



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 30

NEW YORK, N. Y., THURSDAY, AUGUST 12, 1937

FIVE CENTS

Trend to Bigger Networks

WHN-ARTA CASE HEARD BY BOARD IN WASH'N

Oral argument was heard in Washington on Tuesday before the National Labor Relations Board in the case involving WHN and the ARTA. The hearing is the result of a prior one held in New York before an NLRB examiner, when decision was reserved. Louis K. Sidney, Herbert L. Pettey and Irving Greenfield, attorney, attended the hearing for WHN.

Case involves a jurisdiction argument between the ARTA, a CIO unit, and the American Federation of Labor, with WHN regarded more or less in the middle on the labor situation.

Approve Nominations For Radio Union Board

Actors Equity Ass'n and other groups affiliated and interested in the American Federation of Radio Artists, has approved the nominations for the national board of 40 chosen from the ranks of the various organizations.

It now remains for the International Board meeting of the Association (Continued on Page 3)

Set Dallas Conference On School of the Air

Dallas—Furthering the program for a school of the air in Texas, a radio institute will be held Aug. 16 at the geology building, University of Texas, according to Mrs. J. C. Vanderwoude, State chairman of the radio education (Continued on Page 3)

Catholic Radio Expo

Paris—La Central Catholique de la Radio will hold its first international congress and radio exposition July 15-18 at the Salle du bon Conseil. Catholic prelates from all over the world will be invited to participate. Purpose of the congress is to encourage morality by medium of the airwaves.

Love's Labor Lost

Chicago—After almost a year of auditions, Standard Oil Co. of Indiana has dropped its plans for a radio show this fall.

Reason given for the decision was that no suitable network time on a regional web could be found.

"LUX RADIO THEATER" ADDS CANADA OUTLETS

Lever Bros. has signed CKAC, Montreal, and CFRB, Toronto, for its "Lux Radio Theater" program which resumes on CBS Sept. 13, 9-10 p.m. Network now totals 58 stations. J. Walter Thompson Co. has the account.

Victor Arden's Band For New Chevy Series

Victor Arden's orchestra is understood to be set for the next series of transcriptions in behalf of Chevrolet. Dave Rubinoff and Gus Haenschen made the previous waxings. Campbell-Ewald is the agency.

Dallas Bouts on NBC

A blow-by-blow description of the Pan-American boxing championships will be broadcast from Dallas over the NBC-Blue network at 10-11 p.m. on Saturday. Hal Thompson, well known southwest sports announcer, will report the bouts for NBC.

Senate Body Approves Broadcasting Inquiry

WBRC Boosting Rate On Joining NBC Net

Birmingham—WBRC's new rate when it joins NBC on Jan. 1 will be \$160 per hour. Station is now associated with CBS and the rate is \$150. CBS is dropping WBRC in order that it may take WAPI, in the same town, in which CBS owns a 45 per cent interest.

More Extensive Lists of Stations Being Used by Large Time Buyers on CBS—Night Shows Average 75 Outlets

DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

Negotiations for working out a license agreement for the off-the-air recordings between the Music Publishers Protective Ass'n and the recorders have come to a halt and will be held in abeyance until after the AFM settlement with the ET manufacturers and broadcasters.

The off-the-air recordings concerned are those merely taken down during rehearsals or from a network show for reference and file work.

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ARTA Changes Its Name In Expansion Movement

The American Radio Telegraphists Association, the CIO union, at its national convention being held at the Hotel Edison voted to change its name to American Communications Ass'n. Union plans to launch a drive to enroll telephone workers.

NBC Director Dies

Frederick Strauss of the banking firm of J. & W. Seligman & Co. and a member of the board of directors of NBC, died yesterday.

Trend toward bigger networks, currently and for fall commitments, reaches the unprecedented high average on CBS for nighttime shows of 75 stations, based on 26 shows using 50 or more outlets. Daytime average on seven shows using 50 or more outlets is 61 stations.

Leading the web time buyers in point of a large network is Chevrolet, which starts this fall with 97 stations. Ford Sunday evening "Universal Rhythm" follows up with 95, while Chesterfield is using 94 on both the Wednesday and Friday shows. With changes scheduled on Sept. 11, when the current Ford Sunday night show shifts back to Saturday and the Sunday concerts return, Ford will have two webs of 93 stations each plus the 95-station hookup each week.

Newcomer in Coca Cola fattens the station average with 93 outlets, while Vick Chemical Co., now lining up its stations will definitely use a web well above the 50 station mark. For purposes of striking an average, the Vick show was not included in the figures, but the Gillette Safety Razor show (leaving the end of the month) was used. Several other CBS shows (Continued on Page 7)

Richfield Oil Program May Extend Eastward

Richfield Oil & Gas program starring Olsen and Johnson, now heard on a Pacific Coast NBC network, will probably be extended to the east in October. The agency is Hixson-O'Donnell, Inc., Los Angeles.

Park Service Squawk

Arthur E. Demaray, acting director of the U. S. Department of Interior, National Park Service, has written radio stations asking them to eliminate the use of material in scripts which might prove disparaging to National Parks and monuments. Murder mystery plays have been using the park locales too much for their blood and thunder, says Demaray.

(Continued on Page 3)



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FINANCIAL

(Wednesday, Aug. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/4	170	170 3/8	+ 1/8
CBS A	29 1/4	29	29	- 7/8
Crosley Radio	18 3/4	18 1/2	18 1/2
Gen. Electric	57	56 1/4	56 3/4	+ 1/8
North American	27 1/2	27	27	- 3/8
RCA Common	10 7/8	10 1/2	10 5/8	- 1/8
RCA First Pfd.	71 1/4	70 1/4	70 1/4	- 1 5/8
Stewart Warner	18 5/8	18 1/4	18 3/4
Zenith Radio	37	36 1/2	36 7/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	12 3/4	13 3/4

Minor Wilson Joins NBC

Springfield, Ill.—Minor Wilson, former chief engineer at WCBS here, is now on the staff of NBC at the Chicago studios, WENR and WMAQ. Coming to WCBS from KPRC, Huston, and KXER, Mexico, Wilson was affiliated with the local station for some two years. During that time the station accomplished several technical improvements under his guidance, principal among them being the change from 1210 to 1420 kilocycles, giving the station a clearer channel on which to operate, the installation of the new vertical antenna, and improved high fidelity transmitter.

Don Burichter, second in charge during Wilson's regime, takes over the position of chief engineer at WCBS.

Stanley M. Soule Dead

Twin Falls, Ida.—Stanley M. Soule, 28, radio technician and builder of KTFI here, died recently.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

General Mills Sports Parade

Fox-Fabian Professional Parade

Versatile Staff Solves Music Problems

Danville, Va.—WBTM, local independent station without any network program source, has never depended much on records or transcriptions for its musical programs. For seven years, besides finding and developing good local talent, the station has maintained a staff concert trio and two staff pianists.

