



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 31

NEW YORK, N. Y., FRIDAY, AUGUST 13, 1937

FIVE CENTS

Gov't Looks Cold on Ascap Suit

ONE-HOUR OAKIE SHOW IS RESUMING SEPT. 28

Jack Oakie returns Sept. 28 as head of the "Jack Oakie College" for Camel cigarettes over CBS at 9:30-10:30 p.m. on Tuesdays. The program, being piloted through the summer by Benny Goodman as a half-hour, again becomes a full hour on Oakie's return, with the first half originating on the coast, and the second half switching to Goodman in New York.

Chrysler Again Sponsors Football Series on WOR

Chrysler Corp., Dodge division, will again sponsor the eight games to be played by the New York Giants professional football outfit starting Oct. 3, broadcast over WOR at 2:15 p.m. with a minimum of two hours on the air for each show. The play-by-play (Continued on Page 3)

Himber Studebaker Show On NBC-Blue Next Month

Richard Himber and his orchestra will again be heard over the NBC-Blue network in a half-hour spot under the sponsorship of Studebaker. Program will start sometime next month. Last season sponsor used the Monday 10-10:30 p.m. on the Blue network. Roche, Williams & Cunningham Inc., Chicago, has the account.

Havrilla Leaving NBC

Alois Havrilla, one of the topnotch announcers, is resigning from NBC to free-lance, RADIO DAILY learns. Havrilla also has done commentating for movie shorts.

Exclusive Ork

Sammy Kaye doesn't often hire new musicians for his ork. His aggregation still includes six boys who went to school with him. But when a replacement is necessary, applicants are required to fill out a questionnaire, which must prove satisfactory to all members of the band before the newcomer is taken in.

Start Tele Unit

Boston—Construction has begun on a modern 441-line definition cathode ray television transmitter, the first of its type in New England. This equipment is being installed at the Massachusetts Television Institute under the direction of Robert E. Rutherford, formerly director of television research for Farnsworth Television Inc. of Philadelphia.

SQUAWK TO NOTRE DAME AGAINST WLW TACTICS

Several protests have been lodged with athletic authorities at Notre Dame, charging WLW, Cincinnati, with corner cutting in connection with proposed broadcasts before, after and during Notre Dame football games. Notre Dame this year is prohibiting commercial sponsorship of games. Now the story is current that WLW Line proposes to sell a football show immediately before, after and during halves of game.

Amer. Bird Products New Mutual Program

American Bird Products (bird food) on Oct. 10 starts a weekly program over Mutual at 11:45-12 noon Sundays. Show, titled "Canary Chorus," will be heard on WGN, KFEL, WJAY and WHKC.

Cantor Back Sooner

Eddie Cantor, originally expected to return to the Texaco CBS program Sept. 19, is definitely set to resume Sept. 12, in the same Sunday spot at 8:30-9 p.m.

Woodman to NBC in N. Y.; A. E. Nelson in KDKA Post

"The Couple Next Door" Moves to N. Y. in Sept.

Chicago—"The Couple Next Door," which Procter & Gamble has on WGN and WLW, moves to New York next month, due to Harold Vermilyea and Dorothy Gish, headlining in it, having to go east for rehearsals in Broadway shows.

Discouraging Outlook Seen by Radio Men After Washington Once-Over—Would Bow Out for Some Concessions

J. P. FORD-CBS SERIES IS RETURNING SEPT. 14

J. P. Ford Co., Wyandotte, Mich. (cleanser) returns to CBS on Sept. 14, Tuesdays and Thursdays, 2-2:15 p.m., over 14 eastern stations. No talent selected as yet. N. W. Ayer & Son Inc., Philadelphia, placed the account.

Radio Headliners Signed For Michigan State Fair

Detroit—Michigan State Fair will get a real whirl from big name radio orchestras and stars. Wayne King and his band will be in the city for the full ten days of the Fair, Sept. 3-13. Ethel Shutta will also be on hand for the full period. Edgar Bergen and "Charley McCarthy" will fly in for Sept. 5-6, and Ben Bernie and band will be there Sept. 3-4.

Hecker-Mutual Dicker

Hecker Products (Silver Dust) is negotiating with Mutual for a daytime series of four quarter-hour shows weekly. Deal is expected to be signed within the next few days. Batten, Barton, Durstine & Osborn Inc. has the account.

Washington Bureau, RADIO DAILY

Washington—Visiting broadcasters anxious to get the lowdown on the government's attitude on further prosecution of the anti-trust action against Ascap, et al, express the fear that the government is not interested in going ahead with the case and apparently does not see what purpose will be served if it goes through.

Broadcasters state that the unofficial information they have gathered is that the possible resignation of Andrew W. Bennett is desirable to the government faction more or less opposed to the Ascap suit and that Mack Asbell, logical successor to Bennett, is of the opinion that the extra defendants in the action should be let out and that they are merely in to dress up the case and make it look better. Broadcasters, on the other hand, do not exactly agree with Asbell.

In the opinion of the radio men, it would be a better proposition for (Continued on Page 3)

Restrict Commercials At Ohio State Games

Columbus—Ohio State University, which finally let down the bars on the broadcasting of its football games, has, however, strictly limited all stations as far as advertising is concerned, according to WCOL, which will carry the games for Griffin Manufacturing Co.

The University ruling permits only two minutes of advertising before the start of the game, 30 seconds between first and second quarter, one minute and a half between (Continued on Page 3)

Memories of WHAS

Louisville—Credo Harris has published a book, "Microphone Memoirs of the Horse and Buggy Days of Radio", dedicated to R. W. Bingham, owner of WHAS. It tells of the pioneer days of radio, when Harris helped Bingham to install and operate WHAS, then one of the few broadcasting stations in the country.

H. A. Woodman, general manager of KDKA, Pittsburgh, an NBC operated station, on Sept. 1 will assume an unannounced executive post with NBC in New York. A. E. Nelson, general manager of KOA, Denver, another NBC operated station, is being promoted to the KDKA post and Robert H. Owen, KOA chief engineer takes Nelson's present position. (Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

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FINANCIAL

(Thursday, Aug. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 ³ / ₈	170 ¹ / ₈	170 ¹ / ₈	—
CBS A	29	28 ⁵ / ₈	28 ⁵ / ₈	— ³ / ₈
CBS B	28 ³ / ₄	28 ³ / ₄	28 ³ / ₄	— ¹ / ₂
Crosley Radio	19	18 ⁷ / ₈	19	+ ¹ / ₂
Gen. Electric	57 ¹ / ₂	56 ¹ / ₂	57	+ ¹ / ₄
North American	27 ¹ / ₄	26 ³ / ₄	27	—
RCA Common	11 ¹ / ₄	10 ³ / ₄	11 ¹ / ₄	+ ⁵ / ₈
RCA First Pfd.	73	71 ¹ / ₄	73	+2 ³ / ₄
Stewart Warner	18 ³ / ₈	18 ³ / ₈	18 ³ / ₈	—
Zenith Radio	38 ³ / ₈	37 ¹ / ₈	38 ³ / ₈	+1 ¹ / ₂

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ¹ / ₄	16 ¹ / ₄	16 ¹ / ₄	—
Majestic	3 ¹ / ₄	3 ¹ / ₄	3 ¹ / ₄	— ³ / ₈

OVER THE COUNTER

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

Critics Pick Best Film In Final "Movie Pilot"

On tonight's final program in the 13-week "Movie Pilot" series sponsored by the Hudson River Day Line over WEAJ, the best motion picture of the past three months will be selected by Frank Nugent, New York Times film critic; Rose Pelswick, Evening Journal, and Howard Barnes, Herald-Tribune. Warners' "They Won't Forget" is understood to be the film they will choose.

