



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 29

NEW YORK, N. Y., WEDNESDAY, AUGUST 11, 1937

FIVE CENTS

## WLW Line Into Chicago

### Looking On ... AND LISTENING IN

**SUCCESS STORY** The names in this little yarn are withheld by request; they aren't particularly essential to the moral anyhow.

Somewhere out in the open country there was a general clothing store that dated back to the days when its salesmen drove from town to town selling suits off the arm to the hicks on paydays.

Having made practically no change in method of operating the store in the past 20 or 30 years, trade finally dwindled into a consistently red groove.

So the owner decided to stage a "Grand Closing Out Sale" and call it quits.

He gathered his staff together for suggestions on how to put the sale over with a bang.

One of the younger boys suggested using radio.

The old proprietor balked at first, but finally gave in.

A nearby station was contacted and a deal was made to use two daily programs over a period of two weeks.

By the end of the first week, half of the store had been cleaned out.

The sale had been planned for a month's duration, and when repeated calls began coming in for articles that were exhausted, it was regarded as good business to have replacements rushed in.

At the finish of the fourth week, the store had sold its stock of goods more than three times over.

Being a man of honor, however, when the month was up the store owner closed his shop in that town.

With the neat profit realized, and the fascinating new experience gained, he moved to another community, opened a fresh store, took on a regular radio program, and is now riding around in a limousine with a liveried chauffeur.—D.C.G.

### WLW Salutes KGW

Cincinnati — WLW will dedicate its "Moon River" program Aug. 14 to KGW, Portland, Ore., which dedicates its new 625-foot vertical antenna that day. Sydney Mason, narrator, is preparing special continuity for the half-hour broadcast, which starts at 12 midnight EST. DeVore Sisters will sing special songs for Portland. Crosley also will short-wave the show.

### STATION LIST APPROVED BY SHERWIN-WILLIAMS

Sherwin-Williams (interior paint) fall spot radio campaign schedule has been approved and includes 38 stations from Boston to Dallas with a west coast network participation hour yet to be set. Series will start Labor Day week and will be aired from one to six times weekly depending on the locality. Participation programs are being used on all stations. Contracts run from 10 to 13 weeks.

Stations and networks signed by T. J. Maloney Inc., Sherwin-Williams  
(Continued on Page 3)

### Balk at U. S. Music Cuts Iturbi Off Air

Because of Jose Iturbi's alleged dissatisfaction with the "all-American" concert and desire to make a switch in music while program was under way, NBC cut off the conductor about midway in his broadcast from Robin Hood Dell, Philadelphia, Monday night, over the Blue network. Network's main concern was  
(Continued on Page 3)

### John Gillin is Elected Head of Nebraska Ass'n

Lincoln—John Gillin, president of WOW, Omaha, has been elected president of Nebraska Broadcasters Ass'n, representing 10 stations in the state. John M. Henry, KOIL-KFAB, Omaha, was chosen vice-president, and Art Thomas, WJAG, Norfolk, secretary-treasurer.

## Individual Parleys Being Held By AFM on the ET Situation

### Radio News Ass'n Meets Sept. 10-12 in Chicago

Chicago — Ass'n of Radio News Editors & Writers holds its first annual meeting Sept. 10-12 in the Sherman Hotel, with about 100 members expected. Conclave is expected to go into every phase of radio news gathering, writing and broadcasting, says  
(Continued on Page 3)

## Deal is Closed With Ralph Atlass Adding WJJD and WIND—Detroit's WXYZ Also to be Fed Programs

### Linton Wells Series

Linton Wells, noted American newspaper correspondent with an adventurous record abroad, starts a weekly series of anecdotes Aug. 21 at 8:30-8:45 p.m. over NBC-Red network.

## BASIC RED NETWORK BOUGHT BY ENERGINE

"Radio Newsreel," sponsored by Energine Cleaning Fluid, will start on NBC Oct. 24 at 3-3:30 p.m. Time bought so far is the Basic Red network and program, which will be handled by Parks Johnson and Wally Butterworth, will feature interesting people who figure in the day's news.  
(Continued on Page 3)

### Gets "Porgy and Bess" As Radio Presentation

Arthur Kass of Kass-Tohrner, radio producers, has acquired from the New York Theater Guild exclusive radio rights to the George Gershwin musical, "Porgy and Bess," and is preparing it as a sponsored network show. As many of the original stage principals as possible will be used  
(Continued on Page 3)

Chicago—Deal completed here between Virgil Reiter Jr., vice-president of Transamerican Broadcasting & Television Co., and Ralph Atlass of WJJD and WIND will bring the WLW Line through to this city on or before Sept. 15. Programs will also be fed to WXYZ, Detroit. Complete station lineup will then include WLW, Cincinnati; KQV, Pittsburgh; WFIL, Philly, and WHN, New York.

Several commercial programs are set, the time classifications including  
(Continued on Page 3)

## LEVER BROS. RESERVES ANOTHER CBS HALF-HOUR

Lever Bros. has reserved the 8-8:30 p.m. Tuesday night spot on CBS for another fall series to begin Oct. 5. No talent has been announced for the period nor is it certain what product will be promoted. Period comes directly before the Al Jolson half-hour which starts next month under the same sponsorship.

Lever Bros. now is committed to four and one-half hours weekly on  
(Continued on Page 3)

### Internat'l Silver Adds Two Canadian Stations

International Silver Co. has added CFRB, Toronto, and CKAC, Montreal, to its CBS network program which starts Oct. 3. Network now totals 46 stations. Young & Rubicam handles the account.

### Football Charge

Columbia, Mo.—U. of Mo. intends cashing in on its home-played football games next fall. Don Faurot, head coach, announces that a charge of \$100 a game will be imposed on each station airing the games. Last year the broadcasting privileges were gratis. KMOX, KWK and KSD, all of St. Louis, are expected to carry the games again despite the tax.

Situation in regard to the AFM ultimatum to the radio, electrical transcription and phonograph record industries gives every indication of remaining pretty much the same until at least Sept. 14, when the AFM Executive Board meets again in New York. Two days later the board will again call in the various factions. Meantime the broadcasters and others are banking considerably on being  
(Continued on Page 3)





Vol. 2, No. 29 Wed., Aug. 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Tuesday, Aug. 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 <sup>5</sup> / <sub>8</sub>	170	170	— 3/4
CBS A	29 <sup>7</sup> / <sub>8</sub>	29 <sup>5</sup> / <sub>8</sub>	29 <sup>7</sup> / <sub>8</sub>	+ 1/4
CBS B	29	29	29	— 3/8
Crosley Radio	19	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>2</sub>	— 3/4
Gen. Electric	57 <sup>3</sup> / <sub>8</sub>	56 <sup>3</sup> / <sub>8</sub>	56 <sup>5</sup> / <sub>8</sub>	— 5/8
North American	27 <sup>5</sup> / <sub>8</sub>	27 <sup>1</sup> / <sub>4</sub>	27 <sup>3</sup> / <sub>8</sub>	+ 1/8
RCA Common	11	10 <sup>3</sup> / <sub>4</sub>	10 <sup>3</sup> / <sub>4</sub>	— 1/4
RCA First Pfd.	72	71 <sup>3</sup> / <sub>4</sub>	71 <sup>7</sup> / <sub>8</sub>	+ 1/4
Stewart Warner	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>4</sub>	18 <sup>3</sup> / <sub>8</sub>	— 1/8
Zenith Radio	37	36 <sup>3</sup> / <sub>4</sub>	37	—

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16
-----------------	----	----	----

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14 <sup>1</sup> / <sub>2</sub>

## New Sam Hammer Series Starts on WOR Aug. 18

Sam Hammer, who now conducts "Your Inventions" over WMCA, launches another novelty program Aug. 18 at 10-10:30 p.m. over WOR. Titled "How About It?" the new series will be a question and answer competition between 10 teams of contestants, each team composed of a man and a woman. Questions asked will be of the human interest variety lending themselves to comedy, such as "What would you do if you had a million dollars?" and "Suppose you were arrested for kissing your own wife in public?"

