



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 32

NEW YORK, N. Y., MONDAY, AUGUST 16, 1937

FIVE CENTS

WOR Signs Guild Terms

NAT'L BISCUIT MAY USE NETWORK ON NBC SERIAL

Chicago—National Biscuit Co. is thinking about expanding its serial, "Dan Harding's Wife," now aired over WMAQ locally and on a sustaining basis over NBC, to network proportions in the fall. Show is written by Ken Robinson, NBC continuity editor here. Handled by McCann-Erickson.

19 More Stations Sign Disked Bakery Serial

The following 19 stations have been added to the list which will broadcast "The Freshest Thing In Town," transcribed radio serial, this fall: WWNC, Asheville, N. C.; WSB, Atlanta; KRNT, Des Moines; WFBR, Baltimore; KFEL, Denver; KIEM, Eureka, Cal.; WHBF, Moline, Ill.; WJIM, Lansing; KROC, Rochester, Minn.; WBRE, Wilkes-Barre; WKBN, Youngstown; WFIL, Philadelphia; KSOO, Sioux Falls, S. D.; WEAU.

(Continued on Page 6)

Detroit Outlaws Devices Interfering With Radio

Detroit.—Machines or apparatus interfering with radio broadcasts, short or long wave, are outlawed under a city ordinance just put into effect. Interference will be determined by police department experts, who will or-

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F. & F. Laboratories Serial

Chicago — F. & F. Laboratories (cough drops) is going for a new serial titled "Jenny Peabody." May be both transcription and split network. Through Blackett-Sample-Hummert.

Burps on Air

New Orleans — Spaghetti went on the air over WWL the other day through the courtesy of a Vieux Carre Italian restaurant which tossed a spaghetti eating contest. Entrants had to eat a pound first to qualify, and WWL put the contest on the air with the announcer particularly worried how to get the sound effects on the air and keep the burps out.

WWJ Celebration

Detroit — In celebration of its seventeenth anniversary next Friday evening, WWJ is staging a special program in its studios at 9:30 p.m.

Invitations to the formal affair have been sent out by William J. Scripps, manager of the station.

WWJ is one of the three oldest stations in the country.

P. & G. TRYING SERIES IN FOREIGN LANGUAGE

Procter & Gamble, through Blackett-Sample-Hummert, is starting a foreign language program for Oxydol. Program will be in Polish and begins today over WJBK in Detroit.

Foreign Language Division of Van Cronkhite Associates, Inc., Chicago, is handling the new Oxydol program which is understood to be a test program for Procter & Gamble.

Program will be two daily five-minute spots of Polish news concerning women. Contract is for 52 weeks.

Nationality Broadcasts New WJAY Commercial

Cleveland—C. A. McLaughlin, sales manager for WHK-WJAY, announces the Kurtz Furniture Co. has signed a contract with WJAY providing for its first series of commercial radio broadcasts, bringing Clevelanders a new daily nationality program. Starting today the show will be featured in the WJAY 2:30-2:45 p.m. spot with Margaret Halmos, prominent local

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Announcers and Producers Are Granted Increases in Wages and Reduction in Working Hours

INDIANA BROADCASTERS FORMING ORGANIZATION

Indianapolis—At a meeting called by Donald Burton, owner of WLBC, Muncie, and held here last week, formation of an Indiana Broadcasters Ass'n was started, with Eugene C. Pulliam of WIRE being selected as temporary chairman.

The meeting took place at the Indianapolis Athletic Club, where Pulliam was host to the visitors.

William W. Behrman, general manager of WBOW, Terre Haute, is recommended for appointment as di-

(Continued on Page 6)

"Universal Rhythm" Spot Is Relinquished by Ford

Ford Motor has given up the Saturday, 9:30-10 p.m., spot on CBS which it intended to use for "Universal Rhythm" beginning Sept. 11. Pet Milk has taken the period for

(Continued on Page 8)

"Kitty Keene" Live Show

Chicago—"Kitty Keene Inc." goes live over NBC Red starting Sept. 13. Procter & Gamble will continue to use it for Drefl in most of the same markets, adding about two or three new ones. Transcription series also continues. Through Blackett-Sample-Hummert.

American Guild of Radio Announcers & Producers on Friday signed an agreement with the Radio Quality Group Service Inc., the WOR program subsidiary, whereby all WOR announcers and producers will be granted increases in salaries and a reduction in hours. Salary clause goes into effect immediately. Other conditions of contract start Sept. 1 and run for two years.

Negotiations between Alfred J. McCosker, president, and Theodore C. Streibert, executive vice-president, representing WOR, and Roger Bowler, Howard Barnes and John Hayes

(Continued on Page 8)

NEA PROGRAM SERVICE BEING STARTED SEPT. 27

NEA Service Inc., which starts sales this week of its program service based on the same type of features used in 800 newspapers throughout the country, has set Sept. 27, as the delivery date for the first of its features.

All material will be specially pro-

(Continued on Page 8)

KFRO Starts Contest On How to Raise Rates

Longview, Tex.—James R. Curtis, president of KFRO, has invited advertising agencies and station reps to participate in a contest on "How to Improve KFRO Rates." Curtis offers \$25 for the best constructive criticism. Contest closes Sept. 15.

★ THE WEEK IN RADIO ★

... WLW Line Expands

M. H. SHAPIRO

EXPANSION of the WLW Line to Chicago and Detroit gives it the definite classification of a "network," with plenty of room for speculation also as to where the next extension will branch out . . . Logically, it may be New England, and away from the spots more densely penetrated by the 500,000 watts of WLW . . . Transamerican otherwise seems to have taken a spurt . . .

Consistent trend toward larger networks is particularly exemplified in

the CBS fall and current accounts, with the daytime average based on seven advertisers using 50 or more stations being 61 outlets each, while 26 night time programs using 50 or more stations struck an average of 75 outlets per account . . .

On the labor front, the network station relations men were seeking to get the broadcasters to come in and talk thing over with the AFM . . . with President Joe Weber of

(Continued on Page 2)

Zenith Radio Mystery

Chicago—Details of the Zenith Radio show starting Sept. 5 on 80 NBC stations are being kept a close secret. Only information forthcoming is that it will be a daring and novel idea of a scientific nature with studio audience participation. First three shows will be teasers, the full idea being revealed in the fourth.



★ THE WEEK IN RADIO ★

... WLW Line Expands

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

WARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Aug. 14)

N W YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, North American pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Majestic.

KFXD Modernization

Nampa, Ida.—KFXD, with main studio here and remote studios in Boise and Caldwell, is carrying on a modernization program, having last year constructed a \$5,000 studio and building in Caldwell and this year is rebuilding its Nampa plant. When completed, KFXD will have one of the most modern and unique broadcasting systems in the northwest.

The present Western Electric equipment is being augmented with the latest in the same make, making this station 100 per cent factory built. The installing of all equipment is under the able supervision of Eddie Hurt, KFXD's chief engineer.

the latter organization mostly repeating and continuing the same type of discussion that prevailed during the session of the AFM Executive Board. . . . In Washington, the NAB, with the backing of the leading webs, sent out a communication charging unfairness in the methods of the AFM . . . In the case of WHN, which seems to be in the middle of the ARTA and AFL controversy, argument was held before the NLRB and decision reserved . . . ARTA incidentally, voted to change its name to American Communications Association.

Also from the Capital came Senate approval of an inquiry into the broadcasting industry . . . some New Dealers prefer a "strong man" be made head of the FCC to forestall such an investigation and avoid possible embarrassment due to the Roosevelt family interest in radio . . . group of broadcasters fearing the government is not very much interested in prosecuting its anti-trust action against Ascop, et al, is seeking to withdraw support of the suit

and see if Ascop will appreciate it . . . FTC notified the popular music industry that a hearing on its fair trade practice code would be held early in October . . .