The trio of critics were heard on alternate nights in the three-a-week program, airing their views on current films.

"Amateur Hour" Traveling

WHN "Amateur Hour" under the direction of Jay C. Flippen returns Tuesday to Loew's Valencia Theater, where it will be presented from the stage. Other theater dates set are Loew's Paradise, Aug. 24, and Loew's Ziegfeld, Aug. 31.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE

1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

Radio Union Meeting Postponed

American Federation of Radio Artists postponed its scheduled meeting yesterday with the International Board of the Associated Actors and Artistes of America, until next Monday. The AAAA meet was for the purpose of receiving ratification of the National Board, comprised of chosen members of the various units affiliated in the radio organization movement. Also, it is expected that the 4 A's will be ready Monday to officially deliver to the AFRA its charter giving it jurisdiction over the radio field.

AFRA through a spokesman yesterday stated that its current strength of membership including the Screen Actors Guild, Actors Equity, etc., gave it a possible 700 radio artists or potential ones.

Whitney Made Conductor Of Louisville Symphony Plan Gala Dedication For New KTSA Studios

Chicago—Robert S. Whitney, Director of the Whitney Ensemble of NBC, and Chicago Federal Music Project supervisor, has been appointed conductor of Louisville Symphony Orchestra starting Sept. 1. Whitney has been on the air since 1922, starting with a trio on WMAQ. Other members of ensemble are his four sisters, Noreen, Edith, Edna and Grace. As FMP supervisor he was director of the Illinois Symphony Orchestra.

Radio Club Contests

International Radio Club will conduct a series of Beauty-Talent contests over several of the affiliated stations between Oct. 1 and Nov. 15 to select 24 girls who will participate in the Final Contest at Havana for the title of Queen of the Radio Party. Eighth Annual Convention of the International Radio Club will be held in Havana Dec. 8-12.

Weede With Miss Dragonette

Jessica Dragonette will have Robert Weede, Metropolitan Opera star, playing opposite her in "The Three Musketeers", being presented in two installments over CBS on Aug. 18 and 25 at 9:30 p.m. Weede takes the place of Charles Kullman, who has a Hollywood film commitment but will return to the program later.

Dunham to Address Institute

Dr. Franklin Dunham, NBC educational director, will speak on "Radio and Public Response" before the fifth annual conference of the Institute of Human Relations which is being held under the auspices of the National Conference of Jews and Christians at Williamstown, Mass., Aug. 29-Sept. 3. His talk will occur on the final day.

It's a Boy for Ed Curtin

Edwin P. Curtin, news editor of the NBC press department, Radio City, and Mrs. Curtin are parents of a 9³/₄ pound boy, born yesterday morning at Wadsworth Hospital. It is their first child.

Harlan Read to Audition

Harlan Eugene Read, veteran commentator recently heard on CBS, is auditioning his new program, "The Teller of Tales" at two networks next Monday. He is now vacationing with Mrs. Read in Cape May, N. J.

San Antonio—An elaborate dedication is being planned for the new studios now being built in the Gunter Hotel and expected to be ready about Sept. 15. Plans for the studios were drawn by Chief Engineer William G. Edgerton and embrace the latest improvements including air-conditioning, an audience studio accommodating 150, two other studios, audition room, news and reception rooms, executive offices, etc. H. C. Burke is manager of the station.

WMCA Adds 2 Salesmen

Two new salesmen have been added to the WMCA sales staff:

Al Socolow, formerly connected with the New York American, and Newman Johnston of Barron Collier.

CBS Airing Fair Event

CBS will air the official dedication ceremonies in connection with the opening of the World's Fair "Theme Center" on Monday, 3-3:45 p.m. Jessica Dragonette will open the program by singing "America". She will be followed by Grover Whalen, president of the World's Fair, Governor Lehman, Governor Hoffman, Mayor La Guardia and other dignitaries. At 3:30 p.m. a plane will fly over the group and drop a dedication message direct from President Roosevelt in Washington. A 21-gun salute from Fort Totten will also be a part of the ceremonies. NBC will also cover the event it is understood.

Hill-McCarthy Again on Fight

Clem McCarthy and Edwin C. Hill will join forces once again as announcers of the Tommy Farr-Joe Louis heavyweight championship fight, which will be broadcast from the Yankee Stadium on Aug. 26, exclusively over the combined coast-to-coast Blue and Red-NBC networks under Buick sponsorship.

Lanny Ross Takes Wife West

Boston—Lanny Ross was here early this week to take his wife, who recently underwent an operation at Massachusetts General Hospital, back to California.

New Weekly Series on WBIL

"Copy", consisting of news dramatizations, starts Aug. 17 at 7 p.m. as a new weekly series over WBIL. Ted Cott will write and produce the series, with the Radio Playhouse Acting Company appearing.

COMING and GOING

CHESTER H. MILLER, president of Transcriptions Inc., is prolonging his stay on his farm in Chalfonte, Pa., and won't return to his desk until Monday.

JERRY WALD returns to Hollywood today from New York.

EDDIE WOLPIN returns from his vacation on Monday.

RALPH KIRBERY flew to Philadelphia, Baltimore and Washington the other day in his own plane and is now settled comfortably at his home airport near Paterson, N. J.

JESSIE STOOL of Donaldson, Douglas & Gumble in Chicago, is due in New York next week.

LESTER LEE left early this morning for a motor trip to Canada and parts unknown to be away from the office for a week or two.

HARRY WILDER of WSJR, Syracuse, is in New York on business.

HENNY YOUNGMAN leaves today for Atlantic City to fulfill a personal appearance engagement there.

DICK INGRAM of the CRA office flew to Washington yesterday.

CONNIE BOSWELL planes today to Hollywood for her Campbell's radio vocals.

CLIFF CORBETT, WNEW assistant chief engineer, arrives back in town Aug. 23 from a vacation in Northern Ontario, Canada.

BILL MAGRATH, WNEW production chief, returns Monday from a Cape Cod vacation.

DAVE DRISCOLL, special events announcer at WOR, leaves today for vacation, going to see the home folks in Minnesota. En route he will do a "Let's Visit" broadcast from the Drake Hotel in Chicago on Monday night at 8:30-9.

BILL MALONEY of the WOR commercial publicity department goes on vacation today, dividing the two weeks between the New Jersey coast and New England.

DAVID CASFM, PHOEBE MINK, FRANK SCHIELE and RICHARD SPENCER, all of NBC press department, off on vacations today.

THEODORE H. VAN COTT of O. B. Hanson's office, NBC chief engineer, leaves on his vacation today.