### Wynn Murray Set Regularly

Wynn Murray has been set as a regular member of the "Sealst Sunday Night Party" on NBC-Red. Miss Murray also is in the Broadway musical, "Babes in Arms."

## Helen Gahagan Series Starting Out as Disks

West Coast Bureau, RADIO DAILY

Los Angeles—General Mills' serial, "Love for a Day", with Helen Gahagan, will be waxed for 13 weeks here before it becomes a live show. Miss Gahagan returns soon from Europe to start work in the series. Blackett-Sample-Hummert is the agency.

### Hearn's Auditioning

Hearn's Department Store, is auditioning a dramatic type of show at WOR. Style is along the "March of Time" presentation, with past and present news being voiced. Organizer, two announcers and actors included in the cast.

### 2 New Vocalists on WNEW

Johnny McKeever, tenor who has appeared with George Hall's orchestra and over all three major networks, and Vivian Smith, a new singer to be known as "Kansas City Blues," have been added to the WNEW vocal staff.

McKeever will be heard on the "Listener's Scrapbook" daily at 2-2:30 p.m. starting Aug. 19. Miss Smith, who hails from WDAF and KFEQ, starts tomorrow at 1:30 p.m. and will be heard Tuesdays and Thursdays. She does a female Fats Waller.

### Tobacco Center Campaign

Chamber of Commerce at Kinross, N. C., is embarking on a large radio campaign for "The World's Foremost Tobacco Center" over its own station, WFTC, and will use the comedy disk serial, "Detectives Black and Blue", placed by Charles Michelson of the Earnshaw Radio Productions New York office. Ninety-one episodes have already been contracted.

### News Tie-up on KFKA

Greely, Colo.—KFKA here has inaugurated a "News Roundup of the Air" in association with the Denver Daily Record Stockman. Broadcasts emanate from the Stockman editorial rooms and include three 15-minute periods every weekday and two on Sundays. Station has 24-hour UP news coverage.

### Old Shakespeareans on CBS

As a prelude exploitation for "As You Like It", its Shakespearean offering next Monday night, CBS will present five Shakespearean stars of the past in a special program at 5:15-5:30 p.m. Monday. The oldtimers are Kate Mayhew, Robert Vivian, Conrad Cantzen, H. Cooper-Cliffe and Burford Hampden.

### WMCA Airs "Zola" Premiere

World premiere of the Warner Bros. feature, "Zola", starring Paul Muni, will be aired by WMCA at 8:30 tonight. Martin Starr will interview celebs from the lobby of the Hollywood Theater on Broadway.

## Wightman Cup Contest Is Being Aired by CBS

Fifteenth annual Wightman Cup tennis contest, Aug. 20-21, will be aired by CBS with Ted Husing at the mike. The programs also will be short-waved.

An exclusive preview program, including stars of both teams, will be broadcast by CBS at 6:15-6:30 p.m. Aug. 18.

### Albert E. Short Dead

Chicago — Albert E. Short, NBC studio orchestra conductor and former production man, died yesterday following a sunstroke last week at Lake Geneva, Wis. Short also operated a theatrical production agency with Will Harris.

### Services for Lou Ancker

Funeral services will be held tomorrow at Arlington Cemetery, Philadelphia, for Lou Ancker, radio and stage actor and program director, who died a few days ago at his home here after a long illness. Ancker, whose wife, Anice Ives, has a radio program on WMCA, had done radio work in Philadelphia before coming to NBC here last year. He was 50 years old. The body will be cremated.

### Van Cronkhite Staff Adds

Chicago—Recent personnel additions at Van Cronkhite Associates Inc. include Forrest Johnston, former president of Pacific Air Industries and more recently account executive with Pettinger & LaGrange agency. Indianapolis, who takes over direction of the foreign language station rep division, replacing George Roesler, who sold out to John Van Cronkhite, and Sam Knott, who joined as managing editor of VCA news room. Staff now numbers 21.

### WATL News Service

Atlanta—Manager Maurice C. Coleman of WATL launches a new and improved News Service on Sept. 15, presenting news on the hour every hour throughout the day and night. Sponsors are now being signed, with no talent charged on deals closed before Sept. 15.

### Two More Wed at WSYR

Syracuse, N. Y.—The love-bug is doing a landoffice business at WSYR this summer. Pete Krug, announcer, and Aaron Beckwith, salesman, became entries 5 and 6 in the marriage derby when they took their vows over the week-end.

### CBS Signs WFBL Singer

Syracuse—Claire Herman, who has been singing over WFBL off and on for six years, was signed by CBS following an audition. Network will give her a new name.

## COMING and GOING

AL PEARCE and his gang will leave Hollywood for New York on Sept. 10, according to Fanchon & Marco. Troupe will make personal appearances during the eastern trek. First Ford broadcast from New York will be aired Sept. 28.

H. LEN GAHAGAN, now on a concert tour abroad, is due back shortly to start a series for General Mills.

RALPH ATLAS, head of WJJD and WIND, Chicago, is on a motor trip to Yellowstone Park.

JOHN SCHULTZ of Fanchon & Marco left yesterday for Hollywood, where he will attend to some business for the next two weeks.

RAYMOND PAIGE, after a week's sojourn in New York discussing his new program with the agency and sponsor, leaves for Hollywood today.

W. C. GARTLAND, sales manager for Star Radio Programs, has returned from Winchester, Conn.

MORT WATTERS, network director of the West Virginia net, arrived in New York early this week on business.

E. F. SCOTT, president of Scott Radio Laboratories in Chicago, is back from a trip to London.

ROLAND YOUNG sails today for Europe aboard the Queen Mary.

VERNON A. MOORE, sales manager of General Motors Co., arrives today with his family aboard the Southern Cross.

FRANCIS T. ROWELL, official of Swift & Co., arrives on the Southern Cross today.

HARRY LEEDY of the Rockwell-O'Keefe office returned from Hollywood early this week.

HARRY BOERSMA, baritone of WREC, Memphis, is in town on both vacation and a look-around.

BILL STUHLER, radio director of Young & Rubicam Inc., has returned to his desk after a month's vacation at East Hampton.

FRANKLIN M. DOOLITTLE, executive of WDRC, Hartford, was in and out of town yesterday.

BEN ROCKE is back on the job after two weeks' rest at Bethlehem, N. H.

SID SCHWARTZ of WNEW leaves Aug. 16 for two-week vacash, spending one week on cruise to Nova Scotia.

JONATHAN D. PIERCE, president of Bermingham, Castleman & Pierce, sails today on the Queen Mary for England.

## Tillamook Cream Ass'n Signs on Coast Network

Tillamook County Creamery Association, Tillamook, Ore., (Cheese) has signed a 14 week contract with NBC for a Friday, 10-10:15 a.m. (PST) series to begin Sept. 17. Show will be aired over the five NBC-Red Pacific stations. No title or talent selected yet. Botsford, Constantine & Gardner Inc., Portland, Ore., has the account.

