam later explained to the listeners that "The Big Apple" originated in his night club which formerly was a Jewish Synagogue on Gate St., which he said was the "In and out street because it goes in dis way and out dat, yeah man."

WBT listeners by the hundreds called in for passes to the big show after it was announced, but were told that first come first served, and everybody came and left agreeing it was the biggest party ever staged by a Charlotte radio station. When the show was over the Negro band

NAB CHARGES UNFAIRNESS IN TACTICS USED BY AFM

(Continued from Page 1)

locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

"The International Executive Board of AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is 'satisfactory,' although rates and, presumably, hours will be determined by local regulation. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

"It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry."

gathered in a studio to hear a recording of its efforts. WBT General Manager William A. Schudt, Jr. entertained a party of friends with "The Big Apple" broadcast.



Leads in PROGRAM PLANNING



Swilling

DETECTIVE DRAMAS

9-9:30 PM • MON • WED • FRI

NEW BUSINESS

Signed by Stations

WDNC, Durham, N. C.

Sears-Roebuck, five-minute daily program; Schlitz Breweries, spots; Chevrolet, returning via CBS with half-hour program; Ford, "Universal Rhythm," renewed; Liggett & Myers (Chesterfields), Eddie Dooley football talks.

WFIL, Philadelphia

Lever Bros. (Spry), renewal, through Ruthrauff & Ryan; Ironized Yeast, renewal, through R. & R.; Anderson Co. (Sleetmaster), through Schwab & Beatty; Brown & Williamson Tobacco, renewal, through BBDO.

KSFO, San Francisco

Laborite (all purpose soap), through Allied Agency, S. F.; Rulo Corp. (automotive), through C. Ellsworth Wylie, L. A.

WHO, Des Moines

Purina Mills (farm feed), thrice weekly 6:45 a.m. program starting Aug. 30, through Gardner Adv'g Agency, St. Louis.

KCKN, Kansas City, Kas.

Healey Motors (Ford dealers), one or more daily broadcasts, 52 weeks.

KOTN, Pine Bluff, Ark.

Coca Cola, "Singin' Sam", five 15-min. programs weekly, 25 weeks.

Sponsor KLZ Amateur Hour

Denver—"The Children's Hour" will be sponsored for a year starting Sept. 5 on KLZ by Olinger mortuary, with youngsters under 18 competing for scholarships valued at \$2,380. John C. Kendel, director of music in Denver Public Schools, will produce and emcee the programs. Various local music schools are furnishing the scholarships.

"Going to Town" Talent

"Going to Town," new variety show with Harry Rose as emcee, Bill Wirges' Orchestra, Norsemen Quartet, and Bakers Trio, instrumentalists, starting Wednesday at 8:30-9 p.m. on NBC-Blue network, will have as its first guest star Lady Sen May, Chinese monologist. She will sing a French song and do several dialect sketches.

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

Greetings from Radio Daily

August 10

Robert Feldman Louise Massey
Jane Pickens Harry Richman
Jack Haley Joe Keely



● ● ● Charlie "Mousie" Warren, professional manager for Remick, has been the secret groom of Marty Chloe Dillard of Alabama for over a week. They were married in Armonk!... Eddy Duchin will rest for a while before resuming piano-pounding... Barry Wood, the crooner, yanked a woman from the water at the Lido on Sunday... Charles E. Green, prexy of CRA, with Frank Duburd and Paul Deuniker wrote "Road to Reo," which is being used as a theme song for the Dallas Expo, and Joe Davis will publish... Irene Beasley will go into the Versailles... Eddie Garr is being talked for a commercial via Ruthrauff and Ryan... Bert "Count Micha Moody" Gordon is being dickered for by the Joe Penner people... Clarence Muse was screen-tested by Warners yesterday for a part in "Hollywood Hotel"... Russ Morgan will get the News "Harvest Moon Ball" job on the 25th... With all the "great" writers on the coast, Keith Fowler was called in by J. Walter Thompson here to write W. C. Fields' material... Irving Reis will go abroad to produce shows in London, Dublin and Holland and will short-wave them across the Big Pond... Lester Santly of Santly Bros. Joy Music, after "truckin" to "Brother Rat" written by us with Lester Lee, purchased the tune as a follow-up to his "Love Bug"... What afternoon daily columnist (not radio) is on his way out?

● ● ● WJZ, New York and WBAL, Baltimore, got some swell publicity in Satevepost on account of these stations serving as beacons for the Bermuda transport planes... Post ran double spread of pictures in color, with info copy in center of layout... As in the case of Benny-Allen and Winchell-Bernie, the "feud" between Bide Dudley and Col. Jack Major has degenerated into a beautiful friendship... They did a real palsy broadcast, together with Julie Shields, on Bide's MBS Theater Club last Saturday... Foster May, news editor and man-on-the-street for WOW, Omaha, proved the drawing power of his daily sponsored show by using one period to solicit subs for the station's fan and commercial monthly. After the first airing, 1,500 subs were addressed to May with checks for \$2 and \$3 though the yearly price is 50 cents. Seems they sent in the names of friends or else asked for a two-year sub.