Combined network gross billings rise 27 per cent for the first seven months of 1937 as compared to same period a year ago . . . NBC daytime billings rose 38 per cent in July against a year ago, while daytime gross for the first seven months was up 74.2 per cent . . . New Orleans outlets went on record as being opposed to a policy which would eliminate spot announcements and program break etc. . . . as proposed by WWJ, Detroit . . . Squawk lodged with Notre Dame charged WLW with corner cutting around the non-commercial football games . . . Understood that Kellogg is interested via Transamerican for broadcast series. . .

American Federation of Radio Artists continues to set its organization and will probably receive formal jurisdiction over the field from the 4 A's this week . . .

Van Cronkhite Acquires Dunkel Football System

Chicago—Van Cronkhite Associates Inc. has secured exclusive sales and programing rights to the Dick Dunkel Football Forecasting System. Dunkel, chief radio buyer for Benton & Bowles, is currently in Chicago for conferences with VCA sales executives. Understood the deal was completed several months ago, but announcement withheld until VCA localized plan for radio station use.

Dunkel system is going into its third year for Atlantic Gasoline in 18 eastern states over CBS, NBC and regional networks.

According to John Van Cronkhite, VCA president, radio broadcasting rights are now available for all states west of Ohio and the Carolinas.

Atlantic Gasoline state that in 1936 over 700,000 persons came into Atlantic stations each week for the Dunkel forecast sheets.

Joan Blaine Back on Air

Joan Blaine, former star of "Tale of Today" over NBC out of Chicago, flies from New York to Detroit next Sunday to inaugurate the fall course of Sunday evening full-length dramas over WWJ. She will be starred in "Jane Clegg," by St. John Ervine. Wynn Wright will play opposite her.

Skelly's "Missing Heirs"

Chicago—Skelly Oil has decided to go for "Court of Missing Heirs," if it can find suitable facilities. May be either transcription or network. Through Blackett-Sample-Hummert agency.

Alex Gray in Chicago

Chicago—Alex Gray, baritone, has opened at the Palmer House, Empire Room.

Warning Issued by NAB On Misuse of Fan Mail

Washington Bureau, RADIO DAILY Washington—Warning against creating vast sucker lists compiled from radio fan mail was issued by Managing Director James W. Baldwin of the NAB, who, in the latest NAB Reports, cites cases of organizations frankly seeking to obtain such information. Baldwin requested that all members refrain from either renting or selling letters received in answer to broadcast offers, or the usual run of fan mail.

KOA Personnel Shifts

Denver—A. W. Crapsey has been appointed commercial manager to work with Robert H. Owen, who was promoted to manager of KOA following the transfer of A. E. Nelson to Pittsburgh. James R. MacPherson was named merchandising director. C. A. Peregrine succeeds Owen as engineer in charge, Walter L. Morrissey replaces Peregrine as control supervisor and Clarence Moore remains as program director.

Girl for A. B. Chamberlain

A. B. Chamberlain, CBS chief engineer, is the father of another girl, born Friday in the Park East Hospital, where mother and newcomer are doing nicely. This makes two boys and two girls for Chamberlain. Latest is named Nora Angil, after her two grandmothers.

Ray Perkins Renewed

WOR has renewed the contract of Ray Perkins, comedian and emcee featured on the "Hi There, Audience!" variety show Sundays at 8:30-9 p.m. Embassy Trio, girl group, also has been re-signed.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., and LEON LEE, advertising director, have returned from a short trip to Providence, Waterbury, New Haven and Boston, setting dates for the various Atlas shows in that territory.

ALFRED NILSON, WOR remote engineer, vacationing up the Hudson.

CLEM MCCARTHY, NBC sports commentator, will cover Joe Louis' camp at Pompton Lakes, N. J., on Aug. 24.

ED SULLIVAN returns from abroad today on the Normandie.

INA CLAIRE sailed Saturday for Bermuda.

DICK HENRY of the Wm. Morris agency arrives on the Normandie today.

WALTER WADE, Chicago advertising agency executive, is expected in New York early this week.

IRVIN REIS, director of the Columbia Workshop, sails Aug. 25 on the Washington for England to visit the BBC studios, Dublin's Radio Athlone and the Radio Avro of Holland. He will study foreign drama methods.

EDDIE GREEN, colored comic, left for Hollywood on Friday.

GERTRUDE BERG of the famed "Rise of the Goldbergs," arrives in New York on Aug. 19.

E. P. H. JAMES, sales promotion manager of NBC, left for Denver on Saturday to make a talk before drug trade convention tomorrow.

BILL NEAL, trade news division of NBC, left Saturday on two-week vacation.

MOLLIE BAYE of the Kass-Tohrner office, radio producers, has returned from a week-end at Atlantic Beach.

GRAHAM McNAMEE picked Rocky Point Inn, Fourth Lake, in the Fulton Chain of the Adirondacks for his vacation.

BOB FRENCH of WHKC, the Mutual affiliate in Columbus, has returned to that city after a brief visit in New York.

PIERRE DE LANUX, French economist and radio commentator, sailed Saturday from New York on the Champlain for France.

HAL MAKELIN of WIND, Chicago, has returned to that city from New York after a successful trip, closing several large contracts.

JIMMY SCRIBNER, whose one-man show, "Johnson Family," starts on the Mutual network Aug. 23, is visiting his home town, Norfolk, Va., where he is gathering material for his programs.

FRANK FOSTER of Hearst Radio left Saturday for a two-week vacation on Cape Cod.

STATION EXECUTIVES in town late last week to confer with CBS station relation executives over AFM terms were: George Smith, WWVA; O. J. Ke'chner, WMMN; Sam Woodward, WFBL; Tom Lyons, WCAO; Allen Simmons, WADC, and M. Wheeler, WESG. More station men will be in town this week.

NEW AND BETTER TIME

for the

COLONEL FROM KENTUCKY

(Col. Jack Major)

4-4:30 EDST

Mondays, WABC-CBS Network

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR yont 9-9746

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

AGENCIES

ROLAND MARTINI, vice-president of Gardner Advertising Co., New York, is in Hollywood for two weeks on agency affairs, including a conference with Jack Proctor on the Marion Talley-RyKrisp show and a forthcoming new one.

ADVERTISING agency executives seem to be having a "gathering of the clan" in Hollywood. Louis Brockway and Bryan Houston, Young & Rubicam; Al Whitman, Benton & Bowles, and Leigh Crosby of Chicago office of Blackett-Sample-Hummert, all on coast, as well as group of General Foods tycoons conferring with J. W. Nicholson, supervising radio for General on the Coast.

MAC WILKINS, president of Mac Wilkins & Cole Inc., with headquarters at Portland, Ore., has been appointed a member of the national committee on radio broadcasting of the American Ass'n of Advertising Agencies.

GREY ADVERTISING AGENCY INC. is handling the account of Pinaud Inc., which plans a newspaper and magazine campaign for its "Set-up" shaving lotion.

BRIGGS & VARLEY INC. is the agency for Shick Dry Shaver Inc., planning a promotional drive.

MILT SHAPIRO and Sam Bushman are opening an agency in the Jefferson Building, Philadelphia, servicing the trade as advertising counselors for advertising, publicity and promotion.

FROM CHICAGO: W. B. Henri of Henri-Hurst-McDonald agency vacationing at Lake Geneva, Wis. . . . Jack Hurst of same agency has departed for month on his ranch in Wyoming . . . Ted Vanderbie and Walter Rubens of Vanderbie & Rubens are in Detroit to talk with a client . . . Walter Wade of Wade agency to New York in connection with waxing of Alka Seltzer series at World Broadcasting system . . . Buckingham Gunn of J. Walter Thompson agency and his bride have moved into a newly completed garage apartment in Evanston . . . Ed Aleshire of radio department of H. W. Kastor & Sons on vacation . . . Ronnie Ames of Fred Waring crew in town in connection with forthcoming opening of the crew at Drake Hotel.