The plan under which these professional musicians have been maintained has saved the station a great deal of money. Its violinist, a former theater and symphony orchestra player of wide experience, is a regular staff announcer at WBTM. Its 'cellist, also a former theater and symphony orchestra man, is the station's program manager and chief announcer. One of the staff accompanists does musical duty during the night hours and conducts the various women's programs in the morning hours, selling her own commercials. The other staff pianist—a swell popular singer—does musical duty during the day and is also a very efficient stenographer, typist and clerk.

By adding a few local instrumentalists and singers, the staff group is augmented to a concert ensemble for certain programs. Another of WBTM's staff announcers is a top-notch "crooner" with an exceptionally fine voice and personality. His song programs have a large following.

Under this plan of picking good musicians who can double other duties, WBTM has been able to provide itself with the services of professional musicians without the burden of an over-large staff.

Famous One-Act Plays In Series Over WNYC

To take the place of its anti-war series, "We, the Living," which is going under World Peaceways auspices as a full hour show starting Sept. 2, WNYC will present a series of famous one-act plays, starting with "Chatterton," by Henry Arthur Jones, tomorrow at 8:15-8:45 p.m.

On Friday the WNYC Radio Playhouse Acting Co. will present "The Adding Machine," by Elmer Rice, as the second play in its series of 75-minute dramas, with Ted Cott directing and appearing in the cast, which also includes Jane Hoffman, Joseph Berger, Ruth Travers, David Koser and Arthur Irving.

"Once in a Lifetime," the Kaufman-Hart satire, will be offered Sunday at 12-1 p.m., with Jane Hoffman, Price Burlingame, Ruth Travers, Philip Nadel, Violet Cashwan and Cott again in a dual capacity.

Airing Gold Cup Regatta

The Gold Cup Regatta, speed boat races, will be broadcast over MBS on Sept. 4 at 2-3 p.m. and Sept. 6 at 2:15-2:45 p.m. and 5:30-6 p.m. Steve Douglas and Joe Gentile of CKLW, Detroit-Windsor, will handle the broadcasts.

Radio Set Prices Up

RCA, General Electric and Philco have notified their dealers via telegraph that a boost in receiver prices will be made shortly. Zenith has already announced \$2.50 to \$10 increases on its sets. Increases are necessary to offset the higher production costs, the companies state.

A. J. Drenne to Collect

A. J. Drenne Co., Toronto, will collect the commissions on CKAC and CFRB being added to the CBS International Silver program. Young & Rubicam collects the domestic station commissions.

"Lawrence of Arabia" Readied as Air Series

"Lawrence of Arabia," series of scripts based on a play of this title written in 1935 by Mary K. Brookes, is being considered by a national oil and gasoline account for a network program starting after the World Series baseball games are over, approximately between Oct. 15 and Nov. 1.

Account is desirous of having Ronald Colman do the lead, on live talent show, planned for 26-week run, and so far has been negotiating direct.

"Parade" Temporary Sustainer

Mutual will air the "Passing Parade" with John Nesbitt for four weeks as a sustainer in cooperation with World Peaceways Inc. First show will be heard Sunday at 12 midnight. Show becomes sponsored by Duart Sales on Sept. 12 and will be aired at 8-8:15 p.m.

Bob Burns for Dallas Expo

Dallas—Bob Burns has been engaged for an appearance at the Pan-American Exposition here, tentative dates being Sept. 18-19. Announcement was made by George Preston Marshall, director of the Pan-American Casino, following negotiations with Paramount.

Georgie Price Picks Cast

Georgie Price has engaged Vivian Ruth, blues singer who was with Leo Reisman at one time, and The Key Men, quartet, for the cast of his "Passing Show of the Air," which starts a WOR-Mutual series on Sunday at 7:30-8 p.m. The orchestra will be under the direction of Morton Gould.

Jimmy Blair Married

Walter "Buddy" Blaisdell, known on the air as Jimmy Blair, vocalist on the Packard summer show, was married a few days ago to Mary F. Burnett, who flew to the coast from Malden, Mass.

COMING and GOING

LOUIS K. SIDNEY of Loew's Inc. and WHN went to Washington yesterday to attend the labor hearing before the National Labor Relations Board.

HAL MAKELIN of WIND, Gary, Ind., is in town.

LUCILLE MANNERS is summering at Point Lookout, L. I.

GEORGE SCHOTTLER of Remick leaves tomorrow for a two-week stay in Maine.

CLEM McCARTHY returns to Boston this week-end for another airing of the Constitutional Handicap via NBC-Red. He was there last week for a similar reason.

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston, in New York on business.

JOE RINES left yesterday for Springfield, Mass.

JOHN C. TREACY, assistant script supervisor of Star Radio Programs, arrived back in town yesterday after a Canadian motor trip.

WINI SHAW returned to New York from Saratoga yesterday.

EDDY DUCHIN leaves for Chicago today.

NILES TRAMMELL and FRANK RUSSELL, NBC vice-presidents, are in town.

FRED WEBER, MBS general manager, returned to his office yesterday after Chicago trip.

RAY GORRELL and DELL DELBRIDGE flew in yesterday from Detroit to confer with Charles E. Green, president of CRA.

BILLY SHAW of the CRA office in New York, leaves today for a two-week Southern business tour.

MARTIN GOSCH, who resigned his post as arbiter of radio at Warner Bros. studio to represent several radio names in a business capacity, is en route East by auto and plans to stop over in Chicago for agency confabs.

"Ave Maria" Special Broadcast

"Ave Maria Hour" next Sunday will feature the colorful pageantry of The Feast of The Assumption, in a special outdoor broadcast from the grounds of Graymoor, over WMCA at 6:30-7 p.m. The dramatization will feature the lives of four Saints, and their shrines in Italy, France, Ireland and Mexico. Actors in the drama will wear the costumes of the times and country portrayed.

An augmented choir and symphonietta orchestra under the direction of Alfredo Antonini will provide music, while a cast of radio and Broadway stage notables will be heard and seen in a special script prepared by Harold Warwick. The production will be staged and directed by Charles La Torre, under the supervision of The Rev. Francis Anselm.



Greetings from Radio Daily

August 12

Cecil B. DeMille

Gus Van

Al Goodman

Leonard Joy

Frank Ross

DELAY LICENSE ACTION ON OFF-AIR RECORDINGS

(Continued from Page 1)

Copyright owners wanted Harry Fox, general manager of the MPPA and agent and trustee in collecting transcription music license fees, to establish their property rights in the matter and set a nominal fee for future protective purposes.