● ● ● Lucille and Lanny are on "Town Hall" tomorrow... Griffin All-Wite becomes Black-and-Tan within two weeks... WOR has Tom Coats, wordslinger from the Windy City... Johnny Wiggins is directing "Pepper Young's Family" during Ed Wolf's vacash. Wolf's "Hilltop House" will be another Big Time show on the nets, running simultaneously with his "O'Neills"... Ray Block gets a Wednesday CBS evening spot to replace the Noxzema show... Henry Katzman goes over to a Warner firm next week... They said Mickey Alpert wouldn't last four weeks at the Riviera but he's been there ten and will remain until Oct.—when the place closes... Cornelius Codalbon, who opens at the Rainbow Grill tomorrow—owns a restaurant on West 56th St... Benny Katz of Hiram Walker liquor is now contacting air people for sales besides the niteries... Zeke Manners is wearing woolen stockings—in this heat!

● ● ● WBT, Charlotte, N. C., went recent singing mice concerts one better when it pitted two musical rodents against a canary in a 15 minute evening show. It was Charles Crutchfield, program director, who saved the concert from being an operatic flop and turned it into a comedy hit... Nearly everyone has wanted to stand behind the controls of a giant locomotive and regulate its roaring trip along the rails... Well, Carl Mark, announcer at WJAY, Cleveland, is going to take a ride in one—and describe his reactions to the listening public next Thursday.

ORCHESTRAS MUSIC

FRED WARING, now on the coast, pulls stakes for Chicago soon, to open Aug. 27 at the Drake Hotel, with Mutual having an exclusive wire.

Johnny Hauser, former Paul Whiteman "scat singer," now heard with his own orchestra six times weekly over the WOR-Mutual network, isn't content with handling the vocal solos on his programs. He's also joined voice with his new quartet, "The Sing-Songers," and the boys are warbling as a quintet.

Lee Grant's orchestra, heard daily on the three-hour musical and sports marathon over WMCA, have had their contracts extended for an additional 13-week period. The initial 13-week stanza saw Grant set something of a high for the number of tunes played on any radio show of this duration of time. In all, more than 2,275 tunes were aired, of which number 1,250 were requests from radio listeners.

A group of Roy Cambell's vocalists is practically set for a new commercial to be sponsored by the State of Pennsylvania.

Lou Breese and his orchestra, fresh off the Chicago air-lanes, open at the French Casino in New York on Aug. 20 with a twice-weekly NBC wire.

Ray McNamara, well known night club pianist and former showman theater organist, has been appointed staff pianist and organist for WWL, New Orleans.

Jay Whidden and his orchestra, in Denver at the Lakeside Amusement park for two weeks, is airing over KLLZ.

Freddy Martin is on a ten-day tour of first nighters in Iowa and the mid-west. After that he takes two weeks' vacation before returning Sept. 3 to the Aragon for the fall season.

Dick Barrie and his orchestra, with Anita Boyer, Three Sheiks and the Barrie Glee Club, opened at Iroquois Gardens, Louisville, on Aug. 6.

Cab Calloway shows at the Waltz Dream Ballroom, Atlantic City, on August 19. Irv Braslow, formerly trumpeting with Frankie Warren's ork, heard via WIP, opens with his own combo at Stamp's Cafe, Philadelphia.

Stephan Swedish's ork, long off the air, has returned to WTMJ, Milwaukee, with broadcasts on Monday and Tuesday nights from the Eagles ballroom.

Glen Miller closes at the Roosevelt on Aug. 25 in New Orleans and opens at the Adolphus in Dallas on Aug. 27. Set by Rockwell-O'Keefe.



★ F. C. C. ★
ACTIVITIES

HELLEN GAHAGAN, signed for a five-times-weekly 15-minute dramatic program for General Mills over CBS starting in October, will have supporting casts recruited from screen and radio names. Dolan & Doane handled through Blackett - Sample - Hummert.

Walter Abel takes spot originally assigned Chester Morris in RKO's "Flight from Glory" excerpt on "Magic Key of RCA" over NBC-Blue, Aug. 15.

Myron Kirk of Ruthrauff & Ryan is in town to confer with Tiny Ruffner on agency's fall schedule. New show to be set, in addition to mulling ideas for Al Jolson and Joe Penner revivals.

KMPC has an interest-holding theme in "Guardians of the Law", expose of rackets written by Catherine Carr from material supplied by Lieut. Mike Gory, Los Angeles police, and produced by Rex Thorp. Present cast includes: Ed Van Riper, Malvin Johnson, Olga Anderson, George Gibson, Neil George and Eleanor Argot. "One Man's Family" moves from the old NBC homestead in San Francisco to Hollywood for at least two months.

Gail Patrick has been added to the cast of "As You Like It" on CBS, Aug. 23.

Margot Yoder, concert pianist and in private life Mrs. George Fischer is off to Chicago for a month's stay.