HENRY T. EWALD, head of Campbell-Ewald, Detroit, is again spending a few hours daily at his office, after being laid up for some time due to an eye trouble.

BARNES & AARON, Philadelphia, is handling the Pennsylvania state publicity campaign.

15 years experience in advertising—retail, agency and radio promotion for leading network. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

WHEC Covers the Front

WHEC, Rochester, has really covered the waterfront. Since early July, an average of three broadcasts weekly have been aired from Ontario Beach Park, a municipal park on the shore of Lake Ontario. Kind of broadcasts have been as varied as the many points of interest at any combination swimming beach, park, and port of entry. Swimmers have been interviewed, man-on-the-street idea has been used everywhere from the merryground to the lake itself; vacationists going and coming via the Canada Steamship Docks have provided the best of material for interesting sidelights.

History of the Port of Rochester and interesting facts concerning the lake itself have provided an educational side to programs. WHEC's short wave pack transmitter has been used to send out lessons in swimming and life saving directly from life-guard boats out on the lake.

Program Director Morden Buck and Ken French were almost lost to the station when interviewing people on a Canada Steamship—they failed to hear the warning blast. A quick sign-off and a quicker leap-off saved the day.

Programs have proved popular sustaining features, and considerable favorable comment has followed.

News from Audience

A new program that is gaining the attention of both men and women listeners in the southwide audience of WBT, Charlotte, is the Carolina News Reporter, a sustaining spot featuring Lina Covington Harrell. Miss Harrell gives a condensed, but pointed, quarter hour of comments on news that she picks up from day to day and which her audience is sending to her in steadily increasing volume. The first fan letter she got after her first day's broadcast from

10:45 to 11:00 a.m. was from a man who congratulated her on the smoothness of her voice and welcomed her to what he called his exclusive list of "must-be-heard" programs.

"New Games and Old"

New feature to hit the air over WTMJ, Milwaukee, last week, is "New Games and Old." Built to entertain the thousands who enjoy parlor games of any kind, "New Games and Old" presents a program utilizing a studio audience which plays the games the master of games requests. Word Building, Ghosts, Animal, Mineral or Vegetable, and a lot of other popular games come in for their turn. Bill Evans, newest WTMJ announcer, M.C.'s the show, and does a grand job. This should be a real stunt for sponsorship.

Yes or No

Variation of the Professor Quiz idea, KFOR, Lincoln, has a program for 15 minutes nightly called "Mr. Yes-and-No." It's handled by J. B. Lake and J. Gunnar Back. Stunt calls for three statements made to each person interviewed which can be answered yes or no. If the one questioned answers all of them correctly, he gets a prize. Although the questions are surprisingly simple, very few hit all three right. It has a good listening audience.

Golf Clinic on Roof

A Sunday afternoon "Golf Clinic of the Air," broadcast from atop the Merchandise Mart, Chicago, with a "studio" audience of 500, is being launched by WENR, to continue as long as weather permits. Duncan MacPherson, golf pro, is head man. He will interview famous golfers, and there will be illustrated golf lessons, a limerick contest and music by Roy Shield's orchestra. Ken Fry is handling details.

Detroit Outlaws Devices Interfering with Radio

(Continued from Page 1)
der cessation of apparatus which violates the ordinance. Violation will be punishable by \$500 fine or 90 days in jail or both. The ban does not apply on apparatus or devices used in interstate commerce or authorized or licensed by Federal law.

KGER Appoints Rep

West Coast Bureau, RADIO DAILY
Los Angeles—Wilson Robertson Co. has been appointed national representatives for KGER of this city and Long Beach.

Bill Lane Starts Agency

Syracuse—Bill Lane has resigned as commercial manager of WSYR and will open his own advertising agency. Lane, former secretary to the Mayor, is Republican candidate for president of the Syracuse common council.

Lutheran Hour to Use 33 Stations on Mutual

The Lutheran Hour, which starts Oct. 24 at 4:30-5 p.m. as a Sunday series on Mutual, will use a total of 33 stations. Programs will originate in St. Louis. Agency is Kelly Stuhlman & Zahndt, St. Louis.

EAST COAST RADIO FEATURES LIMITED,

The ideal auxiliary for advertising agencies who have no Radio facilities.

Modern in equipment and ideas.

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

GUEST-ING

JAN PEERCE, on "Music Hall of the Air," Aug. 22 (NBC-Blue, 12:30 p.m.).

MARION TELVA, on "Magic Key of RCA," Aug. 22 (NBC-Blue, 2 p.m.).

RAMON NOVARRO, JOE COOK and DORIS KERR, on Gulf summer program, Sept. 19 (CBS, 7:30 p.m.).

NORMAN CORDON, Metropolitan opera bass-baritone, on "Hit Parade," Aug. 21 (CBS, 10 p.m.).

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

JOEL McCREA, HUMPHREY BOGART and ANDREA LEEDS, in scenes from "Dead End," on "Hollywood Hot 1," Aug. 20 (CBS, 9 p.m.).

VIVIENNE SEGAL, on Bide Dudley "Theater Club," Aug. 17 (WOR-Mutual, 2:45 p.m.).

ELISSA LANDI, on "Sealtest Sunday Night Party," Aug. 22 (NBC-Red, 10 p.m.).

WILLIE HOWARD, MAUREEN O'SULLIVAN, JOHN McCLAIN, ship news reporter, and third appearance of TOMMY RIGGS and BETTY LOU, on Rudy Vallee program, Aug. 19 (NBC-Red, 8 p.m.).

ARTHUR CREMIN, director of New York School's of Music, discussing "Talent Tests" on Vivian Shirley's program, Aug. 17 (WNEW, 2:45 p.m.).

SHEILA BARRETT and VIOLA PHILO, on Ben Bernie program, Aug. 24 (NBC-Blue, 9 p.m.).

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

JUDY STARR and RED SKELTON, on "Broadway Melody Hour," Aug. 18 (WOR-WHN, 8 p.m.).

Ritz-Carlton on Air

The first venture in radio by the world famous Ritz-Carlton Hotel of New York will start on WQXR today when the hotel begins spot announcements to advertise its Japanese Gardens. Contract was placed through J. Walter Thompson.

Under Same Management

★ ★ ★

WSYR,

Syracuse, N. Y.

WJTN,

Jamestown, N. Y.

WNBX,

Springfield, Vermont

★ ★ ★

Represented by

PAUL H. RAYMER COMPANY

ORCHESTRAS MUSIC

AL DONAHUE is spending much money in the development of his orchestra and organizing a show unit within the organization. Entertainment features now include Durrelle Alexander, male glee club, String Choir and instrumental solo novelties with Donahue himself as singing and violin soloing emcee. All novelty numbers are arranged around Durrelle and include special costumes and tricks to match. Activity is said to be in readiness for going on the market as radio commercial outfit. Donahue never having worked in this capacity heretofore. Bag of new tricks will be broken in on the New Orleans Hotel Roosevelt engagement before being sprung on local audiences in the Rainbow Room beginning October 12.

Fred Waring troupe disbanded in Chicago on Friday for two weeks' vacation before opening at Drake Hotel with a Mutual wire. Fred and Tom went first to New York. Rosemary Lane hot-footed it back to California to be screen tested for Warner's "Hollywood Hotel." Priscilla Lane went to visit friends and relatives in Indianola, Ia. Ferne (Buckner) the Fiddler to Santa Fe. Johnny Scat Singer Davis left the troupe in California for more work at Warners, and Gene Conklin, tenor, left the crew for a west-coast sustainer.

Fran Allison's NBC theme tune, "I've Only a Song to Bring You," especially written for Fran by Lou Webb, WMT Waterloo staff organist, has been accepted for publication by Will Rossiter of Chicago. "Two Silhouettes in the Moonlight," another Webb composition, has also been accepted for publication. It will be featured sometime soon by the Cadets, NBC Blue entertainers. Lou is organist for Libbie Vaughan's Magic Kitchen program.