Approve Nominations For Radio Union Board

(Continued from Page 1)

ated Actors & Artistes of America to voice final approval. At a meeting this afternoon, the formality of giving the AFRA its charter may or may not come about. AFRA will be on its own once the charter is formally handed over, giving it jurisdiction over the entire radio field.

Set Dallas Conference On School of the Air

(Continued from Page 1)

tion conference. Among the addresses scheduled are "Use of Radio in the San Antonio Schools," by Thomas Portwood, and "Why Radio in the Classroom," by B. H. Darrow, director of the Ohio School of the Air. Examples of broadcasts for the schoolroom will be given.

WBAL Feeds NBC

Baltimore—A broadcast dealing with the construction of flying Clipper Ships, brought directly from the factory of the makers of the famous China Clippers, will be heard over WBAL in an exclusive program from Middle River, Md., today at 2-2:30 p.m. Broadcast will be fed to the NBC-Blue network. Brad Bradley will do the interviewing and the description work.

GUEST-ING

NANCE O'NEILL, LUCY MONROE, CLYDE BARRIE and JOHN HENDRICK, on "Hammerstein Music Hall," Aug. 20 (CBS, 8 p.m.)

DR. HANS KINDLER, conducting Columbia Concert Orchestra, Aug. 19 (8 p.m.)

CORNELIA OTIS SKINNER, on "Sealtest Sunday Night Party," Aug. 15 (NBC-Red, 10 p.m.)

TODD DUNCAN and EVA JESSYE and Her Choir, on Ben Bernie American Can program, Aug. 31 (NBC-Blue, 9 p.m.). GREGORY RATOFF and CONNIE BOSWELL, on same program, first of this series from Hollywood, Sept. 7. Both deals set by Herman Bernie.

KAREN KEMPEL, on the Al Roth show, Aug. 16 (NBC-Blue, 9 p.m.).

MADGE MARLEY, on "Hollywood Show Case," Aug. 21 (CBS, 9:30 p.m.).

NEW PROGRAMS—IDEAS

Midnight Dance Party

One of the most popular sustaining features ever scheduled over WBT, Charlotte, is the "Midnight Dancing Party," which has been on the air little more than a month and has drawn mail and telephone calls, plus telegrams, from nearly every state in the union and Canada, Mexico and Cuba. On one night recently two telephone calls came from points as far apart as Jacksonville, Fla., and Montreal, Canada. Besides these two, there were nine others none of which came from North Carolina.

The appeal of the "Dancing Party" lies in its informality and cordiality and in the friendliness of the announcer who is acting as master of ceremonies. A telephone line has been run into the transcription studio and, as each call comes in, the announcer answers the phone and sometimes holds the receiver close to the microphone, giving the unseen audience a chance to hear what the caller is requesting.

A letter from one who said he listened every night said that he was having a date with his best girl more than a month from the time the letter was dated and would the announcer, please sir, play a very sentimental song for him. It would help him a lot if he would dedicate the song to the girl and tell who requested it, because she seemed to like another fellow better than she did the writer.

The "Dancing Party's" master as yet has no formal title but some have suggested that The Dixie Night Watchman, or the Dixie Bandmaster, would be excellent titles for the gentleman who presides each night.

WOPI "Auction Campaign"

A novel program is the recently initiated WOPI, Bristol, feature known as the "Auction Campaign" W. A. Wilson, vice-president and general manager, reports 24 local concerns have already contracted for eight weeks on this show. Two 15-minute periods are devoted to a Roll Call of the participating firms, in addition to interspersing local news items throughout the broadcasts.

On every Monday, Wednesday and Friday evenings, three quarter-

hour shows are devoted to the actual Auction Sale at which time one article is put up for the highest bidder. After the merits of the product are described, the audience is advised to mail in their bid, with the winner announced on the following auction sale program.

The tie-up is the necessity of the winner to bring in the amount of his bid in Auction money, which he can only obtain from visiting any of the 24 firms sponsoring the auction.

"Trouble Shooters"

"Trouble Shooters," conceived and presented by John K. Moses and Bud Sweeney, of WHKC's continuity staff, whereby listeners are invited to submit "pet peeves," favorite recipes, complaints of all nature, and any other interesting information, is gaining wide popularity among early morning listeners. "Trouble Shooters" also co-operate with Columbus Police Department in warning listeners of faulty street lights, dangerous crossings and other traffic problems.

WBTM Expands Newscasts

WBTM, Danville, Va., long a subscriber to Transradio Press by short-wave, recently installed Transradio Teletype and is now giving its listeners an impressive schedule of newscasts hourly throughout the day and night. These are 5-minute newscasts with the exception of one morning, one noon and one night newscast which are 15-minute periods for resumes. WBTM's listening audience is enthusiastic about this news schedule.

Automobile Auction

Novel and entertaining is an automobile auction broadcast over KFOX, Long Beach, Cal., each Monday, Wednesday and Friday evening. Repossessed cars and overflow stocks which have become a drag on various finance companies are put on the block for the highest bidder. A fast talking auctioneer who puts seven automobiles across the board in fifteen minutes of broadcast makes the program swift moving with many laughs.

kind of trite dialogue and advertising talk that he writes for the other shows, thus continuing the similarity.

"As soon as sponsors realize that the public is hungry for new ideas that can only be supplied by fresh fingers pecking away at the typewriter keys, then, and only then, will radio emerge from the mudhole of mediocrity into which it is slowly settling."—JOHNNY HAUSER.

Similarity of Programs Menaces Radio Popularity

"The greatest menace that radio has to face today, is the sameness of programs. And this is due to the fact that sponsors are afraid to take a chance with a new idea. They have become so set in their ways that in spite of an influx of new ideas daily, the man-who-pays-the-bills usually winds up with an orchestra, a soloist, a guest star and a master of ceremonies. And then, to add insult to the injury already being done the listening audience, the advertising agency handling the account usually assigns a script-writer to that particular show who is already writing four or five other similar shows. And what happens? He gives them the same

SENATE BODY APPROVES BROADCASTING INQUIRY

(Continued from Page 1)

providing for a sweeping radio study and investigation.

RADIO DAILY was advised at Senator Wheeler's office that the committee voted to report the resolution "with very little if any controversy." No expert witnesses were called in to testify, it was said.

The measure provides for an allowance of \$25,000 to be expended by the special probing committee. Number of the investigatory committee will be set at the discretion of Chairman Wheeler when and if the Senate formally passes the measure.

Senator White left the Senate floor in the afternoon to reiterate to RADIO DAILY that he still hopes for senate action on his resolution to permit "summer-fall study" before second session convenes in January. White added he would not press for full Senate vote until early next week, when he will hold a special conference with Chairman Wheeler.