## Cardinet Renews on Coast

Cardinet Candy Co., Oakland, Cal., has renewed the "Night Editor" program on 10 NBC-Red Pacific and Mountain stations. Program featuring dramatizations by Harold Burdick is aired Sundays, 9:15-9:30 p.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

"Wheaties Champions of Harmony"

## KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

First in local accounts  
in Chicago

## WGES

(In the heart of Chicago)



## WLW LINE MAKES DEAL WITH CHICAGO STATIONS

(Continued from Page 1)

two daytime strips, a Sunday afternoon one-hour show, a Saturday afternoon football schedule and several other smaller accounts.

Strong possibility that the WLW Line will be put through to this city long before Sept. 15. Additional accounts being worked on by Trans-American may start the new WLW Line extension off on a consistent basis.

Move by WLW in coming into Chicago gives room for speculation as to its future plans with other network affiliations.

## Lever Bros. Reserves Another CBS Half-Hour

(Continued from Page 1)

CBS exclusively. A daytime half-hour, five days a week, the "Lux Radio Theater" hour and the two above shows make up the schedule. Ruthrauff & Ryan handle all periods except the "Lux Radio Theater," which is serviced by J. Walter Thompson Co.

## Balk at U. S. Music Cuts Iturbi Off Air

(Continued from Page 1)

that Iturbi might substitute numbers on which there was no clearance.

Newspaper interviewers later quoted Iturbi as saying that American music was "cheap." Works of Victor Herbert, George Gershwin and Jerome Kern were part of the program.

Lucy Monroe, soloist with Jan Peerce on the concert, took an opposite view, defending native works.

## Gets "Porgy and Bess" As Radio Presentation

(Continued from Page 1)

in the air version, which will consist of a series of 13 half-hour shows.

Before he died recently, Gershwin collaborated on the first script of the radio series.

## Elinore Sherry Booked

Elinore Sherry, opens at the Metropolitan theater, Boston, on Aug. 19 as the first Mutual network artist to go into vaude, booked by WOR Artists Bureau.

**RALPH KIRBERY**  
"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## NEW PROGRAMS—IDEAS

### Farm Program

Of intense interest to rural listeners is the WOWO (Fort Wayne) feature, titled "The Purdue Agricultural Program" heard at 1 p.m. CDST on Mondays and Thursdays. It is under the direction of H. V. Kimmell, county agent for Allen County. Better methods of farming is the goal toward which the program aspires. In order to formulate and present these methods he has the facilities of Purdue University's laboratories, farm clubs throughout the County, and the farmers' own discoveries at his disposal.

On the last Thursday of each month, this broadcast period is given over to the ladies' clubs of the County—thus it becomes a sort of home economic discussion.

This "Purdue Agricultural Program" has proven so popular that an extra period a week is being assigned to it—on Wednesday noon, to be handled by two other counties.

### Women's Radio Edition

KFRU, Columbia, Mo., has inaugurated a new series titled "The Women's Radio Edition." The new show, heard five times a week, 2-2:15 afternoons, is split by Beth Barkley on beauty and style, and Jane Bradford on personalities in the woman's world.

"The Missouri Sportsman," five-minute commentary three times a week at 7:55 p.m., giving a condensed version of the findings of the State Game & Fish Commission, along with private opinions by one of the best-known hunters in the state, is entering its third week and being well received by outdoor enthusiasts.

### Disk Interviews for Night Airing

WSIX, Nashville, is now presenting its sidewalk interview program in an unusual manner. This broadcast, known as the "Voices of Nashville," has been aired daily at 1 o'clock. Now the program is being recorded at the same hour from the regular location in front of the Princess Theater, but not put on the air until 7 o'clock the same night. This is giving the people interviewed on various questions an opportunity to hear themselves.

### Kids on Mythical Tours

Norah Adamson, conducting "Aunt Patty's Gang," children's program, over WSPR, Springfield, Mass., began a new series when she started her "gang" on a "World Tour." Each

## Station List Approved By Sherwin-Williams

(Continued from Page 1)

advertising agents, are: Iowa network, Yankee network, WOR, WBen, WGY, KDKA, WFBR, WBT, WJAX, WLS, WGAR, WJR, WFBM, WCCO, WFAA, KMOX, KMBC, WCKY, WSB, KTRC, WTMJ and WFIL.

Saturday a.m. the group goes to a different country. The first program took the group down New York Harbor. They pointed out the most interesting spots, not from a historical standpoint—but from a standpoint of interest to the kids. They have visited the International Exposition at Paris, and are soon to go to Scotland. Miss Adamson is assisted in the presentation by Ed Tacy, chief announcer.

### Mythical Travel Tour

Listeners to WJBK, Detroit, will learn all about their state in a new program titled "Tom MacClure's Michigan Travel Tours." Tom MacClure, Conservation Engineer, and Joe Karmann, chairman of the Michigan division of Isaak Walton League of America, are going on a mythical hunting, fishing and camping tour and plan to cover the entire state of Michigan during the next 52 weeks. The idea is to take listeners right along with them. The entire trip will be true in every detail, because Tom MacClure, former Michigan Conservation officer, has practically covered every mile of this state's sporting lure.

### Explain School Operation

The operation of Raleigh public schools will be carefully explained in detail in a new series of weekly programs broadcast over WPTF every Tuesday evening at 7:45 o'clock, with Superintendent of Schools, Claude Gaddy in charge of arrangements. It will be the purpose of Gaddy and those officials who assist him to relate to parents and the public in general topics concerning school management and activities. Problems affecting teacher and pupil will be discussed, as well as plans for the approaching months, whereby closer cooperation between classroom and home will be attained.

### "Football Souvenirs"

Moss Bakery of Durham has contracted with WDNC to sponsor over its facilities football souvenir programs preceding each football game to be broadcast by the station. The programs will feature 15-minute periods of football songs and marches and will be transcribed presentations with local color and interest being added by the WDNC announcer. The complete Duke University football schedule has been contracted for sponsorship by Atlantic Refining. Consequently, the Moss Bakery football souvenir programs will precede Duke games.

## Radio News Ass'n Meets Sept. 10-12 in Chicago

(Continued from Page 1)

John Van Cronkhite, ARNEW president, and majority of meetings will be open to all interested persons. Convention program committee consists of Jack Harris, WSM; Beckley Smith, WJAS; Al Hollender, WJJD-WIND, and Ken McClure, WOAI.

## INDIVIDUAL PARLEYS BY AFM ON ET ISSUE

(Continued from Page 1)

able to get some better terms when they meet the AFM again.

Although ET manufacturers are conferring among themselves and have held several meetings as to method of procedure, they are also advising their station subscribers to drop into the AFM headquarters in New York and lay their respective cases before the officials. While President Joseph N. Weber and other officials are listening to the broadcasters who have dropped in, the radio men report no definite progress beyond the fact that they are going through the same general talking to that the others received at the Executive Board meetings. The networks are likewise requesting and advising the individual broadcasters to talk to Weber, et al.

President Weber told RADIO DAILY that no contracts or agreements will be entered into between the AFM and any individual organization or broadcasters until after Sept. 16.

Position of the NAB is not to present a united front nor set up a committee, but have the AFM deal individually with the broadcaster members. Also a possibility that broadcasters may decide to call the AFM on its strike threat and see if it isn't a bluff.

## Basic Red Network Bought by Energine

(Continued from Page 1)

No stooges will be used, nor actors giving impersonations.

Production will be handled by Publicity Associates in cooperation with Richard A. Porter of the Stack-Goble agency's New York office.

## Another Name Mentioned For FCC Chairman Post

Washington Bureau, RADIO DAILY

Washington—Radio circles here are considering with interest the possible switch by President Roosevelt of Judge Ewin Davis, now chairman of Federal Trade Commission, as a possibility for the post left vacant by Anning S. Prall, late chairman of Federal Communications Commission.