Leon & Eddie's "Isle of Pago-Pago" Revue will have a talent lineup including Three Variety Boys, Corliss and Palmer, Kathleen Maye, Diosa Costello and her Cuban Bongo Drummers, La Verne Troupe; Haines, Tate and Simpson, Aloha and Her Hula Girls, Billy Reed, emcee, and Lou Martin and his ork.

Bernard Barton and his National Attractions of Washington are now located in New York, handling Edgar Hayes bookings. The Hayes ork, with Joyce Tucker, started its first tour last week at Youngstown, O.

Jimmie Lunceford and his orchestra started their first vacation in four years yesterday. They open Aug. 29 at Roton Point, South Norwalk, Conn., and will tour to the coast, arriving at Sebastian's Cotton Club, Culver City, Oct. 4.



PETTY CASH VOUCHER

Week ending August 13th!

● ● ● **Saturday**... We hear the most startling bit of news—yet failed to print it all week. Jack Pearl's straight-man and partner of the airplanes, Cliff "Sharlie" Hall, will call "finis" to the relationship and team up with Sid Marion, former burlesque comic. The duet is now being submitted to agencies and sponsors... Pearl apparently does not know of this sudden reverse—being over 3,000 miles away—enjoying himself on the continent!

● ● ● **Sunday**... Word comes from WBT, Charlotte, that Announcers Caldwell Cline, Bill Bivens, Lee Kirby and Reginald Allen concocted an impromptu version of a bridge party, giving the in-anities, chatter, etc., that goes on during a game—and got Charles Crutchfield, program director, all "hepped up" into airing just such a show. They haven't set a date for the broadcast so we decide to write for a recording when it's done... That night over to the Riviera, where Eddie Garr is doing the funniest imitation of his career—that of Roy Atwell describing the yacht races... Mickey Alpert rushes to the phone a second after he's through airing—to phone his fiancée, Kathryn Rand, for criticism. He's elated because she says it's great. What did he expect?

● ● ● **Monday**... Joe Rines phones. He wrenched his hip and wanted a doctor, but we sell him the idea to visit the Sunken Gardens and hear Willie Farmer's band... Thence to the viewing of the Jack Benny flicker where the top air comic merits the addition of "screen"—for the first time.

● ● ● **Tuesday**... With the Mervyn Rosenthals we visit Barney Gallant's Village spot, where Betty Bowker pounds the piano in a fascinating manner... Later we find Milton Berle, the "loneliest man in town," sitting at a sidewalk table of Dave's with Judy Malcom, Freddie Rich and writers Hank Garson and Al Lewis. Berle and the writers knock themselves out cross-firing imbecilic word-age—but before the guys in the white jackets come around, we go over to Jack Osterman's where Ralph Wonders and Jules Albernri are amazed to find Jack the greatest singer around... Benny Davis resents our criticism on his voice and we regret saying a word.

● ● ● **Wednesday**... "Billy & Gay" on WMCA's Sachs show are being criticized by listeners for imitating Kay and Buddy Arnold. They ARE Kay and Buddy!... Luther Weaver of Weaver & Associates of St. Paul writes that August J. Sommer of his city is Fan No. 1 of "One Man's Family." Sommer writes that he hadn't missed more than four shows since it first came thru from Frisco which he got via KOA. Denver, when it was a sustainer.

● ● ● **Thursday**... Back in '32, Rudy Vallee was criticized by Jerry Wald for wearing smoked glasses, but today, at NBC, Rudy hands Jerry his blinkers—because Wald has to avoid recognition NOW... Harry Horlick complains that he's been on the A. & P. show for 14 years and people think he's an old, grey-headed guy. He really began when he was 21... After he was on the air for 10 years for the one sponsor—he was afraid that the job might not be STEADY!

● ● ● **Friday**... Decide to save money on parking in a garage, so we leave the car on Broadway—unknowingly in front of the Finance Co. building. It wasn't there when we came back, so we have to pay an installment PLUS a "service charge" for removing the car!

TOTAL EXPENSE... \$35 for a payment and \$25 for "servicing the Car!"

AUDITOR'S REMARKS: Request denied! That's enough for a down payment on a NEW CAR!

NEW PATENTS

Radio and Television
Compiled by
John B. Brady, Attorney
Washington, D. C.

2 089 174—Starter for Fool-Type Tubes. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

2 089 218—G'ow D'scharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.

2 089 260—Grid Detection Circuit for Wave Lengths Below One Decimeter. Hans Erich Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany, a corporation of Germany.

2 089 270—High Frequency Amplifier System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 271—Electrical Coupling System. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Co., San Francisco.

2 089 409—Phase Correcting Means and Method. Russell S. Ohl, Little Silver, N. J., assignor to Bell Telephone Laboratories.

2 089 540—Mercury Vapor Rectifier. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 541—Electrode Lead-In for Metal Vacuum Vessels. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 542—Electric Vacuum D'scharge Apparatus. Walter Dalenbach, Berlin-Charlottenburg, Germany.

2 089 546—Cathode Ray Tube. Bernard Phineas Dudding Oxhey, and Leslie Connock Jesty, Wembley, England, assignors to The General Electric Co., Limited, London.

2 089 555—Electrical D'scharge Device. Albert W. Hull and Le'and B. Snoddy, Schenectady, N. Y., assignors to General Electric Co.

2 089 561—Selective Transmission System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wired Radio Inc., New York.

2 089 568—Diversity Receiver. John B. Moore, Riverhead, N. Y., assignor to RCA.

2 089 588—Television Apparatus. Denes von Mah'v Berlin, Germany.

2 089 637—Signal Receiving Systems. George P. Adair, Takoma Park, Md.

2 089 639—Intelligence Transmission. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2 089 647—Tube Element Shock Absorber. John J. Gauber, Newark, N. J., assignor to Arcturus Development Co., Newark, N. J.

2 089 654—Electrical D'scharge Device. James D. Le Van, Watertown, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co., Newton Mass.

2 089 677—Devices for Tracing the Movements of Objects. Leon Ladislaus von Kramolin and Hans Joachim Spinner, Berlin, Germany.

2 089 692—Cathode Ray Tube. Erwin Drenawitz, Berlin, and Ernst Bruch, Berlin-Reinickendorf-Ost, Germany, assignors to General Electric Co.

2 089 695—Oscillation Generator. George W. Fyler, Stratford, Conn., assignor to General Electric Co.

2 089 781—Keying. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2 089 785—Transmission. Christiaan Jan de Lussanet de la Sabloniere, Eindhoven, Netherlands assignor to RCA.

2 089 811—Keying. George Emerson Pray, Oceanport, N. J., assignor to RCA.

2 089 817—Indirectly Heated Cathode. Paul W. Stutsman, Watertown, Mass., assignor to Raytheon Production Corp., Newton, Mass.

2 089 830—Light Sensitive Apparatus. Lars O. Gron Dahl, Pittsburgh, Pa., and Paul H. Geiger, Ann Arbor, Mich., assignors to The Union Switch & Signal Co., Swissvale, Pa.

Radio Education Fund

Washington Bureau, RADIO DAILY

Washington—A sizeable portion of the annual authorization of \$100,000 to establish and run a Division of Fine Arts in the Federal Office of Education, as set forth in a bill he has introduced, will be allocated for radio, Congressman McGranery says.

Eighth Year for Jack Miller

Jack Miller starts his eighth year as accompanist and conductor for Kate Smith when she starts her new CBS series on Sept. 30.