JAMES RICH, musical director for WNEW, is vacationing at Beach Haven, N. J. He reports to the home office that he was successful in luring the Jersey fishes.

CHARLES POOLER of the CBS special events department leaves on a week's vacation today.

RUTH DANNER, secretary to Alfred H. Morton, NBC manager of owned and operated station division, is off on her annual vacation today.

Edward Warren Weeks Dead

Springfield, Mass.—Edward Warren Weeks, radio engineer of the American Bosch Corp., died recently after a long illness.

Mrs. Georgie Price in Cast

Georgie Price will also have the Missus in his "Passing Show of the Air, which debuts over WOR-Mutual at 7:30-8 p.m. Sunday.

' ' AT LAST !

...A medium for meeting casting problems! A search through the pages of The National Radio Register prompts a harried line to recognize suitable talent for shows. Most important, The Register makes it possible to reach them immediately!"

Harry Vonzell
Young and Rubicam

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157

GOVERNMENT LOOKS COLD ON SUIT AGAINST ASCAP

(Continued from Page 1)

them to withdraw their support of the case and in return seek a concession from Ascap. As a result, several well known broadcasters left here ostensibly to visit Ascap officials in New York.

As an organization, the broadcasters, through the NAB, have voted at each annual convention to continue to support the action against Ascap and urge the government to bring the case to a speedy prosecution.

Restrict Commercials At Ohio State Games

(Continued from Page 1)

accounts will be given by Stan Lomax. All games will come from the Polo grounds except the first with the Philadelphia Eagles, which will be played in Philly.

4 Special Sport Events Set on Mutual Network

Mutual yesterday concluded arrangements for the airing of four special sports events. Tomorrow at 7-7:30 p.m., via WGAR, Cleveland, the network will broadcast "The Parade of Champions," presenting champs from various fields including Eleanor Holm, Johnny Weissmuller, Tris Speaker, Johnny Kilbane, One-Eyed Connolly, etc.

Another Cleveland origination, next Monday at 5:30-6, will be the Professional Women's Swimming Championship Meet at the Great Lakes Exposition.

On Sept. 11 the International Lifeboat Races off Fort Hamilton, Brooklyn, will be aired, with Cameron King and Dave Driscoll at the mike, and on Nov. 27 the Army-Navy game will be broadcast from Franklin Field, Philadelphia.

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

Greetings from Radio Daily

August 13

Buddy Rogers Olga Albani
Harry A. Earnshaw Bert Lahr
Mabel Todd

August 14

Abe Lyman Ed J. Herlihy
John Holbrook

August 15

E hel Barrymore Virginia Arnold
Edward Davies Albert Spalding
Major Lenox R. Lohr
Johnny (Phillip Morris)
(Baby) Rose Marie

★ Programs That Have Made History ★

No. 24—WXYZ-Mutual's "The Lone Ranger"

"THE LONE RANGER," Western drama, originating at WXYZ, Detroit, and heard over the coast to coast Mutual network every Monday, Wednesday and Friday at 7:30 p.m. EDST, passed its 700th broadcast a few weeks ago.

Authored by Frank Striker, "The Lone Ranger" started in January, 1933, over WXYZ, where it has continued to be produced three times weekly since. During that time, Striker has written more than 3,000,000 words, or the equivalent of 30 novels of 100,000 words each. He has used over 21,000 pages, and as each actor, director and sound technician had a script of each episode, it is estimated that total pages have run over a half-million. The drama has filled 350 hours of air time. If the sentences

in the scripts were written in one continuous line, they would extend a total distance of more than 65 miles. Striker has used and retired four typewriters in the writing of the series, and consumed 250 typewriter ribbons.

From a wordage and story standpoint, the work entailed in the production of this series represents the lifetime writing of the average prolific fiction writer.

Striker's records show that during the time "The Lone Ranger" has been on the air, he has created and made use of more than 3,500 different radio characters.

Republic Pictures has acquired the radio drama for a 15-episode screen serial, to be released in the season of 1938-39.

NEW PROGRAMS—IDEAS

WSGN's "Ranch House"

"Around the Ranch House," a novel program recently started over WSGN, Birmingham, is garnering quite a bit of favorable comment. The show features cowboy bands, girls' trio, duets, soloists, and a philosopher and narrator, all harmoniously blended together.

WSGN's "All-Colored Amateur Hour," broadcast each week, has been moved to the Frolic Theater, local colored movie house. Audience is judge for the show, which awards cash prizes to winners. Colored listeners are going strong for the show.

Shut-Ins' Opportunity Guild

A program of request music and news directed to physically handicapped men and women is aired weekly by WGES, Chicago under

the title of "Opportunity Guild for Shut-Ins".

Mrs. Malva Andre, founder and organizer, a shut-in herself until a recent operation, tells of the various activities and trades the shut-ins can find joy and also make money from. Poems and letters from the shut-in listeners are read with a different shut-in interviewed each week.

Celebrities of the Past

WEBC, Superior, Wis., has inaugurated a 15-minute program, "Interviews With Celebrities of the Past," aired each Wednesday at 10:15 p.m. Students from the English and radio drama classes of J. Hooker Wright, with Robert Crawford acting as narrator, present the programs. First celebrity brought back, in fancy, was Benjamin Franklin.

WCPO Paris-Trip Contest

WCPO, Cincinnati's News Station, is featuring a thrilling contest called "Stars of the Air." The front window of the WCPO news room window contains a very colorful display; ocean liner, circulars, world globes, etc., all to add a great deal of interest in this unique contest. The rules of the contest are as follows:

1. A picture of a well known radio star appears in the Cincinnati Post radio column daily.
2. To enter the contest, participant cuts out the picture every day and identifies the star on the "name line."
3. At the end of the contest, when the set of 56 pictures is complete, they are sent in all together in a unit, accompanied by a letter of not more than 50 words on "Why I would like to win the trip to Paris."
4. The contest is mentioned on the air over WCPO every day, and all instructions are repeated.
5. The complete set of pictures will be judged for the accuracy of solution and neatness of presentation.

Elaborate sets won't count more than an ordinary neat presentation.

6. The winner will be judged by a committee, of which the radio editor of the Cincinnati Post is chairman. The decision of the judges will be final.

7. The winner will receive an All-Expense Trip to Paris, France, given by WCPO.

8. No employe of WCPO or the Cincinnati Post or any member of their families is eligible to enter this contest.

WCPO has found that a contest over a station of its size "take" exceptionally well, and are a "go-getter" for business.

PROMOTION and PUBLICITY MANAGER

available September 1. Five years' experience with leading network on all phases of promotion, trade publicity. Agency background. Write Box A-105,

RADIO DAILY, 1501 Broadway
New York City

WOODMAN TO NEW YORK; NELSON IN KDKA POST

(Continued from Page 1)

KOA shift become effective on the same date, Sept. 1.

Woodman has been with NBC over five years serving some of his time in the New York office. It is understood that he will be placed in a new post.

Nelson has been manager of KOA since 1934 and was directly responsible for putting the station on a paying basis. KOA and KDKA are both 50,000-watt stations. The former is leased by NBC from General Electric and the latter from Westinghouse.