Davis is a trust buster and fought Warren Harding's move for a merchant marine subsidy and waged the first legislative battle against the big radio companies and monopoly of the industry.

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit



## NEW BUSINESS

Signed by Stations

### Boston

WBZ: Sun Royal Co., Frankfort, Ind., through Caldwell Baker Co., Indianapolis; International Harvester, through Aubrey, Moore & Wallace, Chicago; Ralston Purina Co., through Gardner Adv'g Co., St. Louis; Graham-Paige Motors, through J. Walter Thompson, Chicago.

WNAC: Foster Canning Co., Brooklyn (Dr. Olding pet ration), also on 14 other Yankee net stations, through Nathan Feist Agency, N. Y.; American Cereal Co., Clinton, Mass. Wheat-abix), also on 12 other Yankee stations, through H. B. Humphreys Co., Boston; Anderson Co., Gary, Ind. (Sleetmaster windshield wiper), through Schwab & Beatty Inc., N. Y.

WAAB: Hecker's Products, also seven other Colonial net stations, through Erwin-Wasey & Co., N. Y.; Duart Sales Co., San Francisco (cosmetics), through Mutual.

### WIRE, Indianapolis

Bristol-Myers (Ipana, Sal Hepatica), new Fred Allen show starting in Oct.; Gruen, Sheila Barrett show starting in Oct.; Wander Co. (Ovaltine) "Orphan Annie"; "True Story Court of Human Relations," Sept. 3; Marion Talley, Sept. 26.

### Gen. Foods on WEEL

General Foods for Jell-O ice cream powder on Monday started sponsorship of a quarter-hour daytime program on WEEL, Boston. Series features Marguery Mills. Young & Rubicam Inc. placed the account.

### New Station Call Letters

St. Cloud, Minn.—Times Publishing Co. was recently assigned the call letters KFAM for its new station here.

### Networks May Air N. J. Fair

Negotiations are under way where-by events of special interest at the New Jersey State Fair, Sept. 26-Oct. 2, will be aired over national networks as well as local stations in New York and New Jersey. Bert Nevins, who has been appointed publicity director of the fair, is at present attempting to get lines from CBS, NBC, Mutual and WNEW into grounds for pick-ups. Complete radio coverage of the fair will be announced at a later date.



● ● ● A couple "heat-wave" stories: . . . When the story appeared here that Gruen watches would take to the air in the fall via NBC, Arde Bulova, head of a competing concern, phoned Don Shaw, exec at McCann-Erickson, agency for Gruen, and asked Shaw if the story was so . . . Don confirmed our report and added the time to be used by the sponsor. . . . Bulova, who uses spot announcements around the clock giving the time of day via both nets, did the most unusual thing. According to his contract, Bulova could've had the Gruen show sign-off weekly—and a second later, the wordslinger would give "The time by courtesy of Bulova," etc.—thus confusing the listener. Instead, Bulova phoned NBC and CANCELLED his announcements for one hour on either side of the Gruen airing!

● ● ● Bill Pope, sports announcer for WESG, Elmira, unwittingly turned in a fire alarm during one of his recent airings of a baseball game. . . . A spectator's auto caught fire outside the ball park. Pope made mention of it during his description, resulting in three fire companies responding before the regular alarm could be sent in. . . . NBC signed Lucille and Lanny after their build-up at WNEW and immediately had the pair interviewed by the extensive press dept. and photo-ed by Ray Johnson at NBC. . . . With these methods employed the kids went out and subscribed to a clipping bureau after which they sat back and waited for "clips" . . . Yesterday the first one arrived. It was a picture planted in the "Daily Forward" a Jewish paper—and they can't even read the caption! . . . Before each foreign language show on WJBK, Detroit, this announcement is made: "In an attempt to serve a cross-section of metropolitan Detroit, we now present—" and then nationality is mentioned. The station now has a Jewish, Hungarian, German, Italian, Greek, Ukrainian, Arabic, Russian, Polish, Lithuanian—and also an all-colored show!

● ● ● This, we indorse, as the best story of the decade. . . . Because of its startling nature, the place and name of the second party must remain a secret. . . . Joe Rines was driving along last week en route to visit some friends. He was stopped for speeding and inasmuch as his car bore "Mass." license plates, the cop asked when he was going back home. . . . Joe, hoping to appeal to the officer's sympathy, said the following day. "Too bad that you'll have to come back next week to answer this ticket" . . . Joe, after some clever wordslinging, handed the cop a fin to settle the matter. . . . Before pulling away, the motorcycle cop noticed Joe's new sun glasses, put on the market this year by Du Pont. He inquired Joe about them and was told the whole story. "You know," said the officer, pointing to his own, "these glasses are tiresome wearing them all day. What did those cost you?" . . . Joe said a dollar and added as a gag, "I'll sell them to you" . . . With this, the cop took out the fin just received from Joe, handed it to Rines, who gave the cop FOUR DOLLARS CHANGE—and then drove away!

● ● ● Beverly Freedland of the Three Harmonics and Curley Mahr of the Landt Trio were married yesterday in the heat. . . . Another hook-up slated for Saturday is Carolyn Wolfenstein, pencil-pusher for John Schultz of Fanchon and Marco, to Fred Lippman. . . . Night before last Eddie Lambert of Sam Fox Music and Whitney Rimes of American Airlines entered the hotel room of Lambert, and much to their consternation found the place occupied by a BAT with a 14 inch wingspread. . . . After heaving packages of orchestrations at it, Rimes finally connected one which hit the head. . . . Later, officials at the Zoo supplied the info that it was a rare brown bat. . . . This, we suppose, was to have eased the boys' pains! . . . Eddie Garr was being heckled by a femme patron at the Riviera the other night. In the hope of quieting her, Garr yelled from the stage to a waiter. "Better give her a 'mickey'" . . . To which came this reply: "O.K. I'll take him" as she went for MICKEY Alpert!

## ORCHESTRAS MUSIC

JOSEF CHERNIAVSKY takes over the baton of the "Music By" series over WOR next Tuesday at 8-8:30 p.m. He also will be heard the following week, Aug. 24.

King Kolomoku and His Royal Hawaiians are making quite a hit on the Tim and Irene program sponsored by Nozema over WOR-Mutual on Sundays. David Kaonohi, tenor with the aggregation, also has been coring.

Sammy Kaye, whose "swing and sway" melodies are heard several times weekly over the WOR-Mutual network from Jenkinson's Pavilion, Point Pleasant, N. J., is putting the finishing touches on a new tune, entitled "We'll Ride the Tide Together."

"The Concert Hour," a new series of full-hour programs of works of great composers, featuring Helen Traubel, soprano; Rosa Linda, pianist; Benno Rabinoff, violinist, and the NBC Concert Orchestra under the direction of H. Leopold Spitalny, will make its bow over the NBC-Blue Network on Aug. 19 at 9 p.m.. The programs, to be heard weekly thereafter, will consist of compositions by such great composers as Debussy, Rachmaninoff, Rimsky-Korsakoff, and others who are familiar to the average radio listener and music lover.

Bill McCune and his orchestra, currently heard over WOR-Mutual from the Bossert Hotel in Brooklyn, was selected among the first three favorite bands in a poll in Westchester County.

Occupying first place in the contest was Guy Lombardo with 101,626 votes; second place went to McCune with 92,880 ballots, and third to Benny Goodman, swing specialist, with 89,590 ayes.

Sam Fox, president of Hollywood Songs, Inc., has just closed a deal with Keith Prowse & Co. Ltd., London, for the musical score of England's stage success, "Balalaika". Shuberts have acquired the American stage rights, with Broadway opening tentatively set for the Christmas season. Screen rights sold to Paramount.