The Senate Committee action seized the radio spotlight on Capitol Hill from the House side, where the Connery resolution has been bottled within the Rules Committee all session despite bombastic speeches by a group of congressmen led by McFarlane of Texas and Wigglesworth of Massachusetts.

A sizeable group of new dealers would prefer that President Roosevelt appoint a "star iron man" to the FCC chairmanship rather than have the Commission undergo a senatorial probing. They point to possible embarrassments due to the Roosevelt family's interest in radio.

Wheeler is recognized as one of the leaders of senate bloc agitating for FCC-radio-newspaper "clean-up."

In event rush of adjournment of Congress forestalls senate action on White resolution this session, the committee report will hold over to the January session.

NAB Managing Director James W. Baldwin declined to comment on the Senate Interstate Commerce Committee action.

Writing for

EAST COAST RADIO FEATURES LIMITED,

Harry S. Miller
Milt Francis
Harry C. Green

Hugh C. Ernst James B. Underwood
President General Manager
BRyant 9-4268-9 71 W. 45th St., N. Y.

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

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St. Hollywood

PROGRAM REVIEWS

"Second Husband"

This show, formerly heard over NBC but now on CBS is the regular tried-and-proven type of script program which the Blackett-Sample-Hummert agency uses for most of the accounts in the house. Story deals with Brenda (Helen Menken), a once-married girl from Montana who comes to New York and marries a rich man named Bryant Cummings (Joseph Curtin). Second episode of new CBS series told of trouble with a dress manufacturer who formerly employed Brenda as a designer plus a woman who was spreading false gossip about the marital life of the Cummings menage.

Menken and Curtin do a good job with the fast moving script. Program is designed to reach the mass population who are in the main good prospects for Bayer aspirin, the product advertised.

Script builds up to a climax and signs off leaving the listener anxious to listen to next week's version. Air Features Inc. produced. Show is heard Tuesdays at 7:30-8 p.m.

SAN FRANCISCO

Bob Stevens, local KPO singer, gets his big chance today on the "Showboat" show, replacing Jack Haley. 'Tis said Meredith Willson, program's maestro, who like Stevens' voice, went to bat for him. It may be permanent, if Bob pleases.

Beryl Cameron is slated to replace Betty Kelly on "Woman's Magazine of the Air," while Betty warbles on KPO and KGO evening shows.

Starting Aug. 24, the Jack Moyles "Silhouettes" will be heard over KSFO, KNX and the full Pacific CBS net.

Bob Roberts, KYA manager, is now an Elk.

Vacationing from KYA are Paul Schulz, chief engineer, and Josephine Avis, program department.

KGChatter: S. H. Patterson, mgr., on a business trip to Colorado Springs, his home town. . . . Bill Grove, chief technician, sitting in as exec. . . . Shirley Shane is back from a Yosemite vacation and has resumed her "Feminine Parade".

KROW Items: Mice nesting in the main power transformer short circuited it Saturday morning putting the station off the air for an hour and 23 minutes. . . . Scott Weakley, prod. mgr., went fishing in his boat Sunday, in San Francisco Bay, fell asleep, found boat on a mudflat and had to wait hours a high tide to lift him off. . . . A 40-voice mixed Negro choir called the "Spiritual Serenaders" debuted Monday night with Marcus Hall, as soloist.

Zella Layne, NBC songstress, leaving the staff to devote all her time to singing with the Ellis Kimball's band at "Topsy's Roost." Also leaving is Dick Newton, pianist and vocalist,



● ● ● Bobby Breen has divorced himself from Eddie Cantor's wing and won't return to the nets with Banjo-eyes! . . . Elmer White has resigned as professional manager for Robbins thus starting the "Big Parade" and will take over the same title for Popular with Murray Wize moving over to the mother-firm, Famous, where Sid Kornheiser becomes general manager. . . . Jack Benny's return date is Oct. 3. . . . Willie Howard with Will Osborne's band and Ed Smalle's "Seven G's" auditioned for a sponsor yesterday. . . . Mary Small with her "Junior Revue" starts as an NBC sustainer the 18th. . . . Gracie Barrie substitutes for Vincent Lopez on the Ben Bernie show. . . . Ray Perkins may not know it but he's to sign this week for transcriptions by N. W. Ayer. . . . Al Shayne walked out of the Pavillon Royal. . . . The NBC wire has been yanked out of the Steel Pier. . . . This is the first of a series of wire-yankings. . . . Sheila Barrett will be the first name to re-open the Boston Mayfair, Sept. 15. . . . Jack Osterman returns to "Hammerstein Music Hall" next month for a repeat within two months. Ralph Wonders asked Jack why he was appearing on the Benny Davis MBS show Sunday. To which Osterman replied: "Just to say 'hello' to 'Margie'!"

● ● ● In spite of the volume of business and correspondence which comes his way as president of KFOX, Long Beach, Cal., Hal Nichols has no desk and no private office. . . . His desk is his lap—his office is whatever section of the studios may be vacant at the moment. . . . Nichols goes on the theory that efficient routine does not necessarily need the pomp and circumstance of upholstered furnishings and placarded walls.

● ● ● Don't tell anyone that we said Casa Loma follows Phil Napoleon into the New Yorker! . . . Raymond Paige will definitely double between Hollywood Hotel duties and baton-wielding on Packard. . . . Nyra Nash is set for a fall show sponsored by a food concern. . . . Blue Birds will be signed by NBC. . . . Lanny Gray of Lucille and Lanny—is a Benedict—secretly! . . . Ruth Denning is at the Mirador. . . . Ray Heatherton goes commercial after Labor Day preceding the Vallee Hour. . . . Jerry Blaine is having his arrangements "streamlined" next week. . . . Mark Warnow is misbehaving with his boat. . . . Ted Hammerstein has developed a great mike personality in his recent airings. . . . What was that private conference at the Rockwell-O'Keefe office the other day?

● ● ● Catching the ball before it bounces seems to be the aim down at WRTD, Richmond, Va., judging from their show last Saturday in which announcer Bob Ehrman interviewed five youths who had just returned from a 8,500 mile trip. . . . Upon hearing that the boys, ranging from 15 to 17 years, had returned in their antiquated station wagon which cost them \$80, WRTD's staff got busy and arranged to have the boys air a description of their experiences during the journey. . . . The idea was conceived and aired within four hours—the show itself occupied a half-hour. . . . The boys told of what happened in Mexico, Los Angeles and Hollywood with one chap saying he was "disappointed in Joan Crawford" . . . Why?

who returns to his home in Reno.

NBC gets the "University Explorer" program exclusively. Formerly Don Lee, it gets three weekly night spots on the Blue net.