KMTR, long cramped for space in Dalton Finance headquarters and using rooms in Hollywood Knickerbocker Hotel for live talent shows, has made an arrangement with Frank Purkett of Associated Cinema Studios to use one of the four ACS studios at certain hours of the day for live broadcasts. Another room is being fitted up for transcription programs but Purkett emphasizes that arrangement will not curtail Associated Cinema facilities nor affect CBS rehearsals presently utilizing studio space. Purkett further stated that the deal is a temporary one and effective only until Vic Dalton can build a new KMTR or find adequate quarters under one roof.

Jane Rhodes, vocalist with Johnny Green on Packard show was guest of Al Poska on "Listen, Ladies" over KEHE last Friday.

Bill Hay, announcer for Amos 'n' Andy, off for day or two account of throat infection. Joe Parker capably subbing.

Gogo DeLys was laid up with a touch of food poisoning for a few days but recovered sufficiently to assure appearance on "Hollywood Showcase" Saturday.

H. A. Beauchamp and Son sponsoring KNX-Fletcher Wiley "Sunrise Salute" for limited time to see if super-salesman Wiley can sell bird food with that convincingly-neighborlike voice of his.

Dorothy Lansberg, secretary to Don Thornburg at CBS, off to New York for two weeks' vacation. Probably do a "busman's holiday" stunt and visit Radio City.

Eddie Albright's Family moves into the sponsored classification on KNX, Sept. 30, with Chamberlain Laboratories contracting for 52 weeks, six times weekly, at 8:15-8:30 p.m.

Wilbur Hatch gets his first vacation in 15 years when he takes a British weekend—Thursday to Monday—at San Clemente with his family.

Jack Kapp, president of Decca Records, is in town for two weeks of observing the local situation.

KHJ will broadcast the fourth of the series of programs picturing progress on the Colorado River aqueduct from Parker Dam Saturday, 6-6:15, over the Mutual network.

Sybil Chism, organist who looks like a movie star and who learned all the pedals and stops while playing organ in Fox-West Coast theaters, sneaked into an NBC audition the other day and took one of those new-fangled Hammond electrics in hand to such good purpose that she Vox Humana-ed herself right into the organist's spot with "One Man's Family."

Columbia Artists Inc., with Larry White in charge, moved into the Equitable building last week, joining the radio procession into the Taft,

RADIO PERSONALITIES

No. 60 in the Series of Who's Who in the Industry

VICTOR M. RATNER, 33-year-old director of sales promotion for the Columbia Broadcasting System, is one of radio's "old timers." He joined CBS less than three years after the formation of its network and since that time has been in close contact with developments in the industry.

Ratner was born in New York City on June 10, 1904. He attended Columbia and Michigan Universities and entered the advertising field soon after graduation.

He resigned from the vice-presidency of the J. L. Arnold Co., a small advertising agency, on Aug. 4, 1930, to become assistant to Paul Kesten, now CBS vice-president and then sales promotion director. Mr. Ratner became director of the department in November, 1935.

Ratner is married and lives in New York City. His hobby is a Vermont farm which he seldom visits because of the pressure of his work. He is a wide reader of works on modern science and is the author of many articles on radio broadcasting.



Reads books on science, and writes on radio....

Time and Stations Set On "The Passing Parade"

John Nesbitt's "Passing Parade," which Duart will sponsor on Mutual starting Sept. 12, will be heard Sundays at 9-9:15 N. Y. time over WOR, WGN, CKLW and WAAB, and at 12:15-12:30 a.m. N. Y. time over 10 Don Lee network stations. Between now and Sept. 12, program will be aired as a sustaining.

Bill Goodwin Joins Esty

West Coast Bureau, RADIO DAILY

Los Angeles — Bill Goodwin, CBS producer-announcer, has resigned and is joining Wm. Esty agency as first aide to J. Savington Crampton on Jack Oakie's College. Understood Goodwin still retains announcing assignment on Camel as well. Harry Holcombe returns to New York to handle the Benny Goodman end of the program, which will be piped from the East to dovetail with the Oakie cavortings here.

Equitable, Guaranty and Security buildings.

Eddie Anderson did the Bill Robinson role in "One Mile from Heaven," 20th-Century-Fox, on "Hollywood Hotel" last Friday.

Charles Judels was signed for six additional guestings with Burns and Allen following his click last Monday night.

KEGR briefs: Lee Wynne has changed duties from announcer to director of public relations... Gordon Mills, formerly at KFI, KFVD and KGFJ, is an addition to the announcing staff... Clete Roberts has joined as news editor, coming from KOL, Seattle; he will supervise handling of Transradio teletype news, via teletype recently installed... Station now features five-minute news periods every hour and a 20-minute summary at night... New RCA turntables have been installed to handle the WBS transcriptions now being used.

WTAQ-WHBY Dedication Sponsored for 14½ Hours

Green Bay—Fourteen and one-half hours of broadcasting dedicated to the opening of the new WTAQ-WHBY studios atop the Bellin Building are being sponsored by Green Bay merchants, the programs starting yesterday and running through today. WTAQ was also saluted by a half-hour dance music program played by Jay Freeman over CBS at 9:30-10 last night.

A sustaining feature over both WTAQ and WHBY today will be the interviewing of staff members and department heads by the Managing Director of the stations, Rev. Father James A. Wagner, O. Praem. In these interviews staff members will tell of their particular duties in connection with the operation of the two radio stations.

Workshop Plays from Abroad

Columbia Workshop will air two plays from abroad next month. "Death of a Queen," adapted from Hillaire Beloc's "Marie Antoinette," will be transmitted from the BBC studios Sept. 12 at 7-7:30 p.m., with Val Gielgud as guest director. "Riders to the Sea", by James M. Synge, will be acted from the Radio Athlone by the famous Abbey Players, Dublin, Sept. 19 at the same hour. Irving Reis, impresario of the Workshop, will direct the latter play. He sails next week.

F. W. Fitch Co. Renews

Chicago—F. W. Fitch Co. of Des Moines has renewed time for its Hillaire program on NBC-Red for a year effective Sept. 5. Talent, however, may be changed. Show is now using Ranch Boys and Morin Sisters.

Don Gordoni at the Roxy

Don Gordoni, son of Lillian Gordoni, who writes and directs "Big City Parade" in Chicago, is singing in the current stage show at the Roxy Theater in New York.



VIRGIL IRWIN of WAAF staff back to work after a minor operation. Estelle Barnes, WAAF pianist, started vacation Saturday.

Charles (Chuck) Tyler of McCann Erickson staff off on a business tour of various points in Illinois and Wisconsin.

George Livingstone of CBS Press department to New York office for combined business and vacation trip.

Harry Mason Smith, commercial manager of WBBM, has sent out a folder setting forth that WBBM's gain in local advertising last year is more than that of all other major local stations combined, and that it is 74 per cent above that of nearest competitor.

O'Neal Ryan, vice president of Blackett-Sample-Hummert, on a business trip to Detroit.

A. J. Kendrick, v. p. and g. m. of World Broadcasting System, enjoying a week in Wisconsin woods.

Ross Metzger, radio director of Ruthrauff & Ryan, on a business trip to Holland, Mich.

N. W. Ayer and Rubinoff reported warming up a deal.

Harriet Widmar, first woman to play on the Amos 'n' Andy show, becomes a regular member of the Fibber McGee show today.

Donna Reade of "Young Hickory" is recuperating from an appendectomy.

Morey Amsterdam, emcee of NBC Night club has had word that his wife, Mabel Todd, who has just finished work in "Varsity Show," now must stick around Hollywood six months longer to perform in "Hollywood Hotel."

Ken Fry back from vacation. Lew Cowan, p.a., plans to leave today for Atlantic City vacation.

Marvin Eichorst, NBC studio-field engineer, has been promoted to relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to engineering staff.

A. D. Scott, NBC production director, off for a Hollywood trip.

Dorothy Frundt of NBC staff visiting Radio City and motoring through New England.