Ted Lloyd, RADIO DAILY'S "Ol' Scoops Daly," and Lester Lee, vice-president of Artists' Syndicate of America, have placed their second musical composition, titled "Brother Rat," with Lester Santly of Santly Bros.-Joy Music Co. The duet's first number, "I'm Gonna Picket Your Heart," which was placed with Henry Spitzer at Marlo, is the song being worked on at present by that firm.



Greetings from Radio Daily

August 11  
Carl Landt  
Helen Broderick  
Adrian Revere



**PROGRAM REVIEWS**

**"King Lear"**

Fifth in the CBS series of Shakespearean programs was a rather heavy show for such a torrid Monday night. Signal from WABC was very weak, making it necessary to use all the volume available. To this listener it seemed as though the voice of Thomas Mitchell as the mad monarch was not a good microphone voice. Margo turned in an excellent piece of acting as Cordelia, the banished daughter. Radio adaptation was made by Archibald MacLeish with Brewster Morgan directing as usual.

Conway Tearle as the narrator did not sound as good as in previous broadcasts. Jack Smart, an old-timer to New York radio people, had the part of Oswald. Morris Ankrum played the role of Lear's friend.

To those who could hear the show with a good clear signal, program probably was on a par with the previous broadcasts.

**"The Fountain"**

Second presentation of the Eugene O'Neill cycle by NBC on Monday at 9:30-10:30 p.m., drew the less-known and earlier work of the author, "The Fountain." Naturally, it is neither as absorbing nor as strong a piece as some of the O'Neill favorites, and, coupled with an extremely warm evening, the radio offering probably got the worst of it. As a production, however, it was very well done. Ian Keith did ample justice to the leading role, supported by Francesca Bruning in the part of Ponce de Leon's beautiful ward.

Play concerns de Leon's search for the fountain of youth and is not hard to listen to from a rhythmic point of view. It reads well from this angle. Too bad, however, that the play and excellent work of Keith had to be aired on a hot night in August instead of a cool night later in the season. Cast generally did a worthy, conscientious job.

**"The Wise Man"**

Returning to the NBC-Red network at 2:30 p.m. yesterday after an absence of nearly twelve months, bringing his sage remarks in a musical background with Alma Kitchell as soloist.

The talk portion is of the comforting and inspirational variety, with some good common sense and wisdom included, so it is quite absorbing. Miss Kitchell's vocalizing and the work of an instrumental group give the program a suitable setting.

The quarter-hour will be heard regularly on Tuesdays.

**Prominent Local Women**

"We Women," a discussion of the notable women in the city, is a new sustaining feature over WOWO, Fort Wayne, aired for 15 minutes at 7:30 p.m. Fridays, with Jane Vesey, member of a prominent local family, conducting the programs.

★ **PROMOTION** ★

**Market Data from WLBC**

Promotional Department of WLBC, Muncie, Ind., has just sent out a package containing complete market information on Indiana's Third Radio Market. Muncie Chamber of Commerce cooperated with the local station in supplying two brochures. All major advertising agencies in the U. S. received the information.

Establishment of consumer demand and its relationship to WLBC listening habits is part of a survey that is now being conducted by the WLBC Merchandising Department under the direction of Fred "Packhorse" Ayer, merchandising director.

**LOUISVILLE**

Bob Drake of the Jackson Family making plans for WHAS's annual radio day to be held at Fontaine Ferry Park late this month.

Both WHAS and WAVE are carrying a heavy schedule of political speeches.

Singing Sam Raborn now filling daily sustaining spot over WGRC. He formerly aired over KTAT, Fort Worth, under sponsorship of Montgomery-Ward.

Joe Easton, program director, and W. Lee Coulson, commercial manager, both of WHAS, went to New York on business.

Dolly Sullivan, Ruth Chatten and Dudley Musson, all of WHAS, vacationing.

Nate Lord, WAVE general manager, is in New York City on a business trip.

Staff changes at WGRC have shifted Bob McIntosh to sales department and office manager; Biff Carr, program and production manager, with Charlotte Falkner, Sara Lee and Rosalind Brown assisting. Jack Robertson, is a new announcer on the staff.

Arthur Harris, president North Side Broadcasting Co., operators of WGRC, is spending some time in Washington in the interest of his pending application for a regional wave length.

Bill Sherman, WGRC announcer, back on job after eight weeks in New York taking a special course in speech and radio.

Biff Carr, who conducts WGRC's "Curbstone Reporter" sponsored by Kay's Jewelry store, has been appointed state radio chairman for the American Legion.

**WRBL Service**

WRBL, Columbus, Ga., has an educational director whose job is to cooperate with all civic, educational, and religious organizations in Columbus. Nearly every organization in and about Columbus is said to have used WRBL's facilities without obligation.

**Recipe Book**

Martha Laine, directress of WFIL Women's Club of the Air, Philadelphia offers listeners a free book titled "The WFIL Exchange Book." Book represents an exchange of ideas among listeners, made up of all recipes and household time-saving hints submitted during the past year by club members. Contributors get credit mention for their material.

**New Commercial Announcement**

Star Radio Programs Inc. releases a mailing today on a new type of commercial announcement presentation. Four announcements will be tied into a five-minute dramatization and Star will supply stations with three scripts daily, five days a week.

**KANSAS CITY**

Arthur B. Church and Mrs. Church will leave next week with their son and two daughters for a three week vacation on the west coast.

Lou Kemper and Jack Grogan, for the past several years announcers and featured entertainers on the staff of WHB, have resigned to join WDOZ, Chattanooga.

Roy Kearns, KXBY announcer has left for a vacation in Chicago and St. Louis, upon the return of Bruce Robinson, who has been vacationing.

Norm Souther, vice-president of Midland Television, has returned from a three-week business trip to New York, Detroit and Chicago, G. L. (Jerry) Taylor, president, has left with Mrs. Taylor for a week at Colorado Springs.

Four members of WHB's production staff, John Schilling, general manager, Dick Smith, announcer, John Wahlstedt, staff vocalist, and Al Stine, continuity writer, have left for a ten day fishing trip to Basswood Lake, Canada.

The Jubilesta radio committee made up of representatives of all six local stations and headed by Arthur B. Church of KMBC, met last week and presented to the Jubilesta directors a tentative plan for radio advertising of the fall festival which calls for a budget of approximately \$7,500, to be used for 120 programs and 180 announcements to be divided on an equal time basis between WDAF, KMBC, WHB, KCMO, KXBY and KCKN.

KCKN's daily five minute program, "Women in the News," with Virginia Wallace conducting, assumes a new form this week with the voice of Ruth Royal, station musical director, being heard wherever a direct quotation is used.

**ST. LOUIS**

Richard O'Brien and Dave Caughlan have joined the KSD sales staff.

Bill Durney, director of public relations at WIL, and Bart Slattery, the station's publicist, were guests on a preview flight of the American Airlines' new 21-passenger Fleet airliner.

**AGENCIES**

J. WALTER THOMPSON CO. is handling the increased Universal Pictures advertising and exploitation campaign, opening with release of "A Hundred Men and a Girl," in which Deanna Durbin appears.

MOORE & HAMM INC. has been appointed by Merit Food Co., Hackensack, N. J., to handle advertising of Dianaise (salad dressing).

DICK MARVIN, radio director of J. Walter Thompson agency in Chicago, is motoring east with family on vacation.

KIRBY HAWKES, radio director for Blackett-Sample-Hummert, is back in Chicago after a trip to the West Coast to arrange for the new Helen Gahagan serial for General Mills.