Bill Bowen, NBC technician, back at work after a six-month leave of absence caused by ill health.

Sam Dickson is producing "Gloria Gale" serial, now that Michael

Raffeto is with "One Man's Family" in H'wood.

Van Fleming is handling the Martha Meade and Hazel Warner program production.

The Williams Sisters bow off "Carefree Carnival" Satdee, head east immediately. Don Stuart, comedian on same show, gets his two-week offing after tomorrow.

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Sherwin-Williams Co., participations on "For Women Only," five times weekly, 52 weeks, through T. J. Maloney Inc., N. Y.; Bartlett Pear Advisory Board, 14 spot announcements, through J. Walter Thompson Co., San Francisco; The Anderson Co. (Sleetmaster), weather reports, seven days weekly, Oct. 24 to Nov. 27, through Schwab & Beatty Inc., New York.

WNEW, New York

Hoffman Beverages, spots, through BBDO; General Supply Co. (electrical appliances), 52 weeks, through Scheer Adv'g Agency, Newark; Gang & Gang Inc. (furniture), 52 weeks, through Schillin Adv'g Agency; Michaels Credit Dept. Store, 52 weeks, through Schillin.

NEW ORLEANS

Radio row reports Vince Callahan got mad, in a mild Irish way, when a night club entertainer referred to him as "my curly-haired darling."

Lionel Ricau, WWL announcer, has returned to take a vacation from a vacation. Ricau drove to Chicago and New York in a 1931 Chevrolet and got to the Holland Tunnel with no change in his pockets and no one there willing to cash a traveler's check. But trust an announcer to find a way. Beverly Brown of the same station is taking a sailor's holiday by using up the time to make transcriptions intended for elsewhere, and Program Director Jimmie Wilson, with Assistant General Manager Arthur C. Pritchard, are about to take off for two weeks in Florida.

"Fats" Taylor and his orchestra opened at Cotton Club after musicians' union here compromised on the claim it had against a former owner.

AD AGENCIES

WILLIAM H. BENTON, formerly head of Benton & Bowles, who is to join the University of Chicago as vice-president in charge of public relations on Oct. 1, is expected in Chicago next week on his return from a trip to China and the Orient.

ROSS METZGER, radio head of Ruthrauff & Ryan, Chicago, is in Des Moines on radio business.

HOLLY SHIVELY, head of radio promotion department at Lord & Thomas, Chicago, is on a motor vacation.

FULLER, SMITH & ROSS will handle the account of Westinghouse Electric Supply Co., which plans an enlarged campaign this fall in the marketing of its radio sets.

RADIO PERSONALITIES

No. 59 in the Series of Who's Who in the Industry

IN the early days of motion pictures, there was a great demand for the character who could bear marks of conflict; one who could duel to the death with brigands, and yet step front and center as immaculate as a Fifth Avenue beau brummel. That was C. A. McLaughlin, who is now general sales manager of the two United Broadcasting Co. stations in Cleveland—WHK and WJAY.

"Mac." always looking as though he just stepped out of a handbox, has been everywhere and has done almost everything. His activities have carried him into many fields of endeavor, including newspaper, magazine and radio work. He has served in all as originator, leader and first-class salesman.

Born in the little town of Bellfontaine, O., he sang in the first movie theater there; went away to school to be a lawyer; joined the A.E.F. and spent 23 months in France; became a commissioned officer and traveled over every inch of the Western Front; returned to the U. S. and joined the staff of the Indianapolis Star; originated and published a magazine in Cincinnati; then spent five years rounding out his newspaper experience with Scripps-Howard.

Turing salesman, he was advertising and business manager of several newspapers; sold newspapers and typographical equipment throughout the northwest section of the country; entered the advertising agency business in Detroit. Then came two years in the heart of Detroit's big-time radio circles, with "C.A." handling some of the biggest automotive accounts in the business. Two years ago he came to WHK, and that is radio's gain.



Beau brummel with a colorful career.....

ORCHESTRAS - MUSIC

RED NICHOLS and his orchestra yesterday began an engagement at Casino Park Ballroom, near Fort Worth, Tex., airing nightly over WBAP. Herman Waldman's orchestra, which holds the year's attendance record so far at Casino ballroom, will be back at this spot for another engagement in September.

Glenn Lee and his ork replace Carvel Craig by remote over KSL, Salt Lake City, with Lee opening at Starlite Gardens of Hotel Utah.

Newest musical aggregation to hit Southern California air lanes is Stompy Jones and his Swing Bandits who bring orchestral interludes to the KFOX variety show, "Hal Nichols and his School Kids," each Monday evening at 7:30. All under 18 years, these youngsters are sizzling loud-speakers with their unique arrangement of such tunes as "Swamp Fire," "House Hop" and "Night Ride." The ten Bandits are Long Beach high school lads, all members of the Scholarship Society, all with ambitions for further education. They are disciples of the Benny Goodman and Dorsey brothers preachments.

A new Ozzie Nelson broadcast schedule from the Astor Roof is as follows: WABC-CBS on Monday nights at 11 and Saturdays at 11:30. WOR-MBS will carry his music Sunday nights and Thursdays at 12. In addition to Nelson's own vocals, Shirley Lloyd will be featured.

Count Basie will replace Bob Crosby at the Ritz Roof, Boston, tomorrow. The colored band will have a WEEL wire.

The name of the winner of the \$1,000 prize offered by the Lake Placid Foundation for the best submitted chamber music composition will be announced for the first time, and the work itself played, during the NBC Music Guild program on Aug. 26 at 2 p.m. over NBC-Red network. Performance of the work, a quintet for piano and string quartet, will be a world premiere.

Shep Fields leaves New York today to start a week's engagement at the Atlantic City Steel Pier, and returns to New York for a Paramount Theater date starting Sept. 1. Set by MCA.

D'Artega, orchestra leader on the Jell-O show, has now been designated as arranger for all selections sung by Miss Froman on the program. D'Artega, before he became musical director of the Froman-Ross show, orchestrated for such bands as Paul Whiteman, Al Goodman, Rubinoff, Freddie Rich and others.

Herbert Mertz and all the members of his orchestra and string ensemble have left the confines of WJBK, Detroit, for three-week vacations. They return Sept. 1. Fred Fenton, WJBK organist, has also taken leave of absence for three weeks. Jimmy Stevenson, pianist, once again steps into the spot vacated by Ray Dauberger for two weeks. Jimmy will accompany Patti Osborn at 7:45 p.m. every Monday, will play for Uncle Nick's Kiddies Hour every day at 12 noon, and will present his own program on Wed. and Fri. at 7:30 p.m.



Joyous Hearing

for Deafened Ears, with the

CORONATION ACOUSTICON



Weight 1/4 oz.