KHJ-Don Lee net has two added starters in September. "Who Killed Cock Robin", for Philco Radio & Television, placed by Stuart Klingel-smith & Co., beginning Sept. 9, and "Monticello Party Line", transcribed rural comedy-drama, starting Sept. 27 on a five-times-weekly schedule for Dr. W. B. Caldwell Inc., handled by Kramer-Casselt.

"Hollywood Showcase", new CBS transcontinental sustainer, will present Ben Klaussens and Lillian Lawrence on Aug. 14, and Madge Morley, Ken Osborne and Lurene Tuttle the following week.

KMTR has a new Sunday feature at 1:30, in "Miniature Playhouse", written and produced by Jane Aiken. Jimmy Tolsen was a guest on the inaugural presentation, Aug. 8.

Jess Oppenheimer and Austin Peterson signed by Young & Rubicam for scripting job on the new Packard series. Pat Weaver and Tom Harrington negotiated for Y. & R.

"Eddie Albright's Family", heard on KNX daily except Sunday at 8:15-8:30 a.m., off the air for two weeks effective Aug. 9, resuming former schedule on Aug. 23.

Lewis Allen Weiss, Don Lee g.m., due to talk to Santa Ana Lions' Club on "Friendliness of Radio" tomorrow. Will take along some KHJ talent, Andy and Virginia, and Zeke Clemens, Dixie yodeler.

Ben Paley, CBS assistant program director, is dutifully showing his

APPLICATIONS RECEIVED
Auburn Publishing Co., Auburn, N. Y. CP for station, 1310 kc., 100 watts night, 250 day, unlimited; requests facilities of WMBO.
NBC, New York. CP and license for experimental station on 83,500 kc., 1 kw.
NBC, New York. CP and license for experimental station on 150,000 kc., 500 watts.
KLZ Broadcasting Co., Denver. CP for high frequency station on 31,600, 35,600, 38,600 and 41,000 kc., 100 watts; also CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 1 watt.
Tri-State Broadcasting Co. Inc., El Paso. CP for relay station on 31,100, 34,600, 37,600 and 40,600 kc., 3 watts.
Santos Sottile, Charleston, S. C. CP for new station on 1200 kc., 100 watts night, 250 watts day, unlimited.
J. T. Griffin, Fort Smith, Ark. CP for station on 880 kc., 1 kw., daytime.
KSTP, St. Paul. Special experimental authorization to operate a facsimile station, 1-6 a.m., 10 kw.

AGENCIES

GEORGE BIJUR, at one time associated with Erwin, Wasey & Co., Fletcher & Ellis, the CBS promotion department, L. Bamberger & Co. and other firms in the past 15 years, has formed his own advertising and sales promotion agency under the name of George Bijur Inc., with headquarters at 9 Rockefeller Plaza. He will begin operations about Aug. 20 at that address.

ARTHUR W. (TINY) STOWE has resigned as radio director at Hays MacFarland agency in Chicago and is reorganizing his Stowe-A-Gram Productions Inc., specializing in transcriptions for spot advertisers. Evelyn Stark takes over for him at Hays McFarland.

WILLARD P. TOMLINSON, advertising executive, joins the faculty of the Mulvey Institute of Advertising, Philadelphia. He will conduct classes this fall in marketing and merchandising.

visiting parents the Southern California sights while on his vacation. Other KNX vacationers are Verne Tashner, technician, and Kay Neuwirth, secretary to Les Bowman.

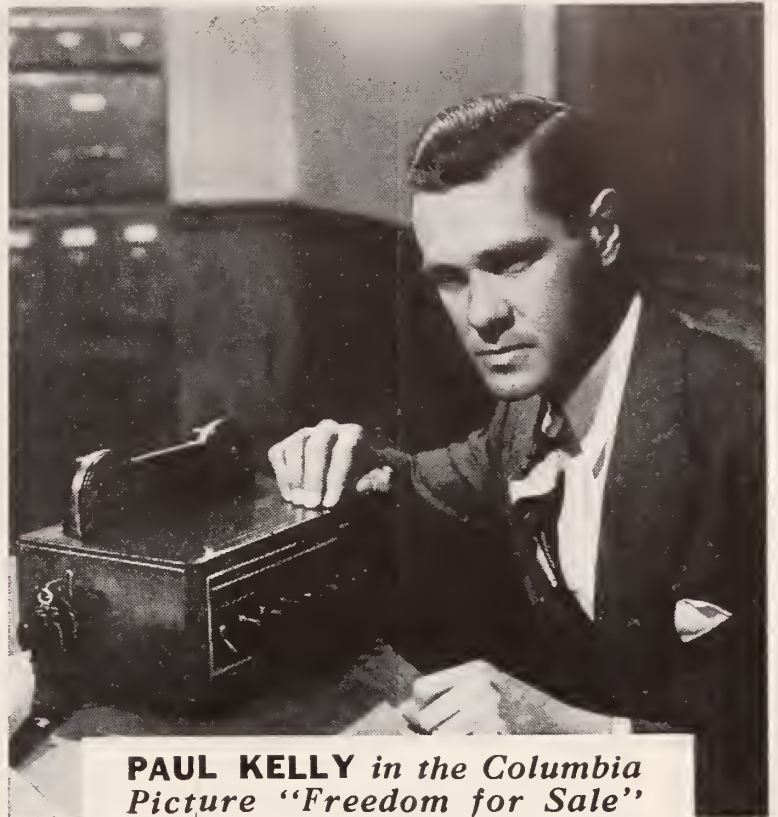
KFI newscaster Pat Bishop is taking two weeks off from the grind, with John Canady pinch-hitting.