EDWIN A. NICKEL, formerly with Lennen & Mitchell and other firms, has been appointed sales manager of W. P. Woodall Co., mail advertising and selling.

WILLIAM ESTY agency, which is bringing Feenamint back to Mutual network soon, is now working on script show plan, instead of a musical.

**PHILADELPHIA**

Two new shows make their bow on WFIL this week. Allen Franklin, from Tulsa, is featured in "Hollywood High Hat," daily studio gossip. "Golden Rule," on Thursdays, has three classical artists, Florence Irons, mezzo-soprano; Dr. Warren Levers, baritone, and Louis Hershon, piano virtuoso.

Altho the dedication and full completion of WFIL's new studios will not be ready until middle of October, station will begin part-time operation from new site Sept. 1.

James Aull, KYW publicity director, back at his desk and busy at the puff sheets after a New England vacation.

James A. Willard Jr., WIP's Uncle Wip, has ordered a ventriloquist dummy, which will be christened "Oscar" with appropriate ceremonies.

Powers Gouraud is now heard at 11 p.m. on Sundays and 11:10 from Monday to Friday on WCAU for Yellow Cab Co. Larry Vincent has the 11 p.m. spot on other evenings.

In addition to Jan Savitt's Too Hatters, Rhythmaires and Singing Strings, KYW staff talent getting NBC Red solo airings include Arthur Hinett, organ; Carlile and London, piano duo, and Bonnie Stuart, vocalist.

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.





## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 57 in a Series

### WDBO—Orlando, Fla.

580 Kilocycles—1,000 Watts (Increasing to 5,000 Watts about Aug. 25)

**COLONEL GEORGE C. JOHNSTON, President**  
**HAROLD P. DANFORTH, Manager**

WDBO started operating some thirteen and a half years ago, in March, 1924, and the station has expanded steadily in both facilities and service. Its next step in this direction will be the dedication of a new 5,000-watt transmitter, about the end of this month. This follows the installation of new equipment with a 370-foot vertical radiator in January of this year. The radiator is situated in a swamp two and a half miles from the center of Orlando.

Station covers a rich citrus fruit and vegetable farming district, the area shipping annually more than 40 per cent of the total Florida harvest with gross of about 22 million dollars. Living standards in this region are comparatively high. Population is 266,972, with 37,685 radio homes and 131,897 listeners, including 69 per cent urban and 31 per cent rural.

WDBO is a full-time member of CBS. Station also maintains extension studios on a part time basis in Deland, with daily operation planned this fall. Sports and civic activities play an important part in program schedules.

Station has Transradio News service, 78 and 33 1-3 p.m. vertical and lateral transcription equipment and subscribes to WBS library. Paul H. Raymer Co. is its national rep.

## ☆ Programs That Have Made History ☆

No. 22—KPRC's Talks on Stocks.

A RATHER unusual program, and perhaps the only one of its kind in the country, recently passed its 1,500th broadcast over KPRC, the NBC affiliate in Houston.

Claiming to have established some kind of a record in addition to being in the different class, the program presents talks on ethical security trading.

The series is sponsored by Sterling

& Baker, brokers and investment counsellors of Houston, and consists of 1,000 word talks given by Kenneth A. Millican. There has been no break in the daily series since it started on Sept. 12, 1932.

Millican, who has been the commentator throughout, goes on the air each day at 3:15 p.m., and gives closing quotations in addition to his comment.

### BOSTON

E. B. Rideout, WEEI meteorologist, celebrated his twelfth anniversary at that station Saturday.

Walter Moore of the New York NBC press department visiting WBZ while on what seems to be a postman's holiday.

Gordon D. Norris of the WBZ sales staff away for a two weeks' vacation.

Winslow Porter, announcer at WMEX, is in the Eye and Ear Infirmary of the Mass. General Hospital with a mastoid infection. Frank Gillin is filling in.

Jack Brown and his orchestra, who recently returned from Europe, open an engagement at Nautical Gardens at Revere Beach, with an WMEX wire.

Four of the boys at WEEI have gone on vacation. They include George Webster at the transmitter, controlman John Buttrick, Del Castillo, production manager, and Johnny Rushworth, also of production.

Ed Lord has taken over the production assignments while Del Cas-

### SAN ANTONIO

KMAC is now picking up the guest bands via remote control from the Olmos Night Club nightly.

Bill Laurie, KONO chief wordslinger, has returned from a Dallas and Fort Worth vacation.

Jack Mitchell, KTSA sportcaster, is getting first hand fishing information from along the gulf coast line, and relays the info to the fishing fans each weekend.

San Antonio Express is now running Les Ketner's radio column five days weekly.

tillo is vacationing on Cape Cod. Irene Hanify pinch hitting for Del as organist on Neal O'Hara show.

John Shepard 3rd has returned from a vacation trip to Cuba.

Evelyn Towle, secretary to Lew Whitcomb, WEEI publicity chief, sails to New York tomorrow on a vacation trip.

Donald Van Wart, staff pianist at Yankee network, flew to Bermuda on the new Bermuda Clipper. He will return by boat.



FOLLOWING a look-see here, R. Heebner, chief draftsman for CBS, and William Lescave, architect for the new building which the network is erecting, will accompany Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, on a trip to San Francisco to inspect plans for construction work there. They are expected to leave at the end of the week.

Bob Harnack has been promoted to sound effects chief at KEHE.

Bob Longenecker assigned to his first full fledged producer's chore with CBS "Hollywood in Person" last week.

Paul Myers, KFI, headed for northern hideouts with the family in one of those "five rooms and bath" trailers. Bud Evans, Dorothy Graham and Oma Rhodes also basking in the sun somewhere.

Dennis King, Gail Patrick and Charles Brown, have been added to the cast of the CBS "As You Like It", being aired next Monday night.

### Becker Uses Femme Engineer

An unusual stunt was pulled by Bob Becker, who conducts the "Skyways Reporter" program over WAAT by wire from the American Airlines passenger terminal at Newark Airport. A stewardess of that line, Ann Margaret Becker, passed the exam for a commercial radio operator's license, and the same afternoon she replaced Art Beadle, the regular engineer on the broadcast. Miss Becker handled the remote set-up with ease and efficiency, according to Beadle, who hovered over her lest she make a mistake. The program uses three mikes, one which the announcer carries about the field on a 500-foot cord, one in an office for the commercial blurbs, and another for working in the terminal itself. The show has been airing under sponsorship since July 6.

### LINCOLN

Harry Johnson, named the most popular announcer on baseball in the minors last year, has been picked by NBC to chatter the national semi-pro baseball from Wichita, Kas., soon.

It's Lyle "Pops" DeMoss for the second time. The genial program head of KFAB and No. 1 man on the street for Central States Broadcasting Co. string became father last week of his second boy, named Bobby.

For the first time in the history of the State Fair, local studios will have coverage competition. WOW, Omaha, will have lines down.

C. L. MENSER of NBC program department off on a roving vacation in his plane. Howard Keegan handling "First Nighter," during his absence. Barbara Luddy star of "First Nighter," vacationing between Fridays in New York, where she is meeting John W. Gibson, west coast actor friend, who will do a guest turn on Fibber McGee show here Monday when returning west.

Burridge Butler, president of WLS, and J. E. Edwards of Prairie Farmer, motored to Phoenix, Ariz., last week to look after business at KOY.

Glenn Snyder, manager of WLS, vacationing at Mackinac Island.

George Dieffenderfer, formerly with Rambeau agency, and William Dooley, former secretary to Harry Mason Smith, commercial manager of WBBM, are new on the WBBM sales staff.