Chrysler Again Sponsors Football Series on WOR

(Continued from Page 1)

halves, 30 seconds between the third and fourth quarter and two minutes at the close. At no time during the game must advertising compare or connect the university, the game, players, or activities within the stadium with the sponsor's product.

Mary Small's Guests

First guests on "Mary Small's Junior Revue," which starts Aug. 18 at 8:30-9 p.m. over NBC-Blue network with Miss Small as emcee, the Junior Revue Choir and Ben Grauer as announcer, will include Buddy Jones, youthful journalist and author of the popular column, "Laffs in the News;" the Vass Family, singers of unusual songs; Arnold Eidus, 12-year-old violin virtuoso, and Janice Gilbert and Jimmy Donnelly, young dramatic stars, who will be supported in a one-act drama, "Orphans of the Flood," by Jay Jostyn, Linda Carlin and others. Honor guest of the program will be Helen Menken, radio and stage dramatic star. Harry Salter, former conductor of "Your Hit Parade," will be guest conductor, and Norman Cloutier and his orchestra will furnish the music.

Prentice Jr. at WDRC

Sartell Prentice Jr., with "March of Time" for two years writing script and publicity material for both the radio program and the movie, has joined WDRC, Hartford, Conn.

EAST COAST RADIO FEATURES LIMITED,

Complete Radio Productions
Prepared and Produced from
Script to the Air

TALENTED WRITERS
MODERN FACILITIES
EFFICIENT PRODUCTION

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

AGENCIES

M. JULIAN FIELD, formerly with Young & Rubicam has joined the copy staff of Arthur Kudner Inc. Before joining Young & Rubicam, Field had been vice-president at Lennen & Mitchell and for several years was on the executive staff of the Columbia Broadcasting System.

MIKE STIVER, head of the J. Walter Thompson agency in Australia, is in Hollywood for a two-weeks' look around and checkup on available transcription programs suitable for Australasian clients.

KENYON & ECKHARDT is handling the account of Piel Brothers (beer), who have announced that their new advertising budget will be doubled, with radio among mediums being used.

DICK ARMSTRONG, formerly of the New York Herald Tribune, also a radio script writer, has joined the public relations department of Schenley Products Co.

ZIMMER-KELLER, INC., Detroit, has been appointed the agency for a campaign to be launched shortly in behalf of Michigan beer by the Michigan Brewers Association. The plans have not yet been completed, and it is not yet known whether radio will have a part in them. Slogan will be "What Michigan Makes—Makes Michigan."

JOHN L. COBB, formerly advertising and trade promotion manager of the Shell Oil Co. with headquarters in San Francisco, has joined the staff of Arthur Kudner Inc. in an executive capacity. Before going west, Cobb was director of public relations for the Atlantic Coast Line.

BATTEN, BARTON, DURSTINE & OSBORN is the agency for Cosmos Chemical Corp. (Sanovan, odorless household deodorant), which is to be distributed on a national scale this fall.

J. WALTER THOMPSON CO., handling the new \$250,000 campaign of the Washington State Apple Commission, Wenatchee, Wash., will start the drive next month. Radio was used to a large extent last year.

GUEST-ING

DIXIE DUNBAR and VIRGINIA FIELDS, on "Hollywood in Person," Aug. 19 (CBS, 1:45 p.m.)

FAITH BALDWIN, on "Magazine of the Air," Aug. 16 (CBS, 11 a.m.), booked through Dorothy Worthington.

GELETT BURGESS, on Vitalis program, Aug. 16 (WHN, 8:30 p.m.); LUCIUS BEEBE, same program, Aug. 23; DR. WILLIAM E. AUGHIN-BAUGH, same program, Aug. 30; all set by Dorothy Worthington.

DOROTHY BURGESS, FORTUNE GALLO and SAM GRISMAN, on Chamberlain Brown program, Aug. 16 (WMCA, 1:30 p.m.).

BELA BLAU, co-producer of "Having Wonderful Time," on Bide Dudley's Theater Club, tomorrow (WOR-Mutual, 2:45 p.m.).

A. M. SULLIVAN, pioneer in serious poetry over the air, on Norman Corwin's "Poetic License," Aug. 16 (WQXR, 9:30 p.m.).



● ● ● A sponsor and agency are secretly "cooking up" the most radical change in local stations. Idea is to tie up WMCA, WNEW, WINS, WHN, WAAT, etc., for a half-hour and feature one act on this LOCAL hook-up!... J. C. Flippen's contract is up shortly and he won't re-sign. The colonel is set for the balance of the summer Gulf series and may head a fall show for the agency... Archie Fletcher of Joe Morris is in the hospital for observation... Though Jack (Local 802) Rosenberg is on vacation until Monday—he's in town daily doing his chores quietly... Goodman Ace is having theme song trouble... Walter Douglas has obtained fresh money for Donaldson, Douglas & Gumble, thus bringing Jessie Stool in from Chi to head the professional dept... Shari Kaye remains with Woody Herman when they go to the Normandie in Boston with NBC wires... Ted Collins has Henny Youngman under a three-year pact, and the reports that "so-and-so" is handling the comic are false... Kay Thompson and her girl choir have been signed to appear in Ed Wynn's Broadway musical, "Hooray for What!"... Enric Madruguera and his orchestra played dance music consistently for two hours in the dark—when the electrical storm cut the Surfside lights off the other night.

● ● ● The Colonel from Kentucky is in again!... He makes the plaintive plea that if anyone sees a little pig, answering to the name of "Pinky" running around the streets of New York, please phone Col. Jack Major at CBS... Jack recently received a letter from his grandpa saying that his pet pig "Pinky" was lost... Knowing the power of the radio, Col. Major began his broadcast last week by "hawg calling"... The last heard from "Pinky" was when he passed through Louisville headed East... A liberal reward is offered... Today being Friday the Thirteenth, WNEW will stage a "Man on the Street" broadcast with Ted Webb for all-superstitious people which will be sponsored by 20 Grand ciggies... He will air his show from under the ladder of a Newark theater introducing people who will walk under it with him, break mirrors, spill salt or light three of his sponsor's ciggies on one match. Sponsor will supply mirror, salt, ladder and, of course, the cigarets.

● ● ● Chevy auditions Don Voorhees and D'Artega's bands next week with Jane Froman... Harry Horlick and his troupe featuring Frank Parker are under consideration by an auto sponsor... Frank Black returns to his "Contented Hour" Aug. 23... Raymond Paige auditioned with the Marx Brothers (who are just about set for a commercial) but can't take the job because of present commitments... If Tommy Rigg's "voices" click on the Vallee hour—he will become Charlie McCarthy's "love interest" on the Chase & Sanborn show... Yascha Bunchuk will be aired via CBS from the Casino... By the time this reaches print, Patricia Gilmore may have affixed her signature on a Paramount contract—that's how anxious the flickers are for her beauty and talent... The snobs at the Rainbow Room are becoming ordinary. They stand watching the clever piano-pounding of Jack Kelly in Al Donahue's crew.