Don Hastings, KGC, Don Lee outlet at Santa Barbara, in town for a few days.

George McCaughna has been made assistant to Alan Cormack, CBS Pacific Coast traffic chief, with duties largely confined to CBS theaters.

Lynne Overman will emcee premiere of Paramount's "High, Wide and Handsome" at the Carthay Circle, Aug. 12, with the doings heard over Don Lee-Mutual.

Roy Grande, CBS continuities, received a nicely engraved invitation to his own wedding. Due to combine vacation and honeymoon with Miss Dorothy Lois Bowman, also a writer at KOL, Seattle, Roy somehow got on the invitation list of the Bowman Seniors and was recipient of the card permitting him to attend.



PAUL KELLY in the Columbia Picture "Freedom for Sale"

Dictograph
INTERCOMMUNICATING SYSTEMS

MODERN business executives demand immediate access to information—independent of the telephone switchboard, without looking up directions, without turning dials. A Dictograph System can put all departments in instant contact with one another—put the whole organization on every executive's desk inside a "magic box." It will save time and steps—reduce "office visiting"—accelerate your business day whether your company is large or small. (By the way, Dictograph created the first loudspeaker, years before the radio was perfected.)

• **DICTOGRAPH** •

DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Ave., N. Y. C.

☆ Program Reviews and Comments ☆

Chase & Sanborn Hour

Already a first-class program, the Chase & Sanborn Hour on the NBC-Red network was given a big upward tilt last Sunday night with the entrance of Nelson Eddy as head of the lineup of stars. Nelson gave the show a stirring and appropriate send-off with a rousing rendition of "It's Gonna Be a Great Day," followed immediately by "The Hills of Home", and more later in the show.

One of the remarkable things about Eddy's vocal work, and perhaps one of the reasons for his popularity, is the great ease with which he sings. He projects his melodious volume with apparently no effort. Clearness of both tone and diction also make listening to him a decided pleasure.

The regular talent lineup, W. C. Fields, Edgar Bergen, "Charlie McCarthy," Dorothy Lamour, Don Ameche and Robert Armbruster's orchestra all stepped up in keeping with the new pace set by Eddy, thus making this the best show to date in a series that has been notable for entertainment qualities.

Bergen and "Charlie" were a particular scream and there was an amusing set-to between Eddy and "Charlie." It is truly amazing the way Bergen has not only maintained the pace he set months ago, but actually has kept bettering it.

As guest film star, Wendy Barrie appeared in a comedy playlet with Ameche and others. Miss Barrie was tops in the skit and also did herself credit later in some banter with Fields, "Charlie", et al.

"Stardust Revue"

Benny Davis' new "Stardust Revue," launched a couple of weeks ago in a 10:30-11 p.m. Sunday spot over WOR-Mutual, moved into the 6-6:30 p.m. stretch last Sunday, shunting the Elinor Sherry-Walter Ahrens revue into the 7:30-8 p.m. period.

Nothing particularly startling about the Davis half-hour, which is devoted chiefly to giving a hearing to tyros who exhibit ability. The same routine has been done almost to death on all the networks, and it was done very much better even in this same WOR spot by Ray Perkins some time ago, although that was a sponsored program with prizes for winners.

As a special guest, professional, Davis had Cab Calloway, who did an entertaining bit. Other talent included the three Drew Brothers, Californians, who knocked out a couple of musical numbers; a rather talented harmonica player; a girl and several boys in a rhythm combination that offered "Basin Street Blues" and "Sailboat in the Moonlight," both very pleasingly done; a young male vocalist who sang "It Looks Like Rain In Cherry Blossom Lane" in a fairly good voice; Miss Jerry Kruger, warbling "You Can't Take That Away from Me" in acceptable style, and Davis himself in his latest song

number, "Another Perfect Night Is Ending."

There is always the possibility that programs of this kind will uncover some sensational newcomer, and listener interest usually is fairly patient in the hope of such an eventuality.

Columbia Workshop

Crowding two playlets into its half-hour period at 7-7:30 Sunday night over CBS, the Columbia Workshop just about broke even. That is to say, one of the skits was quite excellent, while the other was largely amiss.

The opening fantasy, "An Incident of the Cosmos," dramatized by Irving Proser from a philosophic story by Paul Y. Anderson, was a much better idea on paper for reading purposes than in dramatized form despite its opportunities for sound effects and such. It was a sort of scientific bit wherein the earth is compared to other planets, all of whom presumably have life on them, and thereby is made to seem a relatively insignificant atom in the universe. The dialogue material, like H. G. Wells' explorations in the future, sounds like interesting book stuff, since readers have time to pause and ponder, but as enacted drama it lacks the down to earth essentials of good entertainment. Chalk it off to experiment or class catering.