Jim McEdwards of NBC sales promotion is touring northeast. Buell Herman, also of sales promotion staff, is touring the west coast.

George Watson and Paul Luther have taken over the "Meet the Missus" interviews on WBBM while Tommy Bartlett vacations.

Pat Kennedy, tenor, is emceeing the show at the Lido theater. He also has a program on WCFL.

Ken Robinson, NBC continuity editor, off to the north woods on vacation.

Chevy Auditions Cherniavski

Joseph Cherniavski, who conducted the Rogers Silver "Musical Camera" program on NBC, is auditioning for Chevrolet.

PROMOTION

Tall Corn Sweepstakes

The Iowa State Fair Board and WHO in Des Moines have joined forces in the WHO-Iowa State Fair National Tall Corn Sweepstakes. Four hundred dollars will be divided among winning contestants, plus a special trophy awarded by Gov. Nelson G. Kraschel. Prizes will be awarded following a tall corn parade in front of the grand stand Wednesday afternoon, Sept. 1, and the proceedings will be broadcast over WHO. Governor Kraschel has been asked to present the prizes.

Pet Club Winners on KCKN

Fifty Kansas City, Kas., children, winners in pet contests held at public parks under direction of City Recreation Department, were guests of "Uncle Jim"—staff announcer Randall Jessee—in the KCKN studio at a regular broadcast of the KCKN Pet Club. Uncle Jim led the group in singing "Hail, Hail, the Gang's All Here" and awarded three picture books as prizes for the "loudest" singers.

The children told Uncle Jim about their prize winning pets and he gave each guest a carton of ice cream which had been promoted from a local ice cream company.

Some children brought their pets with them and the center of attraction was Evelyn and Dorothy Ward with their pet skunks, "Perfume" and "Stinky."

Since the city-wide pet contests had received wide publicity in local papers, KCKN had "all" of the local listeners while this program was on the air.

Novel Theater Commercial

Stations airing programs from theaters may get an idea or two from a stunt that is creating widespread comment in Miami, on the French Benzol Dry Cleaners Amateur Night program broadcasting from the Paramount Theater, over WMAQ.

Movement on the stage is used to make the commercial broadcast copy attractive to the theater audience, while the dialogue and description liven up the copy for the air.

Example: to bring out the fact that special equipment was responsible for new low prices for dry cleaning. Walt Svehla, announcer, bets Norman MacKay, m. c., that he can cross the entire stage without touching a foot to the floor. He exits and appears riding across stage on a bicycle. Punch commercial follows MacKay's remark . . . "but you had special equipment." . . . "Yes and special equipment makes it possible for French Benzol to," etc.

Enlivened copy results in audience accepting the plug as part of the show, and description of the scene, with the dialogue gets message across effectively to the radio listeners.

WQAM and the Paramount are planning shortly to use a special small set, built as a large television screen with costumes, make-up and action to present the one-minute commercial.

NEW BUSINESS

WOR, New York

Atlantis Sales Corp. (Colman's Mustard), Rochester, N. Y., through J. Walter Thompson; Miles Laboratories (Alka-Seltzer), Elkhart, Ind., through Wade Adv'g Agency, Chicago; Florence Stove Co., Gardner, Mass., through Wm. B. Remington Inc., Springfield, Mass.; Weston Biscuit Co., Passaic, N. J., through Radio Adv'g Associates, Passaic, N. J.; Lewis-How Co. (Tums), St. Louis, through H. W. Kastor & Sons, Chicago.

Renewals: Standard Brands (Royal Baking Powder) and Remington Rand (typewriters).

WPTF, Raleigh

Comet Rice, "Women's News Review," through Freitag Adv'g Agency. Also on WIS, Columbia.

Nationality Broadcasts New WJAY Commercial

(Continued from Page 1)

musician and speaker, as announcer and emcee. Miss Halmos will bring to the microphone prominent Hungarian speakers during the first two weeks of the program. After that, other nationalities will be featured in two-week periods.

Basic idea behind this new series of nationality broadcasts is to build a show appealing to housewives. This will be the theme of all the shows and topics discussed by participating experts. Talks will be heard on health, raising children, and subjects of interest to the foreign homemaker. Stanley Altschuler, director of foreign programs for WHK-WJAY, will supervise the series.

Indiana Broadcasters Forming Organization

(Continued from Page 1)

rector from Indiana to the NAB. Recommendation was forwarded to John Elmer, NAB president.

Burton was chairman of the meeting, and among others present were Martin and Clarence Leich of WEOA and WGBF, Evansville; Franklin D. Shurz of WSBT, South Bend; W. A. Knapp of WBAA, Lafayette; R. R. Baker of WTRC, Elkhart; William A. Clark and Robert Bausman of WIRE, Indianapolis, and William Craig of WLBC, Muncie.

New WIL Vocalists

St. Louis—WIL has added two femme vocalists to the already impressive list of soloists on its "Today's Winner," music-sport review. They are Gail Reese, formerly with Dick Messner's band and over NBC and WOR, and Fern Wadlow, local soft-ball player who was discovered through her habit of singing under the shower.

Parker Starts Sept. 12

Parker Watches on Sept. 12 will start a 13-week campaign over two MBS stations (WOR and WGN), Sundays, 11:30-11:45 a.m. Program will be called "Sunday Morning Quarterback" and will feature Benny Friedman. DeGarmo Corp. has the account.

WIND, Chicago

Dina-Mite Co. (cereal), "Bill, Mack and Jimmy," juvenile serial; Chamberlain Laboratories, Des Moines, through Coolidge Adv'g Co., Des Moines.

KFRU, Columbia, Mo.

Philco, in behalf of Artophone Co., St. Louis, three news periods daily.

WOW, Omaha

Chicago Engineering Works, "Modern Miracles," disks.

WALR-Theater Hookup Draws Record Turnout

Zanesville, O.—WALR hit a new high in local activity the other day when the station staged its first annual all star revue in connection with the city's first Hollywood premiere at the New Weller Theater.

One entire city block was roped off and guarded by local police to eliminate parking in that particular downtown area. A battery of flood lights, movie cameras, microphones, amplifiers with a background of palms and other attractive marquee decorations added to the exterior scene. Two local auto dealers furnished 12 new cars with chauffeurs who transported ten big radio acts from the station to the theater.

Aside from a seven-piece Don Weiss Swing Band, WALR counted 60 performers in the 10 acts. Ginger Rogers, Shirley Temple, Joan Blondell, Ann Harding and Kay Francis were most capably impersonated by winners in a previous Hollywood impersonation contest and they added to the glamor of the Hollywood premiere as they were ushered from the arriving cars to be interviewed before the microphone and movie cameras under the marquee of the theater.

Don Ioset, managing director of WALR, estimated that the affair drew the biggest crowd jam experienced here in many years.

Roc Lee, a WALR announcer, directed the stage performance, assisted by Nate Milder, who emceed the acts, and Louise Prior, who accompanied at the grand piano.

Two Towers Erected

Hartenstine-Zane Co. Inc. of New York has completed installing two new radio towers, located on each seaboard.

A 190-ft. tower was constructed for WFAS, White Plains, N. Y., and a 350-ft. radiator for KSFO, San Francisco.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S REPORTS

J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, d/b as J. K. Patrick & Co., Athens, Ga., CP for new station, 1310 kc., 100 w., 250 w.l.s.; be granted.

Roberts-MacNab Co., Bozeman, Mont., CP, 1420 kc., 100 w., 250 w.l.s.; be granted.

Gallatin Radio Forum, Bozeman, Mont., CP, 1420 kc., 250 w.; be denied.

Press-Union Publishing Co., Atlantic City, CP for station, 1200 kc., 100 w., 250 w.l.s.; be granted.

Voice of South Dakota (KGDY), Huron, S. D., CP, for change of frequency and unlimited facilities (requests facilities of KWTN); be denied.