● ● ● Herman Goodstein, engineer for WNBC, New Britain, Conn., planted a cucumber patch near the station's transmitter in Newington... During the past several days he noticed that the cucumbers were damaged considerably by what appeared to be rats. He then decided to fix the rodents... Herman put up four stakes in each of the four corners of the garden and strung wire from stake to stake after which he sent a charge of 800 volts of electricity from the transmitter house... The other morning Goodstein went over to the patch and found to his amazement no rats—but a six-inch frog—deader than a piece of paper!

PROMOTION

Cardinals Autograph Wheaties

Six members of the famous Gas House Gang of the St. Louis Cardinals were enlisted by General Mills to further the cause of Wheaties in St. Louis. General Mills, the joint sponsor of all baseball broadcasts from Sportsman's Park, through KWK, home of the Browns and the Cardinals, signed Johnny Mize, first baseman; Joe Medwick, left fielder; Lon Warneke, pitcher; Don Guttridge, third baseman; Pepper Martin, outfielder, and Mickey Owen, catcher, for a one time appearance at 12 local grocery stores prominent in the sale of their product, Wheaties.

The players were divided into three groups of two each, and therefore their task of reaching 12 widely separated spots was considerably lightened. They made the Saturday appearances in order to autograph boxes of Wheaties for the youngsters who flocked from far and near to catch the signature of their Cardinal heroes.

Johnny O'Hara, KWK sports announcer who handles the play by play descriptions for the sponsor, was also a very busy man—running from store to store to introduce the players to the kids and the cash customers. Pepper Martin, faithful to his playing position in the Cardinal lineup, worked the outlying districts of East Alton and Granite City, Ill., across the river from metropolitan St. Louis.

Wheaties Baseball Night

Promotion men of KWTO-KGBX, Springfield, Mo., got a better break than they bargained for in sponsoring a recent Wheaties baseball night. They got a huge crowd, admitted with paid admission and Wheaties boxtop. Had banners and a band. Gathered Springfield Cardinals (St. Louis farm) team around the mike to feed First Baseman Buzz Arlitt a bowl of crackling Wheaties. Arlitt told listeners-in he felt "just like a home-run." Stepped to the plate and knocked the ball over the fence for an easy round of the bases. Fans voted a case of Wheaties for the entire team.

Baseball Announcer Contest

Considerable interest has been aroused by the General Mills (Wheaties) baseball announcers' contest. Ty Tyson, vet ballcaster for WWJ, Detroit is stepping away from the mike this week and trading assignments with other baseball announcers. During the week Harry Heilmann of WXYZ, Detroit, Jack Graney of WHK, Cleveland, and Harry Hartman of WCPO, Cincinnati, will be on the WWJ mike in place of Tyson. Tyson and Heilmann, meanwhile, will go to Cleveland and Cincinnati to handle games there.

After all the trading is over, fans are to be asked to vote for the best announcers, as they see them—and hear them.



Presently using KFWB's studio theater for "Show Boat," NBC is reported dicker for further use of the Warner facilities pending construction of the new NBC studios. Net is faced with something of a problem with the coming of fall and several new shows which, like Tyrone Power, are planned to go before an audience.

Danny Danker is back "home" from New York. Mel Venter will vacation from his "Feminine Fancies" chore on KFRC following tonight's broadcast, with the emceeing being done in turn by Bob Bence, Herb Allen, Ben Harkins, Walt Guild and Bill Davidson.

Bert Fiske lays aside his baton long enough to resume his "Piano Paintings" on KFWB, Tuesdays and Thursdays, 1:45-2 p.m.

Ben Byers, formerly of Radio Guide, will handle publicity for "One Man's Family," which, despite all reports to the contrary, has moved to Hollywood to stay. Carleton Morse continues as author-producer.

Elza Schallert has been switched by NBC from former Friday spot to Wednesdays at 6 p.m.

Sandy Barnett, writer on Lux, back from vacation and rarin' to go on the new Lux series.

Tom Luckenbill, program supervisor of all J. Walter Thompson shows, is in town from New York accompanied by the family.

"Bud" Vandover, the Tom of the "Tom, Dick and Harry" trio at KHJ, was married recently at Crown Point, Ind., Chicago's Gretna Green, to Marge De Werth, dancer.

Carlton KaDell will play host to a group of high school classmates now living in Hollywood following Hal Kemp's broadcast tonight.

Forest Lawn will be back on KNX with "Reunion of the States" for 52 weeks starting Oct. 3. Will remote from Hollywood Women's Club and be handled by Edward Lynn and Bill Lawrence.

The Yacht Club Boys; Judy, Ann and Zeke Canova, Betty Grable, Bill Frawley and Ben Blue were among the entertainers who did their stuff before a Mutual mike at the premiere of Paramount's "High, Wide and Handsome" at the Carthay Circle last night. George Fischer and Lynne Overman alternated as emcee, and David Broekman supplied the music for this coast-to-coast Mutual event.

The Walkshow at the Egyptian Ballroom, Ocean Park, is still going strong over KMTR twice daily at 4:15-5 and again between 10:15 and 10:30 p.m. The hardy hoofers have been at it since July 2.

Sandy Roth is "conducting" a "swing concert" with transcriptions over KMTR, Saturdays at 5-6.

Minerva Urecal, nee "Mrs. Pasquali," drew a featured role in "Portia on Trial" at Republic. Thelma Weisser set.

One of radio's most versatile young-

ORCHESTRAS - MUSIC

GEORGE HALL and his Orchestra will begin a series of Friday night broadcasts on WNEW at 8-8:30 tonight. This week marks the eight consecutive year that Hall's orchestra has been heard in the Hotel Taft. His WNEW programs will feature Dolly Dawn and the Dawn Patrol. Hall's musical aggregation has been heard coast-to-coast for the past eight years. They have recorded with all the major companies and have been seen in numerous movie shorts.

Happy Felton, the genial orchestra leader, whose band airs nightly over WCAE, Pittsburgh, was forced to cancel a program suddenly Tuesday night, when Ranny Robertson his sax lead was rushed to the hospital with appendicitis.

Aron Gersnow, flute soloist, who frequently appears with leading New York orchestras, will be guest artist on the "Voice of Firestone" program over the NBC-Red Network, Monday at 8:30 p.m. He is one of several guest musicians appearing on this program in the vacation absence of Margaret Speaks, soprano. Gersnow's solo will be "Caprice Tzigane."

Victor Bay, CBS Shakespeare cycle musical director, will soon publish a folio of the centuries-old tunes he unearthed for the program. Bay has a large collection of the songs.

Mark Warnow has over 500 arrangements of popular and classical tunes in his music library, not only on manuscript form but on records. The Blue Velvet maestro has been recording every one of his programs for years.

Robert Emmet Dolan plans to write songs again in the Fall. Dolan was once under contract to a film studio as a songwriter. Among his outstanding songs is "Little By Little," still heard on the air as Little Jack Little's theme song.

Rudy Vallee and his Connecticut Yankees arrive at Eastwood Park, Detroit, for a week's engagement starting Sunday.

Griff Williams and ork, who close their run at the Trianon, Chicago, today, will probably return to the Aragon-Trianon and WGN this win-

sters, George Wood Jr., has the unique distinction of being starred in several transcription programs which are marketed by his father under the title of Wood Radio Productions. Georgie probably holds the record of having appeared on more sponsored programs than any other 14-year-old entertainer in the business, and the disked series include "Song Spots" and "Hollywood Starlets," the latter being "interviews" with juvenile picture stars, with George as interviewer and commentator.