For 35 years Acousticon's world-wide organization has been working to bring hearing to deafened ears. During that time it has sold more hearing aids than all other firms combined. Now comes our latest and greatest triumph, the Coronation Acousticon.

If you are not hard of hearing, you must know someone who is. Tell this person about this new instrument. It is so small that it is almost invisible when worn—so light the wearer forgets its presence. Yet it brings clear, strain-free hearing at all listening distances. Every Acousticon is personally custom-fitted on the Aurogauge. Consultation and fittings at your home, at our office or at 150 Acousticon agencies throughout the country. Write for new brochure.

DICTOGRAPH



PRODUCTS COMPANY

580 Fifth Avenue

New York, N. Y.



KFWB gets two new musical programs under way this week. "Hits Old and New," with Marion Mansfield, Fred Skinner and Leon Leonard's orchestra, takes the air for the first time Wednesday night, 7-7:30, and "Serenade in the Night" with Rene Williams' orchestra and Verna Osborne, comes on at 8:30 the same evening.

Bob Harmack is now chief sound effects man at KEHE.

"West Coast Church of the Air," Sunday feature of KNX and CBS Pacific Coast net, will present an all-Catholic service August 15, with the St. Brendan's Choir providing music and Rev. W. J. Mulane as principal speaker.

Carol Lofner and his musical organization will be heard on KNX from 11 to 11:30 a.m. Friday and Saturday, Aug. 13-14. Lofner is playing the Pasadena Community Dance this weekend, and at one time rated high in popularity among Western maestros.

KRKD plans removing control rooms, now located on the 13th floor of the Spring Arcade, to third floor studio, consolidating departments and permitting improved technical handling of programs, according to Willis O. Freitag, chief engineer.

Fred Grayton has been made purchasing agent at KNX, succeeding Roy Atchison, resigned.

New programs on KMPC are "Etchings in Song," Mondays at 6:15 p.m. presented by Don Shaw, son of Clarence Shaw, steward of Musicians Union, and "Our Moderns in Song," Thursdays at 6:15, featuring Paul Compton and Bernice Maullen.

Hollenbeck Heights Christian Church has an application pending with FCC for permit to build and operate a station. Asking 100 watts on 1170 kilocycles with unlimited time.

Alen Bode is being credited with producing many novel and weird sound effects necessary to the production of "Black Cat," mystery thriller on KFWB.

Herb Connor, writer of KHJ's "House Undivided," flew to New York to talk with interested sponsors about national release of his brain-child.

Emmy Van Hoff, singer, and Richard Tetley-Kardos pianist, both well known in the concert field, will debut on "New Horizons" over KNX tomorrow.

FCC ACTIVITIES

EXAMINER'S REPORT

WEAN, Yankee Network Inc., Providence, CP for increase in power to 1 kw, night, 5 kw, day L.S., unlimited. Be granted.

APPLICATIONS GRANTED

Columbia Broadcasting System, Wayne, N. J. License to cover old transmitter formerly used in International Broadcast Station W2XE as an auxiliary 5 kw. transmitter.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 58 in a Series.

WATL — Atlanta

1370 Kilocycles—250 Watts

MAURICE C. COLEMAN, Mgr.

DICK PYRON, Production Mgr.

KEN KEESE, Program Director

ESTABLISHED in 1931, WATL, Atlanta, principal city of the Southeast, serves one-third of all the radio homes in Georgia. The station is owned and operated by the Atlanta Broadcasting Co.

Under the guidance of Manager Maurice C. Coleman the station has met with constantly increasing success and, by reason of the service which it extends, enjoys a tremendous following in Atlanta.

In addition to producing local shows, WATL carries rebroadcasts of WLW and WSM features, to round out 18 hours of daily diversified programs from 6 a.m. to 12 midnight on week days and 24 hour service on Sunday.

WATL, as one of the three stations constituting the Georgia Network, recently installed complete equipment of the latest type—Western Electric transmitter, Truscon vertical radiator, RCA and Western Electric speech input—all High Fidelity. Other expansion moves have included recent additions to the staff and the giving of a liberal general bonus to all employees.

Business offices and studios are located in the well-known Henry Grady Building, while the transmitter is ideally situated on the outskirts of Atlanta.

J. J. Devine & Associates is the station's representative, while Adrian James Flanter, New York, acts as promotional counsel.

☆ Programs That Have Made History ☆

No. 23—WNEW's Alan Courtney's "Joymakers"

IN less than two years, Alan Courtney and his daily "Joymakers" program have captured a big part of the morning audience in the Metropolitan area. New York housewives listen to the WNEW "Joymakers" as religiously as they rinse their breakfast dishes. The program has been kept constantly in the 11:30 a.m. to 12:30 p.m. spot almost since its inception.

More than 182,332 listeners have written in to become "Joymakers." Each has received a membership card, entitling him (or more often her) to witness the broadcast. This figure was computed at the last census, taken June 1, 1937. And almost 1,000 persons a week have taken advantage of this offer.

The program is a cheery, informal variety show emceed by Alan Courtney, a clever ad-lib gag man. He jokes and sings and kids with his gang of entertainers, all radio troupers. Courtney handles all the commercials on his show. His is the third major program on WNEW with personalized sales talks. All Courtney's plugs are ad-lib and personify the heart-to-heart manner. In radio nine years, with behind counter, store and house-to-house selling experience, Courtney uses the method and approach of one of his sponsor's own salesmen.

Introduced to the airwaves Oct. 1, 1935, the "Joymakers" have consistently purchased a variety of products. The extensive lists include: automobiles, food, clothing,

jewelry, cough remedies, dog food, proprietary medicines, sunburn remedies, financial services, beauty treatments, electrical appliances, etc. The sponsors have been Harold Motors, Riverbank Canning Co., Howard Co., Alkine Laboratories, Atlas Canning Co., Journal of Living, Dermal Chemical Co., Madison Personal Loan Inc., Antoine Beauty Parlors, Woozy-Woozy Melons, General Supply, etc., etc.

The replies to offers, response to stunts and the follow-through on the part of the "Joymakers", audience is what really made station history. Riverbank Canning Co. offered a picture of Courtney and his Gang to listeners sending in a label from a can of tomato paste. With one announcement a day, since they were on a five-minute participation basis, Riverbank Canning reported that between Jan. 5 and Jan. 19 they received 11,853 labels.

Also, with one announcement, the Journal of Living offered the "Joymakers" for 10 cents a booklet entitled "Seven Day Reducing Diet." Within two weeks 3,160 dimes were received.