Dr. Finn Koren, Robert J. Dean and M. W. Plowman, authority to transfer Voice of South Dakota (KGDY) to Greater Kampeska Radio Corp.; be granted.

APPLICATIONS RECEIVED

Broward Broadcasting Co., Fort Lauderdale, Fla. CP for station on 1370 kc., 100 w. night, 250 w. day, unlimited.

Portland Broadcasting System Inc., Portland, Ore. (WGAN). Authority to transfer control of corporation from Estate of George W. Martin to Lloyd C. Greene and Wm. N. Campbell.

Wm. F. Huffman, Wisconsin Rapids, Wis. CP for station on 580 kc., 250 watts, unlimited.

Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., Carlsbad, N. M. Voluntary assignment of license to Jack W. Hawkins and Barney Hubbs.

19 More Stations Sign Risky Bakery Serial

(Continued from Page 1)

Eau Claire, Wis.; WJBO, Baton Rouge; WSAZ, Huntington, W. Va.; KSTP, St. Paul; WDBJ, Roanoke, Va.; WKRC, Cincinnati.

Based on the adventures of Johnny Lawrence, age 8, "The Freshest Thing In Town" series of 130 transcriptions was originated by Frederic W. Ziv, Inc., advertising agency of Cincinnati, for clients in the bakery field.

McAssey to Schwimmer & Scott

Chicago—C. P. McAssey, who resigned as sales manager of WCFL, two months ago, has joined the radio department of Schwimmer & Scott agency.

Boy at Jack Fulton's

Chicago—It's an eight pound boy at Tenor Jack Fulton's, born Thursday at Evanston hospital. Fulton is the headliner of Wrigley's "Poetic Melodies" on CBS.

Marquardt Marries

Chicago—Maynard Marquardt, general manager of WCFL, is back from a brief honeymoon. He eloped with Louise Litton, a dramatic coach.

4 Stars for "Henry IV"

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Huston, Brian Aherne, Humphrey Bogart and Walter Connolly have been set by CBS for "Henry IV," which will be aired Aug. 23 at 9 p.m. EDST under direction of Brewster Morgan.

Due to film work, Wendy Barrie will be unable to appear tonight in "As You Like It," so Elissa Landi is taking her place.

☆ Program Reviews ☆

"HELLO PEGGY!"

Drackett Co. (Drano)
WEAF — NBC - Red Network,
Wednesday and Friday, 11:45-12
noon.

Ralph H. Jones Co., Cincinnati

WEAK SCRIPT PUTS BIG HANDICAP ON ABLE PLAYERS IN THIS SERIAL.

It is almost unbelievable that such an inconsequential script (as evidenced in the first two installments) could be used for a major network program, even at the comparatively early hour of 11:45 a.m., but here it is. Main characters in the setup include a hotel telephone operator, a newspaper reporter who is her boy friend, and a couple of bellboys.

So, to begin with, there is a pretty stereotyped situation. But it is the trivialities that they talk and fuss about, principally the jealousy-provoked tiffs between Peggy and her fellow, that hold the interest and entertainment value down to a low level. The characters indulge in the usual small talk that may be found in such situations in real life, but that doesn't make attention-holding fare on the air.

Cast is very good, with Eunice Howard as Peggy, Alan Bunce as the reporter, and Lawson Zerbe and Dick Wallace as the bellhops.

"BLUE SERENADE"

Sustaining
WMCA, Thursdays, 8:15-8:45 p.m.

GOOD MUSICAL COCKTAIL IN A BLUES VEIN WITH BRUSILOFF ORCHESTRA SCORING.

WMCA's new musical director, Nat Brusiloff, has initiated himself over that station with a program that is sufficiently distinctive, off the over-beaten path and altogether entertaining. Vocal talent in the show includes Libby Hall, Clifford Lane and the Vocaleers. They do their stints very pleasingly, fitting a smoothly modulated brand of blues harmony into the orchestra background.

Solo numbers, choral ensembles, hot and sweet trumpets and other tidbits were interspersed in a manner that made the first program a genuine listening delight.

But it was the orchestra itself that stood out. Brusiloff gave it tempo and solid body without making it run wild. Which means that it entertained instead of jarring.

Brusiloff has made a swell start with a program of big-time potentialities.

\$200,000 WFIL Studios Being Occupied Sept. 1

Philadelphia.—WFIL's new \$200,000 studio plant will be opened for broadcasting Sept. 1, according to Donald Withycomb, g.m. Located on the 18th floor of the Widener Bldg. in the heart of mid-town, the new plant is now three-fourths completed. Formal dedication of the studios will be deferred until decorative work is finished, probably late in October.

WFIL also has on option the remaining wing of the floor not now in use and also has plans drawn up for an auditorium studio seating 700 to be erected on the roof in about two years. Architects are drawing plans for television studios for the optioned space.

Eddie Green for "Show Boat"

Eddie Green, colored comedian, has been set by the Hesse-McCaffrey office for series of bookings on Maxwell House "Show Boat," and will make his initial appearance on the program Aug. 19. Comedian is now enroute to Hollywood.

KOIL Buys Property

Portland, Ore.—R. Roy Hunt, general manager of KOIN, announces that the station has bought 10 acres from the Pittock estate adjacent to its present transmitter site. Technical improvement in the ground wave will be effected.

Ed Hurley Resigns

Ed Hurley has resigned from the publicity department of Artists Management Bureau Inc.

WBT Covers Golf Meet On Charlotte Course

Charlotte—WBT has made extensive plans to cover the annual southeastern open golf tournament for professionals, to be held at Myers Park Country Club, Charlotte, Aug. 24-25. The tournament will see in action some of the most noted golfers in the South and the galleries, no doubt, will witness the best golf being played in Dixie. The Myers Park course is admittedly one of the toughest in the country and was laid out by Donald Ross, famous golf course designer, to include tricks to tax the skill of experts.

Immediately following the pro tournament will be the annual invitation series for amateurs, Aug. 26-29. Outstanding players from every city in the South have signified their intention of competing and the exclusive broadcasts arranged by WBT will come direct from the field.

Andy Love Singers Renewed

Andy Love's "Griffin Chorus" has been renewed for an additional 13 weeks on the Tic-Toc Revue, sponsored by Griffin Mfg. on the NBC Blue Network, Mondays 7-7:30 p.m. Renewal runs through Nov. 8. Nelson Hesse and William McCaffrey handled the booking.

WOR Program Time Shifts

Two WOR programs change time today. The Allie Lowe Miles Club will be heard 9:30-10 a.m. Tuesdays and Thursdays and 10:30-11 Fridays, while Dave Driscoll's Transradio News for Bristol-Myers goes on at 4-4:15 p.m.

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

FRANK P. GATTERI

Tampa, Florida

"... RADIO DAILY seems to be quite the thing down here in Tampa. I have heard a lot of favorable comment out of stations WDAE and WFLA."

Frank Gatteri

KROC

Rochester, Minnesota

"... Please enter our subscription for RADIO DAILY. We feel that it is a medium of vital importance to the radio public, and particularly to those who engage in the business of broadcasting."

Gregory Gentling
Vice-President.

NATIONAL BROADCASTING CO.

San Francisco, Calif.

"... RADIO DAILY seems to be doing a very good job and supplies an entirely different service from other radio publications."

Don E. Gilman
Vice President

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

ANNOUNCERS-PRODUCERS GET BETTER WOR TERMS

(Continued from Page 1)

with Frank Knight as alternate, the AGRAP bargaining committee, have been going on for the past six weeks. Wage increase clause contains provisions for graduated increases in scale for the future. Terms also call for a 40-hour elapsed week, plus increased benefits for its members in respect to vacations, leaves of absence and preferential re-employment.

Other terms of contract are: two weeks' notice of discharge; all disputes between WOR and its AGRAP men must be arbitrated; management must classify its producer section so that senior directors will build and direct the more important shows and receive the highest salary.