Julietta Novis, soprano, Paul

ter. Ted Weems enters the Trianon on Aug. 27 with a WGN-Mutual wire. Freddie Martin will be at the Aragon starting Sept. 3 with a Mutual line.

Stan Austin and his orchestra will broadcast via WOR from Donahue's in Mountain View, N. J., beginning the first week in September.

Woody Herman and combine open Aug. 15 at Wildwood, N. J., playing a return engagement. Booked for three weeks by Rockwell-O'Keefe.

George Hall and his ork, playing now at the Hotel Taft, have been set for indefinite period at the St. Nicholas Rink, N. Y., by CRA.

Jackie Coogan and his musical-variety unit, featuring Lila Lee, dated for Aug. 25 at "The Club" in Hagerstown, Md., and booked for ten weeks of one nighters throughout the east by CRA. Arriving in New York, Coogan will dicker with the many radio offers that await him.

Irving Rose and his music set by CRA for night of Oct. 2 at Webster Manor, N. Y.

Lee Shelley and his orchestra return to the Willows in Pittsburgh on Aug. 20 for three weeks, and thereafter on optional periods. Set by Rockwell-O'Keefe.

Jimmy Dorsey will lead his band from the stage of Loew's State Theater for week of Sept. 9. Set by Rockwell-O'Keefe.

Mickey Alpert, whose music supplies the background for the elaborate revue, "Riviera Follies of 1937" at Ben Marden's Riviera, has had his engagement extended for the entire season at the Palisade night club. The Alpert aggregation, which features vocals by Lois Kay and Lou Valera and an occasional song by the bandleader himself, alternates on the reversible bandstand with Val Ernie and his Continentals.

Russ Morgan and his ork have been set by CRA for week of Aug. 15 at Manhattan Beach. Morgan's music will be augmented by part of his radio "Phillip Morris" show in featuring the "Swing Fourteen" chorus, Bernice Parks and Louis Julian.

Keast, baritone, and an original radio drama, "R. F. D.," by James Bloodworth, will be heard with Frederick Stark and his orchestra on tomorrow night's "Ecstasy," which originates at KHJ and goes over the Mutual net.

Two youthful singers headed for stardom, Frank Tavaglione, 20-year-old California community opera singer, and Mona Lowe, well-known West Coast blues singer, will be heard on David Broekman's "Music of the Stars" program over KHJ-Mutual tomorrow.



Jack Holden, recently on WMAQ at 6:30 a.m. for Hooker Paint & Glass Co. as the Old Painter, returns for same sponsor on same station on a three-a-week basis Aug. 16.

Joe Dumond, creator of the Josh Higgins of Finchville broadcasts, will visit Gov. Nels Kraschel of Iowa at Des Moines tomorrow to discuss details of their appearance on the National Farm and Home Hour, Aug. 26.

Ed Allen, WGN announcer, is emcee of the floor show at the Empire Room of the Palmer House featuring the De Marcos and Dick Gasparre's music.

Eddy Duchin, who has been in New York for a fortnight because of the death of his wife following the birth of their son, is back in Chicago to direct his band, which opens today at Chicago Theater. Engagement for this week in Minneapolis was cancelled.

Al Vierra and his Hawaiians have opened in the Glass Hat of the Congress Hotel with an NBC wire.

Don Thornburgh, CBS vice president in Hollywood, due here today to pick up family visiting here. Plans to return west by way of Canada.

Henry Busse's band, at the Chez Paree, will give a half hour concert in Grant Park Band Shell Monday, Aug. 23.

Morey Amsterdam, producer and emcee of the NBC "Night Club," heads the "Broadway Passing Show" at the State Lake starting today.

Virginia Payne, who plays the role of Ma Perkins, is on vacation to New York, Montreal and Quebec.

Lulu Belle and Scotty are flying to Superior, Wis., Sunday for an appearance at the fair there.

Dorothy Barckman, press agent, flying to New York tomorrow on vacation.

Jess Kirkpatrick pinch-hitting for Quin Ryan on his "Marriage License Bureau" broadcasts. Ryan is off next week for an Alaskan vacation.

Lynn Chalmers, balladeer, and Lon Saxon, tenor, are new on WGN's vocal staff. Both were discovered through house auditions.

Ida Bailey Allen Exploitation

Chain letters started as a stunt by Ida Bailey Allen listeners telling people to listen to her daily feature via WHN has grown in scope. Mrs. Allen announces chain letter idea on the air after project was started and other faithful listeners joined in the mailing. Writers tell friends to watch for certain features on the program.

Connolly Sails

A. F. Connolly, vice-president of Dorland International Inc., sails for South America tomorrow to study markets for clients.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

KHJ and KFRC to Get New W. E. Amplifiers

West Coast Bureau, RADIO DAILY

Los Angeles—KHJ, key station of the Don Lee system, and KFRC, San Francisco, are to be equipped with the new Western Electric Type 110-A amplifiers, with delivery permitting installation and functioning by November, it was announced by Lewis Allen Weiss, general manager of the Don Lee chain.

This latest development of the Bell Laboratories is designed to serve a double purpose. Tests have demonstrated that both stations' signals will be vastly improved in their primary areas and noise levels reduced materially in secondary areas, through compression of program peaks without distortion. It is claimed that the new amplifier will compress 3db of program level, equivalent to an increase of 5 to 10 kilowatts in power, or 100 per cent increase in carrier power.

KSFO Tower Completed

San Francisco — KSFO's new 400 foot antenna tower has been completed. The Truscon tower was erected under the direction of Hartzenger & Zane, engineers of New York.

Installation of the W. E. 5,000-watt transmitter is nearing completion, with new plant to be ready for service before Sept. 1. There is also being installed a "ghost engineer," technically known as an automatic peak volume limiter, which will increase signal intensity to equivalent of 10,000 watts.

New Installations

Hartzenger-Zane Co. has completed installing a new 190 ft. tower for WFAS on the roof of the Roger Smith Hotel in White Plains, N. Y.

Firm also has installed a 350-ft. radiator for CBS station KSFO, San Francisco.

Television Delay

Seattle — Delay in commercial television's arrival is due to manufacturers being loath to start making sets because of tremendous capital required and no assurance yet as to who will foot the bill, said Donald K. Lippincott of Farnsworth Television Inc., San Francisco, while vacationing up this way. He predicted that pure sound will never be supplanted.

Station Improvements

Stockton, Cal.—KGDM has applied for CP to install new transmitter, make changes in antenna, increase power from 1 to 5 kw., change frequency from 1100 to 1150 kc., change hours of operation from day to unlimited and move transmitter.

Atlanta—WAGA has applied for license to cover construction permit as modified for new equipment, increase in power and move transmitter and studio.

Kilgore, Tex. — James G. Ulmer, president of KOCA, has applied for license to cover construction permit for equipment changes and increase in power.

Charleston, W. Va.—WCHS has applied for CP to install new transmit-

ter and vertical antenna and move transmitter 5 miles west of Charleston.