Virginia Seeds is leaving WLS press department to take up house-keeping. She is the wife of Jack Retting, Evening American reporter.

Dave Rubinoff and Marion Claire will headline Chicagoland Music festival in Soldiers' Field, Aug. 21. Henry Weber will be musical director.

Arthur Stringer left over weekend for Cincinnati where he takes over post of sales promotion for WLW. Wife and family will follow as soon as their Evanston home can be sold or leased. Stringer's latest radio activity here was handling publicity for National Radio Trade show in connection with Radio Manufacturers' convention in June. He formerly handled publicity for the New York and Chicago shows.

Dr. George F. Courier, president of Hammond Calumet Broadcasting Corp., which operates WWAE and the new WHIP which is to open in Hammond around the first of next month, is expected back from European vacation next week. Dr. Courier, like J. Oren (Buck) Weaver, WBBM news editor, is a clergyman.

Whitney J. Clement, former KYW salesman, has joined NBC sales force here taking spot vacated by Mel Wolens who went to WCFL as sales manager.

Frank Black will finish up his vacation which he is spending on his Pennsylvania farm and return here as director of the Carnation Contented hour on Monday, Aug. 23. Roy Shield is pinchperforming.

Mrs. Wendell Hall has joined the Red Headed Music Maker in New York City. Hall winds up on the Gillette show Aug. 29.

Norman Ross has been re-engaged as master of ceremonies of the North Western Railway's suburban hour on through April 1, 1939. Sponsor also took an option for additional year.



☆☆ *San Francisco* ☆☆

NBC taking the count here on remote dance pickups. Once cock of the roost, Mutual-Don Lee pushed them aside to snare the Sir Francis Drake and Mark Hopkins Hotel. CBS took the Fairmont and Palace Hotels leaving National with the El Patio ballroom and three niteries, the Deuville Club, Topsy's Roost and the Bal Tabarin. And it has to share El Patio with KYA.

Charles Runyon, NBC organist, and his bride, the former Lillian Sharp, station hostess, back from honeymoon.

Chief of Police William J. Quinn and NBC writer Dave Drummond both on vacation, so "Murder Will Out" is out at the station till resuming the 19th.

Phoebe Clark, radio actress wife of Claude LaBelle, drama ed. S. F. "News," plays in "Story to Be Whispered" which is world premiered at the Curran Theater Aug. 19.

Walter Sheets, local pianist, has

left to become pianist-conductor of a night club band in Singapore.

George Taylor, vocalist, and Clem Kennedy, pianist, debuted a new KJBS show Sunday.

When Mel Venter leaves "Feminine Fancies" for vacash Aug. 13, Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson will alternately emcee. Chester Smith, ork leader, plans no vacation.

KFRC pipes three quarters of an hour of dance music to the Mutual web Tuesdays and Saturdays. Roger Burke does 15 min. from the Sir Francis Drake Hotel and Nick Stuart gets a half-hour from the Mark Hopkins Hotel.

Agatha Turley, KYA soprano, back from southern Calif. Spots were filled by Edna de Nunzio during her absence.

Reiland Quinn, KYA production mgr., left Sunday on vacation tour of Pacific Coast.

☆☆☆ QUOTES ☆☆☆

MILTON BERLE: "It seems that radio has covered the afternoon and early evening hours with excellent programs. There is very little cause to dispute this fact, for we have a solid week packed with 'ace' entertainment between the supper hours and eleven p.m. But how about those late hours? Seems there are plenty of dialers still tuning in when the networks go to bed. It has been left almost exclusively for independent local stations to fill in this gap; but I think that radio might begin to point for these hours as extra revenue markets."

ZINN ARTHUR: "Styles in music change just as they do in clothes. Most musicians know and appreciate this fact. But just like in clothes the new style is merely last season's sensation redressed with a few more frills, laces, etc. The musicians also realize this fact, but does the public. It seems not, for with every new addition which a band makes towards the interpretation of a song, the public becomes 'taken' with the 'new and distinctive idea' and clamors for all bands to adopt it."

HUGHIE BARRETT: "The time has passed when orchestra leaders can palm off a blend of melody and dissonance on radio audiences and call it swing. Swing must have a recognizable pattern. It must have significance, like any other type of music. It must have shading and inflections. Then it becomes what I prefer to call "swing with a lilt."

MILT HERTH: "The white hot radio music purveyed by Benny Goodman, Tommy Dorsey, Raymond Scott, Bob Crosby and Glen Gray is welding the country into a nation of rapid-fire talkers. It is the opinion

of a group of speech experts I sounded out recently on that subject, who stated that one speaks faster, subconsciously, when listening to fast music—and fast music, hot music, is King of Radio today."

**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.

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

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

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.

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

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 (Australia), Sydney, Australia.

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

April 28-30, 1938: American Ass'n of Advertising Agencies 21st annual meeting, The Homestead, Hot Springs, Va.

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

**WOR**

New York City

"... You are certainly doing a grand job with the news in RADIO DAILY. You are certainly digging up the hot ones from day to day."

*Theodore C. Streibert*  
Vice-President

**WHBF**

Rock Island, Illinois

"... I have been following RADIO DAILY with great interest and I am sure it will prove very valuable to the industry."

*John W. Potter*

**RADIO TECHNIQUE**

New York City

"... RADIO DAILY is a great little paper, and it has a big future ahead of it."

*George Marshall Durante*  
Director

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



## GUEST-ING

MRS. F. BRITTEN AUSTIN, wife of British novelist, on "Let's Talk It Over," Aug. 16 (NBC-Blue, 3:30 p.m.).

FIFI DORSAY and AL BERNIE, on "Broadway Melody Hour," tonight (WHN-WOR, 8 p.m.).

IDA LUPINO, on George Fischer's "Hollywood Whispers," Aug. 14 (Mutual, 10:15 p.m.).

GRACIE BARRIE, on Ben Bernie's American Can program, Aug. 17 (NBC-Blue, 9 p.m.). VIOLA PHILO, same program, Aug. 24. Both set by Herman Bernie.

BUNNY BERIGAN and orchestra, on "Saturday Night Swing Club," Aug. 14 (CBS, 8 p.m.).

JOAN EDWARDS, with Al Roth's orchestra, on "Contrasting Melodies," Aug. 16 (NBC-Blue, 9:30 p.m.).

W. C. HANDY, guest of "FNT," Aug. 13 (WBIL, 2:15 p.m.).

SHAW and LEE, on Al Pearce program, Aug. 17 (CBS, 9 p.m.).

DEL CASINO, on Mark Warnow's "Blue Velvet Music," Aug. 17, 8 p.m.).

JEANNINE MACY, balladist, on "Universal Rhythm," Aug. 15 (CBS, 9 p.m.).

MAUDE RUNYON, contralto, and FREDERIC BAER, baritone, on Columbia Concert Hall, Aug. 17 (CBS, 3:30 p.m.).

JOHN TASKER HOWARD, composer-author, on "Sunday Morning at Aunt Susan's," Aug. 15 (CBS, 9 a.m.).

## NASHVILLE

Jack M. Draughon, co-owner of WSIX, Nashville, spent several days in New York recently.

Jack Howard, president of Scripps-Howard Radio Inc., stopped off here for a business conference with radio station heads. While in Nashville he was a guest of E. B. Stahlman, Jr., official of Nashville Banner.

S. A. Cisler, station director of WSIX, spent the week-end in Memphis.

Frank Fottrell, former salesman on the WSIX sales force, has left the Nashville station to become affiliated with WHBQ, Memphis, in a sales capacity.