WOR is the third New York station to sign with the AGRAP in the past few months. WMCA and WABC are the other chapters. Bower is president of the AGRAP-WOR group; Barnes, vice-president, and Ray Winters, secretary and treasurer. Roy Langham, AGRAP president, refused to say what the union's next move would be. Union is said to have a large membership in other stations around the country.

"Universal Rhythm" Spot Is Relinquished by Ford

(Continued from Page 1)

its fall series that gets under way in October. Pet formerly had signed for the 8-8:30 period the same night.

"Universal Rhythm" is now being heard at 9 p.m. on Sundays, but will have to move out of the spot when the "Ford Sunday Evening Hour" returns Sept. 12. Whether Ford intends to cancel the "Rhythm" show entirely or switch it to another CBS spot is not announced. Network has a contract with Ford covering three shows, the two mentioned and the Al Pearce and his gang half-hour.

ONE MINUTE INTERVIEW

JOHN J. ANTHONY

"Radio is raising the cultural level of America at a faster rate than ever before in the history of our nation. As a means of doing 'good,' radio is supreme. We who are alive today are indeed a fortunate people for having at our command an instrument through which we have been able to bring nations and peoples closer to each other than ever before. The world's mind is being improved and because of this the world's actions will be bettered. All this is directly due to the lasting influence of radio."

★ Coast-to-Coast ★

LEO BOLLEY, Tydol aircaster over LWGY, Schenectady, has quite a schedule. On Monday, Wednesday and Friday he has the 6:45-7 p.m. sports program over WGY, and then hops a train back to Syracuse for a late night airing over WSYR. Leo has just returned from his vacation in New England and a turn at the races in Saratoga.

Al Poska, chief announcer of KEHE, Los Angeles, is in Lincoln, Neb., visiting his parents this week. Poska was formerly chief announcer of KFAB.

WOW, Omaha: Manager and Mrs. John J. Gillin, Jr. are vacationing at Lake Tanacomah in the Missouri Ozarks, being guests of Mr. and Mrs. John Shary of Texas at the latter's summer home . . . News Editor Foster May has returned from a short vacation in Colorado . . . Helen Lewis vacationed at Excelsior Springs, Mo., while Betty Bauer and Lois Green went to Lake Okoboji, Ia. . . The program of the Rev. R. R. Brown, radio pastor, was broadcast from Lake Okoboji during the World Radio Congregation's annual convention . . . Evelyn Mason, recently resigned day hostess, and her husband, Fred Gilmore of Omaha, are honeymooning in the west.

Joe Hasel, WNYC's tennis sports commentator, will be at the mike Aug. 20-21 for the airing of the Wightman Cup Tennis Matches from Forest Hills, L. I.

WICC, Bridgeport: Garo Ray, chief operator, began vacationing yesterday . . . Anne-Marie Rowe and Mack Parker have birthdays this month.

Star Radio Programs, at a meeting last week presided over by Burke Joyce, discussed plans for new fall programs. "Adventures of Dexter Randolph," serial, is now ready, arranged for one-man production.

Herbert Mertz and his orchestra and string ensemble of WJBK, Detroit, are out of the city on three-week vacations. Organist Fred Fenton of the station also is away on vacations. They return early in September.

WCAE, Pittsburgh: Dorothy Devlin, star on many programs, leaves this week for New York with high hopes . . . Cliff Daniel will visit his old boss Ed Harvey in New York while on vacation . . . Norman Twigger is bound for Marblehead, Mass., and some deepsea fishing with former WCAE Chief Engineer Harry Bixbee Sr. . . Jimmy Murray will sub for Twigger on the writing end, with Carl Dozer as the voice . . .

Dorothy Yellig and Vera Neding are new staff additions.

Stanley Altschuler, foreign program director of WHK-WJAY, Cleveland, scored another laugh last week, at the expense of Don Dewhirst, WHK-WJAY baritone. He asked Dewhirst to sing Gounod's "Song of the Golden Calf" on a nationality program. Dewhirst refused. He is very sensitive about his curly golden hair.

Bob Hope, the golf bug, hit the pill around plenty last week to come in third in the 10th annual Green Meadow Invitation Tourney at Harrison, N. Y. He feels grand, not so much because he came in third, but because he beat Babe Ruth and collected a sizable bet.

KFRU, Columbia, Mo.: Margaret King, Musical Clock Girl, will spend two weeks in Chicago vacationing . . . Also on recess list the last half of August are Dave Frederick, continuity writer, and Foster Browne, accordionist.

Steve Douglas, Joe Gentile and Art Sutton of CKLW will be at the mike for the Detroit Gold Cup Regatta, Sept. 4-6, airing over Mutual.

Charles Scanlon, former Broadway tenor and now a Bridgeport nitery owner, is readying a WICC sustaining series.

WMCA programs are now being included on the radio channel of Hotel Lincoln, giving the station five midtown hotel connections.

INS claims it was two minutes ahead of the other press services in flashing the news that President Roosevelt had named Senator Black for the Supreme Court. George R. Holmes handled the INS story on Black.

Walter Howard, announcer at WBRY, Waterbury, is on the sick list.

Jack Henry, WBRY's New Haven super, starts vacation this week.

Bill Treadwell, who writes the Uncle Don Radio program, has been signed for two shorts to go into production shortly.

Clyde Burke, young baritone featured with Nat Brusiloff's orchestra on WMCA Sunday nights, is going places this fall. He is already scheduled for a series of appearances on "Hammerstein Music Hall" in September and is auditioning for "Hit Parade" as well as making screen tests for Hollywood.

Joan Irving has resigned from the WOR engineering department as a result of her marriage to Edgar S. Hassard.

NEA PROGRAM SERVICE BEING STARTED SEPT. 27

(Continued from Page 1)

cessed for radio use, for every type of program, commercial or sustaining. As per policy recently announced, service will be exclusive in each market area and the features will be offered only as a group, according to Stephen Slesinger Inc., exclusive NEA radio representatives. Maxwell Hage, who has been supervising production, will henceforth devote all his time to sales and promotion. Cost of service will be gauged according to outlet power and market area.

E. R. (Jerry) McGill, producer and writer, will be radio editorial supervisor. McGill recently wrote the "Bambi" radio continuity for Helen Hayes, "The Cavalcade of America," the Packard show and other network productions.

Fidler as Film Producer

West Coast Bureau, RADIO DAILY

Los Angeles—Jimmy Fidler branches out as a film producer as well as chatterer. His "Hollywood Parade," compilation of slips from good and bad ones of another decade, was previewed the other night and was good for many laughs, as always. Dead and gone stars passed in review, but the subject was sympathetically and capably handled by Ralph Staub, producer and long in charge of short subjects production for Columbia, and a series of three or four is planned.

Merchants' Co-op Program

Portland, Ore.—Merchants and business men of Vancouver, Wash., will cooperatively sponsor shows from the Castle Theater of that city by remote control over KXL.

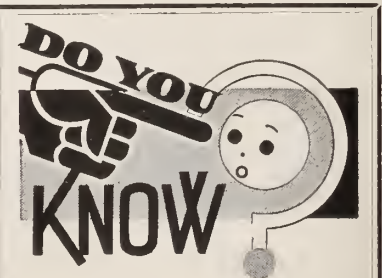
Kenneth Higgins to Marry

West Coast Bur., RADIO DAILY

Hollywood—Kenneth Higgins, radio producer, and Lucille Lund, film actress, will be married late this month.

Corinna Mura at Saratoga

Corinna Mura, WOR-Mutual vocalist, has been signed for the rest of the season at Arrowhead Inn, Saratoga.



Frank Moore Studio Players presented a 90-minute airing of "Romeo and Juliet" via KFAB, Lincoln, ten years ago. Moore is now ace cameraman for Chicago Tribune.