Gary, Ind.—WIND has applied for license to cover construction permit as modified, for changes in equipment and increase in power.

Philadelphia—WIP has applied for license to cover construction permit for new transmitter and antenna, and move of transmitter.

Monroe, La. — KMLB has applied for authority to install new automatic frequency control equipment.

Cleveland—WGAR has applied for CP to make changes in equipment.

Long-Distance Contact

Eric Palmer Jr., Brooklyn radio amateur and operator on several expeditions, who recently joined the staff of WQXR, reports a new radio transmission record. Using a homemade low power short wave transmitter under the call letters, W2GRB, a 11,000-mile contact was established with H. Cooper at Gleneig, Adelaide, South Australia. The transmitter, using only seven watts of power and which was designed for portable work, was reported in Australia as being heard, "strong and clear" in spite of its extremely low power.

Radio Tower Ordered

Major Edwin H. Armstrong, radio inventor and professor of electrical engineering at Columbia University, has placed an order with American Bridge Co. for a 600-ft. steel antenna tower.

Structure will be of lattice-work design and will be erected atop the N. J. Palisades to be used as a sending aerial, or a support for an aerial system, in connection with Major Armstrong's development of the "frequency modulation" type of short wave broadcasting.

Harry Grellck Joining NBC

Harry L. Grellck joins the NBC engineering staff on Monday. He was formerly with WOV.

Canada Buys More Battery Sets

Sale of battery receiving sets to Canadian farmers totaled 17,768 for the first six months of this year. This compares with 9,642 sets sold in the similar period of 1936. Increase in farm income is responsible for the uptrend, which also may indicate that a good number of the Canadian farmers are buying their first radio set.

During the month of June more battery sets than alternating current receivers were sold in Canada. The actual figures were 9,150 battery sets to 5,821 a.c. sets.

Koehler's New Job

Glenn Koehler of the University of Wisconsin engineering department has been named consulting radio engineer, on a part time basis by the state-owned stations, WHA and WLBL.

Bixbee Turns Movie Actor

Pittsburgh — Giff Bixbee, WCAE's personable young microphone diagnostician, has been signed to do a series of screen commercials for a number of local movie houses.

441-Line in Germany

Berlin—Three television transmitters for the 441-line pictures are now under construction in Germany. One is being built here, another on the Brocken and the third on the Feldberg.

New KOIL Transmitter Being Dedicated Sept. 13

Omaha — KOIL's new RCA transmitter and vertical radiator will be completed about Aug. 20, but dedication ceremonies will be delayed until the week of Sept. 13.

In charge of dedication ceremonies is a committee composed of John Henry, general manager of Central States Broadcasting Co.; Bob Cunningham, chief announcer; Paul Hamman, advertising manager, and R. Bruce Wallace, publicity chief.

The new transmitter and 310-foot tower are located in Iowa, two miles east of the South Omaha bridge. The new equipment will increase KOIL's daytime power to 5,000 watts, night power remaining at 2,500.

New KOTN Antenna Is Up

Pine Bluff, Ark.—KOTN has just completed erection of a new vertical antenna atop the Simmons National Bank building. The antenna towers more than 300 feet above street level, and is by far the tallest structure in southeast Arkansas, and will be fed by a concentric transmission line.

R. J. Whitworth, chief engineer, was in charge of installation and moving of transmitting and studio equipment.

Reports indicate that KOTN's primary coverage has been more than doubled.

WJBK's New Studios

Detroit — WJBK's new studio is nearing completion. The room will be especially used for the use of Herbert Mertz and his 45 piece concert orchestra. All large dramatic shows which Jerry Fairbanks will direct will also emanate from there.

Station has recently made application for a change in frequency from 1550 kc. to 1515 kc., to assure better coverage with less interference from other stations.

WIND's New Transmitter On

Chicago—The new 350-ft. antenna at WIND's Gary transmitter has been placed in operation. Station now has a three base system which will greatly improve reception of the station throughout the Chicago metropolitan area.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.

WE FURNISH

Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

☆ Program Reviews ☆

Harry Rose in "GOING TO TOWN"

(Sustaining)

WJZ - NBC Blue Network,
Wednesdays, 8:30-9 p.m.

VARIETY SHOW TURNS OUT TO BE A MUCH BETTER MUSICAL PROGRAM.

Bill Wirges' orchestra, Barker instrumental trio, Norsemen quartet and Carol Weyman, guest vocalist, turned in an excellent musical show. Harry Rose, comedian from vaudeville and also a radio emcee, did a rather poor job in the same capacity here. Jokes were unfunny and he was late many times with his lines. As with most programs of this type, Rose needs better material. His delivery is okay.

Show took time to dramatize "Things That Never Happen." How this got by Phil Carlin's office, we would like to know. Show had another supposedly funny-man billed as Congressman Ray Murray in typical vaudeville hokum chatter. George Givot has done this stuff for years and he didn't make the top rung of the radio ladder.

Richard Maxwell

This daily morning CBS tenor-philosopher strikes a pretty consistent average as a dependable dispenser of "Cheer and Comfort". In addition to a pleasing personality and excellent voice, Maxwell has a fine choice of hymns and of course numerous requests are included.

Maxwell is an entertainer with a mission, and his talks between hymns dwell on the less fortunate youth of the day, such as orphan asylum inmates who are released at adolescent age to go out into the world on their own, and the value to the community in helping these young boys and girls either to get jobs or by adopting them.

Herzer and Zayde

A talented team of pianists, Clifford Herzer and Jascha Zayde, provided a sizzling quarter-hour over WQXR at 6:45-7 last night, the highlight being "The Carmen Fantasy", by Abram Chasins. Taken from the Bizet operatic work, the composition as arranged by Chasins is interspersed with a brief touch of mod-

ern music, but never loses the vein of the main theme. The general effect is quite fascinating. This was a repeat of the number, which was requested by listeners following a recent airing.

Preceding the main work, the pianists warmed things up with "Danse Macabre".

Briefly

"Musical Oddities", presented by Alma Lubin with her own comments, illustrated at the piano and by recordings, is an unusual quarter-hour over WQXR on Wednesdays at 5-5:15 p.m. Persons interested in the study of music, particularly will find it entertaining and instructive.

Another recently initiated WQXR musical shot, "Lyric Cameos", at 6:45-7 p.m. on Wednesdays, does a very nice job of combining vocals with verse. John Salters, actor, and Betty Baxendale, lyric soprano, manipulate the lyrical lines and notes in entertaining fashion.

"Hello, Peggy", Drackett Co.'s new serial on NBC-Blue network, got off to a mild start this week, despite a good cast. Program will be evaluated after another hearing or two.

Dick Himber did a snappy stint of conducting on Wednesday night's "Your Hit Parade" over the NBC-Red network. Though the "most popular tunes of the week" routine has sounded a bit monotonous on occasion lately, the last Wednesday program seemed a bit different.

Norman Corwin has developed his "Poetic License" program into quite an interesting affair over WQXR on Monday nights. Selections are better, the readings are more natural, and there has been some enjoyable novelty in recent presentations.