Second skit, "The Last Citation," directed by Irving Reis, the Workshop maestro, told the story of a famous general who died in bed and in due course found himself knocking at the upper gates. Instead of getting a royal welcome and the attentions befitting a war lord, however, he is courtmartialled for his killings on earth. His pleas about having done it in the interests of mankind in general only bring the scoffings of the higher court, which convicts him forthwith. This playlet was robustly acted, with William Pringle giving a strong performance in the role of the general.

"Ecstasy"

This program, originating in the studios of the Don Lee network's KHJ, Los Angeles, and fed to Mutual, does the remarkable thing of living

up to its pinnacled title. At least, it certainly did last Saturday night, when Frederick Stark's orchestra and a group of vocalists and actors put on a half-hour of entertainment that was a sheer delight from start to finish.

It was as nifty an example of genuine ear entertainment as this listener has ever heard. The vocal numbers were prefaced with fascinatingly written and equally well delivered descriptive recitations; then a graceful swing into the singing part, which was an alluring blend of voice, orchestra and appropriately created atmosphere.

Also in the program was a short play, "Needle in a Haystack," which was ideal radio fare in writing, acting and general presentation.

George Fischer

Though he has to buck up against some high-powered competition in his line, George Fischer is forging steadily ahead as the "Hollywood Whispers" commentator over KHJ and the Mutual network on Saturday nights. Fischer hands out a generous amount of interesting news-gossip, his film reviews are outspoken and he does very nicely in the way of guest stars. Last Saturday night he presented Douglass Montgomery, who did some very entertaining and intelligent discoursing. It was a treat.

"Home Towners"

Quite a bit of good summer entertainment is packed into the "Home Towners" quarter-hour on Saturdays at 8-8:15 p.m. over WJZ and the NBC-Blue network. The William Wirges orchestra does a swell job in the musical end, while the Charioteers Quartet vocalizes in its well-known pleasing style, and those blackface comics, Bert Swor and Lou Lubin, kick up the laughs. Program may be just a filler, but it's very okay.

"Saturday Night Swing Club"

Cab Calloway and a small aggregation of his picked men gave a filip to the CBS "Swing Club" last Saturday night. Even before the word swing came into use, Calloway had

won fame in dispensing this type of hot rhythm, and he's still going strong.

The Leith Stevens band also did its usual snappy duty, while Casper Reardon offered a farewell bit on the harp before departing for Hollywood and films. Paul Douglas emceed the lively program.

"Melodies of Yesterday"

Smooth, restful and conducive to relaxation is this musical program sent over the CBS network on Saturdays at 6:45-7 p.m. The numbers played, in gracefully subdued fashion, are from the popular files of a few or more years back, giving reminiscence a pleasant workout.

Briefly

Sandra Baker, vocal newcomer introduced over the WABC airwaves on the Major Bowes Family broadcast last Sunday, sounded like very promising material. She did very nicely with "Strangers in the Dark" and "Cuban Pete." Incidentally, Bob Reud is emceeding this CBS program very efficiently while the Major vacations.

"Hi, There, Audience!" the Ray Perkins WOR-Mutual variety show, gave its best performance to date last Sunday night. Perkins and his boys and girls deserve credit for not being discouraged by a couple of bad starts. Helene Daniels, Sid Gary, Embassy Trio, Key Men, Kenneth Delmar, Bob Stanley's orchestra and Howard Doyle, announcer, constitute the lineup. As the "Candid Camera" portion of the program, Perkins did a timely takeoff on the Yacht Cup races. It was a well-conceived piece of comedy and proved quite amusing.

Shift of the CBS "Hammerstein Music Hall" to a Friday night 8-8:30 spot last week brought no discernible change in the nature of the show. Its introductory buildups given the guest stars are still, for the most part, too much for the artists to live up to in the brief time allotted them.

Gladys Swarthout rated a good round applause for her beautiful singing of two numbers on last Sunday's "Magic Key of RCA" over the NBC-Blue network. Also some good vocalizing by Tony Russell, and piano work by Jesus Maria Sanroma, plus the regular crew including Jean Sablon, humorist Tex O'Rourke, and the symphony orchestra under Dr. Frank Black.

Beatrice Kay, comedienne with unusual gift in the line of mimicry, scored the outstanding hit on the Gulf Oil Harry von Zell "Summer Stars" program Sunday night over CBS at 7. Miss Kay is a star radio bet. Jay C. Flippen helped out in the comedy end, Rafael tickled the concertina, while Ed Smalle's Seven-G's and the Oscar Bradley did their usual good yeoman duty.

Vox-Popper Syndicates Question List

Springfield, Mo.—Nearly every station has its "Man on the Street," or its equivalent, but Karl Zomar of KWTO-KGBX is one announcer who has made "Man-in-the-Streeting" a real occupation. Zomar, after being bothered daily with a search for questions to ask in interviews, finally decided there must be other station "vox-poppers" who were in the same boat. Result—Zomar now has a syndicated question list (Radio Events) that was bought by 45 stations in the first three weeks offered.