The Howard Co. has used the "Joymakers" to sell their clothing and jewelry since April, 1936. When a new Howard store was opened in Elizabeth, N. J., 3,000 card-carrying "Joymakers" attended the opening, as a result of one announcement that Courtney and his Gang would attend. The crowd was so heavy police were called to clear the streets so



JOE KIRTH, Notre Dame All American tackle of 1930, is new on the sales staff of WJJD. He comes from WHBF, Rock Island, where he has been selling.

Hal Makelim, sales manager of WIND, is in New York on business.

Joe DuMond, creator of Josh Higgins of Finchville series, will be a house guest of Gov. Nelson G. Kraschel of Iowa at Des Moines on Saturday.

John Van Cronkhite of Van Cronkhite Associates is on a business trip to Detroit.

Franz Pfau, NBC staff pianist, has been signed for a series of Alka Seltzer Barn Dance broadcasts relieving John Brown.

Durward Kirby, NBC announcer, in Escanaba, Mich., to report the finals of world's birling (log rolling) tournament next Sunday.

Alex Robb, assistant manager NBC Artists Service, is back at work after being out a month, result of accident in railroad wreck.

Harry Kopf, NBC salesman, and Charles Phelps of N. Y. Office, are vacationing for the second season together in Europe.

Attilio Baggiore, tenor who recently appeared on Chase & Sanborn program, has been signed by WGN-Mutual to an exclusive three year radio contract. He will continue to do concerts under NBC Artists Service bureau.

that the trolley and bus lines could operate.

Antoine operated two large beauty parlors when he began advertising on the WNEW "Joymakers" program. Since his first venture with the Courtney show he has opened two additional stores. The stores report that their worst week brought 700 "Joymakers" for beauty treatments.

Last September Courtney was induced to make personal appearances in a local movie house in West New York, N. J. The theater, never equipped for stage presentations, usually showed double features. To accommodate four and five stage shows a day, the theater only showed one feature for those two days. Nevertheless, Courtney and his Gang of "Joymakers" broke all existing box office records for five years.

A unique merchandising feature of the "Joymakers Club" is the Research Committee. Courtney has set up a board of 48 "Joymakers" who meet in tri-monthly sessions. They act for the betterment of the program and approve the various products which are sold on the hour show. Their okay means the backing of 182,332 other members, including 60 per cent housewives.

CBS DAYTIME SHOWS

(Using 50 or More Stations)

	No. of Stations
Colgate-Palmolive-Peet (Supersuds)	57
H. J. Heinz Co. (57 Varieties)	58
Lever Bros. Co. (Rinso)	63
Lever Bros. Co. (Spry)	51
American Tobacco Co. (Lucky Strikes)	89
Pontiac Motor Co. (Pontiac Cars)	56
Pet Milk Sales Corp. (Irradiated Pet Milk)	54

CBS NIGHTTIME SHOWS

(Using 50 or More Stations)

Chevrolet Motor Co. (Chevrolet Cars)	97
Ford Motor Co. (Ford—Lincoln—Lincoln Zephyrs)	
Sunday night	95
Tuesday night	93
Saturday night	93
Liggett & Myers Tobacco Co. (Chesterfields)	
Monday through Saturday	69
Wednesday and Friday	94
American Tobacco Co. (Lucky Strikes)	89
Chrysler Corp. (Autos)	83
Coca Cola Co.	91
General Foods Corp. (Swansdown Flour—Calumet Baking Powder)	77
Gillette Safety Razor Co. (Razors—Blades)	91
Gulf Refining Co. (Oil and Gas)	59
Vick Chemical Co. (Cold Remedies) Buying in excess of 50 stations
Texas Co. (Oil and Gas)	88
Philco Radio & Tel. Corp. (Radios)	58
Lever Bros. Co. (Lux)	58
Lever Bros. Co. (Rinso-Lifebuoy Soap)	57
R. J. Reynolds Tobacco Co. (Camel Cigarettes)	79
Campbell Soup Co. (Tomato Juice) Wednesday	67
Campbell Soup Co. (Soups—Beans) Friday	67
Colgate-Palmolive-Peet Co. (Palmolive Soap)	65
Colgate-Palmolive-Peet Co. (Shaving Cream)	56
Colgate-Palmolive-Peet Co. (Dental Powder)	56
Pet Milk Sales Corp. (Pet Milk)	51
Phillip Morris & Co. Ltd. (Cigarettes)	53
Nash-Kelvinator Corp. (Kel. Refrigerators)	66

**Advertisers Are Using
Bigger Number of Stations**

(Continued from Page 1)

signed for fall have not selected their web although it is understood they plan to buy in excess of 50 outlets. Under the wire on the 50-station mark are such accounts as U. S. Tobacco with 49 stations; Wrigley Co., 49, and Stewart-Warner with 47.

**Women's Musical Scope
Is Now Much Enlarged**

"Radio has emphasized more than ever the fact that young women interested in music as a means of creative expression restrict themselves to one of three mediums of study—piano, violin and voice.

"Doubtless many of them were attracted to other orchestral instruments, but too often have been discouraged by family and friends who assured them, due to a casual prejudice, that they would have too little opportunity.

"I would suggest to those young women who prefer the intricacies of

Del Casino Busy

Del Casino, CBS singing star, returns to home ground next Monday, when he starts a new sustaining series on WABC-CBS at 5:30. The following evening at 8 he will be heard as guest star of the Mark Warnow program and on Wednesday evening he starts the first of his 10:30 broadcasts. Meanwhile, Casino will still be heard as the singing star of the Sunday night "Rippling Rhythm" show on WJZ-NBC Blue.

orchestral studies other than the conventional Big Three, that opportunity is increasingly open for the girl with unusual talent who is able to play tuba, trombone, drums or any of the numerous other band-instruments usually played by men.

"The advent of television will certainly bring about an unprecedented demand for feminine artists who are trained for all types of instrumental work.

"It's hardly necessary to point out that, although audiences are eager to listen to any group of talented players, they would be expected to find a studio full of charming women especially easy on the eyes."

—PHIL SPITALNY.

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

WMBH

Joplin, Missouri

"... We find RADIO DAILY very interesting and very helpful."

Robert W. Friedheim

Assistant Manager.

KCMO

Kansas City, Missouri

"... RADIO DAILY fills a need in the industry and we want to compliment you not only on the variety of news it contains, but also on the way this news is handled."

A. F. Schlieker

Manager.

RUDY VALLEE

New York City

"... We have needed a daily radio newspaper for a long time, and you are doing a grand job. I hope RADIO DAILY will have a tremendous subscription."