"The Prince of Pilsen", revived by Jessica Dragonette and Charles Kullman over CBS on Wednesday night, was one of the most entertaining of the operetta series being presented by Miss Dragonette. Which is saying a good deal.

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.

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

WORLD BROADCASTING SYSTEM

New York City

"... Your coverage of the Chicago convention entitles you to a five-year subscription. Put me down and send the bill each year."

A. J. Kendrick

Vice-President.

KWTO

Springfield, Missouri

"... RADIO DAILY is a splendidly edited publication, fills a great need in the radio publication field, and, in our opinion, is destined for a very bright future."

John E. Pearson

Promotion Manager.

WNEW

New York City

"... This is one time when, in spending \$5.00 for a subscription to RADIO DAILY, I know I am getting my money's worth. I am sure that RADIO DAILY will be a huge success in filling a real need in this industry of ours."

Martin Block

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

KANSAS CITY

Murillo Scofield, formerly at WDAF, has joined the KCMO announcing staff to fill the place left vacant when Lee Roberts was advanced to program director. Margaret Converse has been added to the staff as receptionist.

Vacationers: C. E. Salzer, chief engineer at First National Television Inc.; Harry Kaufmann, WDAF program director, and Ruth Sullivan, secretary to Ellis Atterbury of KCKN.

H. Dean Fitzer, general manager of WDAF, and Frank Barhydt, WHB publicity chief, have returned to work following brief vacations.

W. H. Webb, vice-president of the J. O. Young Advertising Co., has returned from a business trip to Tulsa.

KCKN has put two new live talent musical shows on the air. One, featuring the voices and stringed music of three Mexican youths, directed by Augustin Zamora, is called the "Rio Grande Serenaders" and is heard on a 30 minute Sunday spot, while the other, featuring a stringed ensemble made up of Evelyn Smith, Jack Brown and Lloyd Shanks, is a quarter hour show known as the "Three Islanders," three times weekly.

M. F. (Chick) Allison, KMBC publicity director, leaves Saturday for a two-week vacation at Great Bend, Kas., with his parents.

"QUOTES"

DONALD K. LIPPINCOTT: "Television will never supplant pure sound. Television must appeal to both the ear and the eye. It must be received in a semi-dark room. It's not possible to mind the baby, sweep the rugs or play bridge while you're listening to a television program."

HI ALEXANDER: "What the radio audience is going to want this Fall in its programs is a new comedy approach to entertainment. The old surefire stuff, while still interesting, has been worn threadbare."

ONE MINUTE INTERVIEW

FRANK MUNN

"Radio is rapidly becoming music's Fountain of Youth. The enjoyment of music is closely associated with memory, and hearing old songs, once loved yet now almost forgotten, opens the dam for a warming flood of haunting recollections that gives the average listener one of his greatest thrills. Today the demand for more and more musical numbers has spurred singers and orchestras to revive familiar melodies of other days, arrange them for the modern listener, and give them the new life they deserve."



Coast-to-Coast



THE story of Ichabod Crane, revived in operetta form under the title of "The Headless Horseman," written by Stephen Vincent Benet with music by Douglas Moore, will be presented Aug. 22 at 8-8:45 p.m. on NBC-Blue Network.

KOMA, Oklahoma City: Raymond S. Ramsey, sports announcer and commentator, leaves shortly for Northwestern University, Evanston, Ill., to take an advance course in football tactics. . . Catherine Cunningham, formerly at KWTO, Springfield, Mo., is a new member of the production department.

Ed Harvey, who recently took up his new duties as program consultant for the New York State Network, gets lonesome now and then for his old WCAE gang.

WCPO, Cincinnati, is auditioning new talent, including musicians, singers, etc.

Al Iosa, engineer at WBRY, Waterbury, is back from Old Orchard, and Dave Helpert, studio director, has departed for parts unknown.

Charlie Wright, program director at WELI, New Haven, is relaxing in Vermont.

Mary Ford, WELI soprano, is now Mrs. Edward Morrissey.

Mrs. Ida Bailey Allen, whose "Homemakers of the Air" is a daily feature on WHN, has almost completed her three act play with a kitchen background. She is going to ask her listeners to name it.

Phyllis Roque, who was named as the "most looked-at" girl in New York, is now singing every Sunday evening via WHN with Don Albert and his orchestra.

Johnny O'Hara, Sportscaster at KWK, St. Louis, who handles all home games of the Cardinals and the Browns, was the honor guest at the Centennial observation of the village of Mascoutah, Ill.

Mary Lou Meyer, Toledo member of "The Smoothies", girl-trio at WWJ, Detroit, was married recently to George W. Thompson.

Jerry Belcher will take his portable microphone into the home of a family of Hollywood extras for an interview during his "Our Neighbors" broadcast Sunday over the NBC-Blue network. The program will be heard at 3:30 p.m. EDST this Sunday only. On the following Sunday, it will return to its regular time 1:30 p.m.

WSGN, Birmingham: James Evans is back from Miami, where he got a

coat of tan, also visited Bill Pennell of WIOD. . . Bob McRaney, production manager and organist, has a new son, named Michael Perry. . . Ira Leslie is the new commercial traffic manager. . . Walter Membrey, traveler and adventurer, has joined the announcing and newscasting staff. . . new short wave relay transmitter WAXD recently granted the station is now doing duty. . . WSGN again gets exclusive broadcast privileges from Alabama State Fair, with elaborate plans for coverage under way. . . All out-of-town games of Birmingham Barons are being aired via wire, with Henry Vance, veteran sports writer, detailing the plays.

The Devore Sisters were unable to appear in last night's "Moon River" program specially designed by WLW as a salute to KGW, Portland, Ore., on the occasion of the dedication of the new 625-foot transmitter at the latter station. Sydney Mason, narrator on "Moon River," and Herschel Luecke, organist, just back from Europe, prepared special dedicatory numbers.

WHN has completed plans with Dr. H. M. Partridge of the radio division of New York University to broadcast

SAN FRANCISCO

Hal Burdick's "Night Editor" has been renewed for another 13 weeks.

George Breece, musical director of KFBK, CRS affiliate in Sacramento, visiting KYA with his wife. They're here on vacation.

The "S. & W. Junior News" show has been extended till Sept. 15 with the sponsors looking around for a different type of vehicle than the dramatic show to fill a morning spot.

Betty Marino, (Mrs. Lloyd Yoder) directed the combined string trios of the Hotels Canterbury, Wilshire-Drake and Maurice at the former hotel's anniversary.

Beryl Cameron, NBC singing star, back from Hollywood screen test.

KGFC, soon to adopt a 24-hour sked, is planning to get a new studio, perhaps in the Furniture Mart or one of the hotels.

People's Baking Co. start "Bill, Mack and Jimmy" on Aug. 16. Disk was waxed in south by Freeman-Lang Co. A flesh commentator will freshen it.

Johnny Wolfe of "Jingletown Gazette" will spend this weekend in Hollywood, coming back Monday.

Kenneth, Spencer, Negro bass leaves Sept. 1 to attend the Eastman School of Music in New York.

a weekly series of dramatizations of famous novels and non-fiction books directly from the Washington Square College of N.Y.U. The program, known as the "N.Y.U. Literary Forum of the Air," will start Oct. 7.

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