Zomar is no newcomer to the radio syndicate writers. For more than two years he has authored the "Old Family Almanac," now being run on more than two-score stations. Starting in vaudeville, Zomar switched to radio some five years ago, and has since been with radio stations KWTO-KGBX exclusively, with the exception of a short stay with KOIL-KFAB in Lincoln, Nebraska. He is married, has one son, a doctor of philosophy degree, and a bag of magician's tricks left over from his vaudeville days.



WIND is shortly adding a new feature to its popular midnight-to-4 a.m. "Night Watch" program in the form of interviews with prominent night club entertainers. The present plan is to wax the interviews during the day for presentation on the early morning broadcast. Joe Sanders, the Blackhawk restaurant maestro, is slated for the first. Jerry White, the Night Watchman, will conduct the interviews.

Virginia (Ma Perkins) Payne on a two weeks' trip to New York, Montreal, and Quebec.

Rita Shirley, who plays Yvonne in "Uncle Ezra," out of show for summer while she vacations at Nantucket Beach.

Red Ingle, Ted Weems' sax and fiddle man, has displayed such an aptitude for ether dramatics that Don Quinn, who authors the Fibber McGee and Molly script, is writing a series of special parts for Red to do on the McGee show.

Chicago's radio boatmen and their boats dot the lake front from the loop to the northern suburbs. Largest of the fleet is the Revenge, owned jointly by Actor Ken Griffin and Producer Blair Walliser of "Backstage Wife." Fayette Krum, "Girl Alone" author, owns a 16-foot knockabout sloop. Producer Bob Wamboldt of "Vic and Sade," sports a 25-foot auxiliary power sloop. NBC Announcers Norman Barry and Fort Pearson have motor launches. Bucky Harris, production director of the National Farm and Home Hour, is content with a 4.2 horsepower outboard motor given him by Irna Phillips, author of "Today's Children," on the fifth anniversary of the program. When Bucky wants to go boat-riding he hires a rowboat and attaches his motor.

ST. LOUIS

Martha Cushman, Hotel De Soto songstress, has been signed by KMOX. Her team-mate, Molly Papile, off to N. Y. on vacation.

Don Phillips, KMOX announcer and sound man, vacationing in Denver.

Tom Dailey, back from Florida and Alabama, has resumed his "Kiddie Klub" on KWK. Martin Bowin filled in while Tom was away.

Benny Feld, KMOX maestro, has a new car.

Slack Minstrels Show of KWK is off the air until fall. Benny Ford has gone to California, and Billy Doss to Tennessee.

Verna Burke, formerly NBC singing star, replaced Irene Stone in "Velvet Varieties" on KMOX. Gene Cobb is subbing for Judd Norman, emcee, on vacation. Shumate Brothers, quartet, have replaced The Velvetears. Christine Randall, Negro torch singer, and Maria Lane, monologist, also are now in the cast.

Traveling Broadcast

Marking the fourth anniversary of the "Pan-American Program," sponsored by L. N. R. R., a novel broadcast will be aired by WCKY from a special studio in the Pan-American crack train at 10 a.m. Saturday before it leaves here. When train nears Louisville, WHAS talent will present a similar program. Same will be followed at WSM, Nashville; WSGN, Birmingham; WSFA, Montgomery, and WWL, New Orleans.

SAN FRANCISCO

Bill Andrews, who announces "One Man's Family," was replaced by Ken Carpenter yesterday. Bill's duties as supervisor of mikemen here won't permit his sojourning in H'wood with the cast.

"Duke" Chamberlin, KROW assistant production mgr., vacationing near the home fires in Oakland; Gordon "Night Owl" Brown, KJBS announcer, on the high seas serving as wireless operator on a Naval Reserve Cruise.

Jack Murphy, KFRC, conducting the "Don't You Believe It" show in the absence of Chief Ann'r Bob Bence, vacationing.

KJBS Jottings: Capt. Dobbsie's "To the Ladies" variety program, formerly heard at 3:30 five days a week, changed to an 11 a.m. spot... M. C. Bertsch, formerly KFBK, Sacramento, joins the announcing staff.

Natalie Park, NBC actress, busy sewing as wardrobe mistress of "The Wayfarers," little theater group here. She has 48 costumes to get ready by fall when a Shakespearean cycle will begin.

Bob Goerner, subbing for Dudley Manlove on KROW, takes over Manlove's berth permanently.

B. F. Goodrich Rubber Co. is co-sponsoring the Pacific League baseball game broadcasts via KROW along with General Mills (Wheaties).

Sponsor Airings from Food Expo

Cincinnati—Interviews with housewives from the cooking school at the Greater Cincinnati Pure Food & Health Exposition will be sponsored over WCKY by Cincinnati Cake & Specialty Co. There will be nine broadcasts during the show, Aug. 24-Sept. 6, direct from the exposition at the Cincinnati Zoo. They will be conducted by Mary Jane, WCKY's girl commentator, and Announcer Frank Zwygart.