Rudy Vallee

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

PROMOTION

"Man-on-Street" Prizes

The "Man-on-the-Street" broadcast at WBTM in Danville, Va., presents two prize awards weekly. One prize, a gift of furniture, is given by the sponsor, Schewel Furniture Co. of Danville, to the winner of the best question sent in weekly. A cash prize is given weekly by WBTM to the lucky person whose name is drawn from a box during the broadcast. Names are those of all people sending in questions each week for use on the program. To get the cash award the winner must write a letter and mail it within 24 hours to WBTM stating that he heard his name announced as the winner. The mail volume on this program is almost overwhelming, and is the sponsor tickled!

Viewpoints

Urges College Courses In Radio Comedy Writing

"There should be courses started by colleges or the broadcasting chains to train writers in the art of radio comedy. In spite of the tremendous amount of junk perpetrated on the programs—and I plead guilty to being responsible for some of it—there is an art or definite technique to comedy program construction which must be learned. It is exceedingly difficult for the beginner to break in, so a prospective writer, no matter what his talent, has little chance to learn the trade. A practical course could be initiated in charge of some comedy writer or production man, with lectures once in a while by some of our more articulate comics such as Fred Allen. After all there are college courses in scenario writing and play writing.

"I think radio comedy writers should be better paid. I make out well enough myself, but not all of us get what we're entitled to. A writer should be sufficiently paid so that he can concentrate on one pro-

ONE MINUTE INTERVIEW

MITZI GREEN

"Radio hasn't encouraged juvenile actors very much. For some reason a young actor or actress has not nearly the opportunities on the air that a singer or musician has. Maybe I'm too young to know why, but it just doesn't seem right. It's hard enough for a youngster who aspires to the stage or screen. Radio is needed for a helping hand, just as it has already helped Don Ameche—but very few others."

★ Coast-to-Coast ★

FRANK J. KITCH, who has been connected with Transradio, also with WSPR and WMAS, Springfield, Mass., as news and sports announcer, is at present playing professional baseball in Canada and having a very successful season. Kitch plans to return to work for Transradio in October and may also return to do a daily sports show at WSPR in the fall.

Roland Bayeur, once employed as announcer at CKAC, Montreal, also Windsor, Ont., and WWJ, Detroit, is now chief announcer at CHLT, Sherbrooke, Quebec.

Ray Edwards, whose "Sheriff and His Posse", hillbilly show, was aired last year over WSPR and WMAS, Springfield, Mass., is now located at Sawyerville, Quebec, doing a weekly spot over CHLT.

KSL, Salt Lake City: Gene Halliday has been made music director.... Irma Bittner is now in charge of public relations department.... Ramp-ton Barlow, baritone, leaves soon for a Hollywood fling.... Lowell Hicks, vibratone artist, and Bernice Horsely were married recently.... Sears-Roebuck is conducting an August promotional campaign direct from local store with six quarter hours weekly.... Union Pacific R.R. again picked KSL for coverage of the Sun Valley Rodeo on Aug. 14-15.

WSFA, Montgomery, Ala.: Howard E. Pill, secretary and general manager, has been elected president of the Montgomery Rotary Club. Bill Hunt of the commercial staff is back from Florida vacation.

"The Braggart", an original radio drama by Leon Ware, with Les Tremayne and Barbara Luddy in the

gram and not have to spread his efforts on two or three, therefore being able to do his best on none. Sponsors recognize the importance of material in every way but a financial one. In this racket there is no artistic compensation. The reward has to be in terms of money.

"Sponsor interference should be kept down to a minimum. There are a few sponsors, thank heaven, who have sufficient confidence in their writers and production men to leave them more or less alone. But a great many sponsors insist on injecting elements which appeal to the sponsor alone, and bore the audience. The writer, being on pay roll, must comply or lose the program. A competent, established comedy writer and his comedian (comedians reverse that order) should have full sway on what comedy elements go into a program."

—MORT LEWIS.

starring roles, will be presented during Campana's "First Nighter" broadcast of Aug. 20, at 10 p.m. over the NBC-Red network.

Irene Rich will renew a former radio alliance when she appears with Henry Hunter as her leading man in the new weekly dramatic series to be broadcast from the NBC Hollywood studios beginning Sunday at 9:45 p.m. EDST over the NBC-Blue network. Hunter, under his birth name of Arthur Jacobsen, was a featured actor opposite Miss Rich more than a year ago when he was a member of the NBC dramatic staff in Chicago. Leaving Chicago for Hollywood, Hunter has steadily increased in motion picture prominence.

Arthur J. Mosby, manager of KGVO, Missoula, Mont., spends his weekends at a dude ranch camp, which has become increasingly popular in that section, owing to frequent visits by the movie stars.

WOPI, Bristol, Va.-Tenn., broadcasts its Saturday Afternoon Matinee and Saturday Night Jamboree from its Radiatorium, which seats over 350 people. Shows are so popular that tickets of admission are sold.

Radio is for J. W. Woodruff Sr.—owner of Georgia stations in Columbus, Atlanta, and Albany — another facet in his active civic and charitable movements, and the promotion of Warm Springs Foundation.

Academy of Motion Picture Arts & Sciences, Hollywood, plans to line up radio actors for listing in its Players Directory Bulletin, which is issued for the guidance of studios, players, etc. Jack H. S. Fuld, New York representative, will contact networks in the east.

Lewis Charles, WOV-WBIL announcer, will celebrate three years as a radio announcer on Aug. 14.

Jimmy Murray, long a prominent sports personality around Pittsburgh, with the able assistance of Norman Twigger will microphone the season's activities of the Pitt Panthers football games this fall. In a mass audition held several days ago, Twigger and Murray were selected to describe the play by play activities. Games are sponsored by Atlantic Refining.

Ina West Banks, member of WBZA Players, Springfield, was married Saturday to James Spencer White Jr.

Jean Parker, sister of the network and movie star, Frank Parker, is

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-Engineers (Australia), Sydney, Australia.

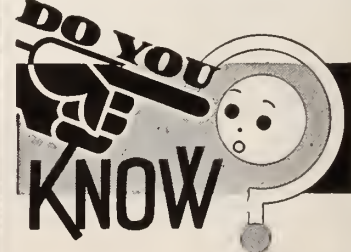
April 20-30: National Electrical and Radio Exposition, Grand Central Palace, New York.

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

being featured four times a week on WOV's "Good Morning Revue." Jean is heard on Mondays, Wednesdays, Fridays and Sundays at 11 a.m. Pat Rossi, popular supper club vocalist, is co-featured the same days. The program is also carried by WRAX, Philadelphia.

WFBR, Baltimore, is putting on a 15-minute review of the week news program at 10 p.m. Sundays, handled by Bob Hurleigh. A similar Sunday morning program is being aired by WBAL with Jerry Lee Pecht in charge.

DO YOU KNOW



KNOW

"Pepper Young's Family" cast (Marion Barney, Jack Roseleigh, Betty Wragge and Curtis Arnall) have been working together for four years.