## ONE MINUTE INTERVIEW

### OZZIE NELSON

"Probably no phase other than popular music has been influenced more by radio than the dance. Millions of loud speakers throughout the land have trained dancers in the new modes. The public adapts its dance style to the new musical vogues, which radio introduces. I believe this is standardizing social dancing in this country and changing it from past peculiarities of sectionalization. And it might be the beginning of the end for the waltz."

## ★ Coast-to-Coast ★

TELL a kid he can't have candy and he'll stunt his growth trying to get an all day sucker. At least that is the observation of Bob Chase, better known to radio listeners as the skipper. Bob is now serving his eighteenth month as the Skipper of "Dawn Patrol" at WIL, St. Louis. "Dawn Patrol" is an all night affair six nights a week that caters to telegraph and mail requests for favorite platters, and has an audience that is national in scope. The Skipper made the mistake of playing several discs by the late Russ Colombo and Van and Schenk. He was flooded with requests for more of the same. Chase has explained many times that these records are played out as well as out-dated and cannot be replaced because both Colombo and Schenk has passed away. It doesn't work, though; they still want to hear them. Bob has also observed that because of the sudden swing to Hawaiian music, it is necessary to check the WIL vertical radiator each four a.m. to be sure it hasn't sprouted into a palm tree.

*Al Pearce and Birt Fisher, manager of KOMO, Seattle, has been spending some of their vacation time fishing off San Diego.*

"Midnight Matinee," a regular feature on Seattle's KOL schedule from 12 Midnight to 1 a.m. has an audience extending from Alaska to California. This fact is indicated by the fan mail received every day. The program, conducted by Alan Botzer, is made up of transcribed dance music and the latest news flashes. "Midnight Matinee" has been a regular feature over KOL for two years.

*Stanley Altschuler, foreign program director for United Broadcasting Co. stations, WHK-WJAY, Cleveland, is teaching Dick O'Heran, Irish tenor heard on WJAY's Irish Cultural Program, the words of several Jewish songs. Dick is practicing the traditional "Eli-El" and other Jewish tunes for a special show coming up in the near future.*

Muncie, Ind.: "It's A Fact," newest program to hit the airlines, is based on oddities of all nature and is handled by Ottis Roush, chief announcer . . . Combs Blanford, staff announcer, has resigned and goes to WKBV Richmond, Ind., as head of local sales . . . Robert (Bob) Ebert, staff announcer, sporting a West Virginia curlque on his upper lip which is the envy of the station's entire personnel . . . Earl Kirk, auditor, threatening to be bare-faced for the first time in 35 years as a result of Ebert's mustacheo . . . Donald Burton, owner of WLBC, has been supervising all broadcasts from WLBC studios during the Greater Eastern Indiana Muncie Fair . . . Bill Craig, commercial manager, took a hand at announcing during the fair

week . . . Fred "Packhorse" Ayer, merchandising director, had charge of all publicity during the fair week for WLBC . . . Don Russell, local salesman, is now a television fan after seeing the "peep" shows at the fair . . . Francis "Jake" Higgins, special events announcer, interviewed "Blimp" Levy of Boston, 625-pound wrestler . . . Ed Pierre deMiller, news commentator, starts vacation this week.

*Henry Hull in next Monday night's presentation of the Eugene O'Neill play, "Where the Cross is Made," over NBC-Blue network at 9:30-10 p.m., will be supported by Parker Fennelly, Helen Choat and Robert Strauss.*

Ray Howell is slated to be manager of the new Yakima, Wash., station for which Shirley Parker has asked FCC permission.

*WCHS, Charleston, W. Va.: Mortimer C. Watters, network director of the West Virginia Network, whose key station is WCHS, recently became the father of a girl. He is now on a New York trip . . . Gene Ferguson, business manager, is back from a Louisville vacation. While away, Gene, who emceed the weekly "Old Farm Hour" jamboree program, celebrated a birthday.*

WSPD, Toledo: Robert Evans, announcer, was married Sunday in Akron to Irene Osborn, former vocalist with Maury Sherman's orchestra . . . Elsa Clement, lyric soprano, has joined the staff . . . Reta Ray of WSPD, Toledo, has returned from her Texas home and will be heard over the air at 4:30 p.m. each weekday afternoon except Thursday . . . Harold Betts ("Romantic Bachelor") has left for a stay in New York . . . Ruth Landwehr, often heard in sketches from WHIO, Dayton, made her debut with the WSPD Players in "The Ghost of Sioux Creek."

*WESG, Elmira: "Day Dreams," a new live show, has resulted in an abnormal mail reply. Program, by remote from a local theater, features Harry Springer, organist; Edwin Frost, violinist and John Newhouse, reader. It's heard Monday, Wednesday and Friday at 9:15 a.m. . . . Hal Wagner, program director, caught the CBS "Saturday Swing Session" while spending part of his vacation recently in New York . . . Leo Bolly, formerly with WESG and now doing sports for Tydol at WGY, Schenectady, and WFBL, Syracuse, dropped in to pay his former associates a visit while here on vacation.*

KLZ, Denver: Tom McClelland, chief engineer, hopped a plane for a visit with old buddies in his native

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

CBS, New York. CP for high frequency station on 31100, 346000, 376000, 40600 kc., 15 watts, unlimited.

Platt & Platt Inc., Poughkeepsie, N. Y. CP for station on 1310 kc., 100 watts, 250 watts day, unlimited, amended to 1000 kc., 1 kw. day, to local sunset at WHO.

Cadillac Broadcasting Corp., Detroit. CP for station on 1140 kc., 500 watts power, daytime operation.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for high frequency relay station on 38900, 39100, 39300, 39500 kc., 10 watts, unlimited.

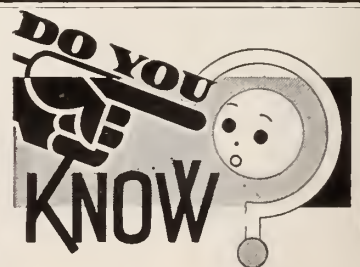
Valley Publishing Co., Harlingen, Tex. CP for station on 1200 kc., 100 watts, 250 watts day, unlimited.

Intermountain Broadcasting Corp., Salt Lake City. CP for high frequency stations on 150000, 200000, 250000 and 300000 kc., 5 watts, unlimited.

Kansas City . . . Bob Jensen, former studio chief engineer, has gone to Chicago as an NBC field man . . . Replacing Jensen at the studio is Ralph Sargent, who finds his transmitter spot occupied by Les Waterman, newcomer . . . Back from a vacation to points west is Henry Riblett to relieve Harvey Wehrman, who will depart for Chicago and Lake Michigan for two weeks . . . Fred C. Mueller, salesman, headed for Oklahoma City for vacation . . . Frank Quinn, commercial manager, back from lower California and points north . . . Bob Bradley is back from a fling on CBS as guest star of "Heinz Magazine" . . . Wes Battersea, production manager, has joined Raymond Keane Agency. Is still heard on his street broadcasts, however, as well as answer man for the "Infallible Pair" . . . Les Weelans returns as musical director after six weeks in Salt Lake City.

*Jack Simpson, former NBC Chicago page, joins the announcing staff of WJDX, Jackson, Miss., on Friday. Simpson is the sixth graduate of the NBC announcer's school, conducted by Everett Mitchell, to be placed in an announcer's post.*

WNEW has invited listeners who really liked the study of Shakespeare in their school days to attend their "Shakespeare a la carte" program. Listeners will choose their favorite passages and read them over the air. Broadcast is heard Saturdays at 8:15-8:45 p.m.



Maestro Ray Block always buys stock in the company for which he is doing a program.