WCKY has exclusive broadcast rights at the show which is sponsored by the Cincinnati Retail Grocers & Meat Dealers Asso.

WSAL Incorporates

Baltimore—WSAL, Inc., Salisbury, Md., has filed incorporation papers with the Maryland State Tax Commission, Baltimore, to operate radio stations. Incorporators are Frank M. Stearns, Salisbury; William E. Plummer, Baltimore, and James W. Gunn, Washington.

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

GROVES-KEEN, INC.

Atlanta, Georgia

"... We find RADIO DAILY to be very newsy and informative and enjoy reading it very much. You have our best wishes for your success."

W. R. Christian
Director of Radio

HANFF-METZGER, INC.

Chicago, Illinois

"... We are very much impressed with RADIO DAILY."

Carol Ludington

WSMK

Dayton, Ohio

"... We enjoy reading RADIO DAILY and think it has a definite place in the radio broadcasting world."

S. M. Krohn, Sr.

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

PROMOTION

"KMBC Tested Programs"

In the latest promotion piece titled "KMBC Tested Programs" put out by KMBC, Kansas City, Publicity and Promotion Director M. F. Allison has made a very successful effort to conform to the wishes of radio buyers who like to get promotion data provided it is in handy, concise and yet complete form.

The form is convenient—a file folder. The information is timely—all of it is pertinent and vital to the man who may be interested in selling by radio in the KMBC market. It gives a fresh approach to the business of selling by radio—Formula Radio Selling, they call it. The formula: A KMBC Tested Program plus Precision Coverage of the KMBC Market.

Because mail is so often culled before it reaches the account executive or time buyer's desk, KMBC preceded the mailing of this promotion piece with a letter, enclosing a card and asking that the card is given to a secretary with instructions to bring the envelope bearing the KMBC Tested Program emblem to the addressee's desk immediately.

WMT Helps Promote Derby

The largest crowd ever to attend a Cedar Rapids event turned out to see the running of the Jalopy Derby promoted to raise funds for a new municipal swimming pool. Bill Quarton, commercial manager for WMT; Art Shepherd, John Palmer, and other members of the WMT staff are credited with starting the campaign which was soon taken up by the Junior Chamber of Commerce. Publicity for the event was donated free by the station and a complete description was carried on the air without cost. Dempsey Jones did the splicing, playing up the humorous angle.

WMT's entry was a Packard of the 1923 vintage, driven by Gene Hula, guitar player in the Cedar Valley Hillbillies. The Jalopy Derby was pronounced the best bit of promotion ever instigated by the local station, paper and civic organizations.

Hatfield for Stage

Lansing Hatfield, radio baritone, has been signed to appear in the new musical show which opens at the Center Theater on Aug. 31.

ONE MINUTE INTERVIEW

TIM RYAN

"The public still wants to laugh when it turns the dial. However the low comic—the guy who wants to hog all the laughs will find no sympathy in the studios. To be popular and funny over the air this season you must be the easy-going comic with the suave line. The stooge grabs the laugh line nine times out of ten."

★ Coast-to-Coast ★

WILLIAM JORY, assistant manager of WMBC, Detroit, is sailing up the lakes to Duluth with the missus during his two-week vacation. Don Morris of the same station's announcing staff is back from three weeks of driving to the west and south.

KFRO, the James R. Curtis station at Longview, Tex., will award a radio receiver to the school having the best spelling team, in a "bee" now being held Friday afternoons.

KOL, Seattle: Grace Larsen, traffic manager, vacationing at Lake Wilderness . . . Wilson Edwards seeing Yellowstone Park and Salt Lake . . . Program Director Frank Anderson fishing at Lake Sutherland . . . James Marlow, considered a lyric tenor "find," arousing much listener interest . . . Recent station visitors: William Forbes, KNX; Wallace Brazael, KFPY; Evelyn Sparlin, KHQ; Don Prindle, KNX.

Tony Cabooch, the rhyming and philosophizing dialectician at WHO, Des Moines, has changed to an 8 a.m. spot Tuesdays, Thursdays and Saturdays. He also does the American Families Inc. program at 9:15 p.m. Sundays, featuring his daughter, Donna.

WFBM, Indianapolis: Gilbert Forbes, newscaster who came here recently from Dubuque, Ia., has moved his wife and kiddies to Indianapolis . . . Auditor Wally Robertson is back from New Orleans . . . Chief Engineer M. R. Williams started his vacation by getting married—but kept it a secret until after he had gone . . . Marthabelle Giesler heads for north Indiana lake country on vacash.

John Iraci's shortwaved talk from Rome last week was the first of a series of transatlantic broadcasts to be given by the president of International Broadcasting Corp. and gen-

CINCINNATI

Among messages of congratulations on the dedication of WCKY's 10,000-watt transmitter was a cable from the president of Cuba to L. B. Wilson, WCKY chieftain, who said the station is heard down there—and that it would be used soon for advertising Cuban tobaccos.

Bob Bentley, WCPO special events and news announcer, is back from his two weeks off.

Harry Hartman, baseball broadcaster at WCPO, takes off this week for Cleveland, Detroit and points East. He will do some airing at WHK, WXYZ and WWJ.

Lloyd G. Venard, WCKY director of sales and merchandising, arranged for broadcasts over that station of the 52nd annual convention of the National Ass'n of Retail Meat Dealers, being held at Netherland Plaza Hotel.

eral manager of WOV, WBIL, WRAX and WPEN. Iraci spoke from L2RO, Rome.

Mrs. Lee Authier, secretary to Wayne Henry Latham, program director, WSPR, Springfield, Mass., has resigned as of Sept. 1. They expect a blessed event about Christmas.

Joe Louis, heavyweight champion, will be interviewed by Clem McCarthy in an NBC-Blue Network broadcast on Thursday at 5:15-5:30 p.m., when the NBC sports commentator visits the champion's training camp at Pompton Lakes, New Jersey.

Edgard A. Thompson, radio editor of The Milwaukee Journal, is on his vacation.

WPTF, Raleigh, N. C.: Carl Goerch is vacationing, with J. B. Clark handling his "Man on the Street" airings . . . WPTF will donate its facilities to NBC on Aug. 18 when President Roosevelt speaks at the 350th anniversary of the birth of Virginia Dare, first white child to be born in America, at Roanoke Island, N. C. WPTF is the only station with island facilities.

WELI, New Haven: Program Director Charlie Wright has left on a two-week vacation, with Marion Reynolds subbing for him . . . Engineer Joe Austen and Announcer Martin Heyman are back from their recesses . . . A Drama Tournament will be presented starting Aug. 12 in cooperation with New Haven Public Schools; original plays being presented, with the public as judge . . . The New Haven Banjo Club, new musical unit, started a series Sunday at 6:15.

WOW, Omaha: New feminine staff members are Dorothy Delfs, day hostess; Pauline Tully, mail clerk, and Esther Kralik, program department; Miss Delfs also is doubling as vocalist and pianist . . . Program Man-

ATLANTIC CITY

Mary Burton, singing star of the nets, headlines the new Ritz Revels Revue at the Ritz-Carlton Hotel.

Claire Majette, former songstress on the CBS "Evening in Paris" show, becomes a permanent fixture at the Club Nomad after showing as a weekend guestar.

Lester Le Roy, juvenile comedian on the Children's Hour at WCAU, Philadelphia, is now making a hit with Daddy Dave's Review on the Steel Pier.

Larry Vincent, piano-vocalist heard on WCAU, Philadelphia, is vacationing at the shore's strands, as is Carolyn Ann Cross, directress of the Homemakers' Club at WIP, Philadelphia.

GUEST-ING

JACK OSTERMAN, on "Stardust Revue," Aug. 15 (WOR, 6 p.m.).

SHIRLEY ROSS, on "Hit Parade," Aug. 25 (NBC-Red, 10 p.m.).

PHIL REGAN and **DICK PURCELL**, on Elza Schallert program, Aug. 27 (NBC-Blue, 10:45 p.m.).

BOB STEVENS, NBC staff tenor in San Francisco, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

MEREK WINDHEIM, Met Opera tenor and screen comedian, on Benny Goodman program, Aug. 17 (NBC-Red, 9:30 p.m.).

TEX LEWIS and His Wranglers, fourth repeat booking, on "Town Hall Tonight," Aug. 11 (NBC-Red, 9 p.m.). Set by Central Artists Bureau.

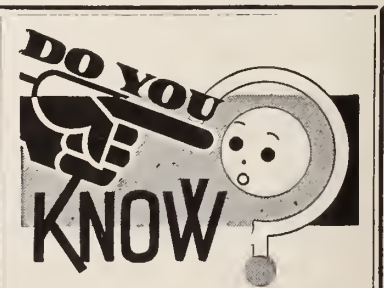
ager **Harry Burke** has returned from a two-week vacation through Yellowstone to Portland, Seattle and San Francisco . . . Transmitter grounds of the station, located north of Omaha, are being beautified.

Ray Olson, newcomer to the announcing staff of WOW, Omaha, has evolved a type of program new for this station consisting of old hymns, meditative lines and organ music. Assisting Olson are **Ida Gitlin**, contralto; **John Halpine Jr.**, tenor, and **Fred Boucher**, organist. The program carefully steers away from any religious denominational idea. It is titled "Hymns of Cheer."

WTCN is utilizing new pack set equipment for coverage of sport and news events. Station pulled a novel one by broadcasting circus direct from main arena. **Charley Irving**, perched atop an elephant, roamed around the tent, picking up color and relaying it to listeners. He also interviewed employees and performers in the circus.

The "Three Youngsters," three girl singers who left WSPD, Toledo, where they sang as "The Three of Us," to join **Reggie Childs'** orchestra, have signed a Warner movie contract. Girls are now heard with Childs from KOA, Denver, on the Red Network.

F. Turner Cooke, program director, WMAS, Springfield, Mass., goes North for his annual rest on the 18th.



Mark Warnow is a proficient hypnotist.