



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 33

NEW YORK, N. Y., TUESDAY, AUGUST 17, 1937

FIVE CENTS

Cantor Heads Radio Union

VARADY OF VIENNA GOES ON 10 MUTUAL STATIONS

Varady of Vienna starts over Mutual Broadcasting System on Sept. 26 at 1:30-2 p.m., using Ted Weems and his orchestra. Agency is Bag-galey, Horton & Hoyt Inc., of Chicago and stations now on the schedule are: WOR, WGN, CKLW, WFIL, WOL, KWK, WHKC, WBAL, WCAE, WHK, WGR and WSAI. WCAE has been on WOR, fed by WGN.

Nebraska Broadcasters Elect John M. Henry

Grand Island, Neb.—New officers of Nebraska Broadcasters Ass'n elected last week are John M. Henry, general manager of Central States Broadcasting, Omaha (KFAB-KOIL-KFOR), president; Clark Standiford, KGFW, Kearney, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; Frank Manchester, WAAW, Omaha, and L. L. Hilliard, KGKY, Scottsbluff, directors.

WAAW was taken into the organization at this meeting and only KMMJ, Clay Center, still remains out of the body. Johnny Gillin, Omaha, WOW, is the retiring president.

Harpo Marx and Jessel Mentioned for Old Gold

Harpo Marx conducting an orchestra and George Jessel emceeing a variety show is the latest set-up reported under consideration by Old Gold. Tobacco account takes to the air Aug. 29 via CBS with a monster show to announce winners in its "name cartoon contest." Shep Fields has been assigned the baton on this occasion.

Long Subject

Columbia, Mo.—Men who happen to listen to the daily "Women's Radio Edition" over KFRU the past week probably learned how important a woman's ruby lips really are.

Beth Barclay, the program's expert on beauty and charm, spent an entire week advising her feminine audience on the proper application of lipstick.

A Man of Color

Greensboro, N. C.—WBIG, the Edney Ridge station, has a colored minister as janitor and handy man. The Rev. Charlie Walker, in addition to his duties of keeping the offices and studios of WBIG spic and span, is a grave-digger, hearse driver and soloist at funerals; also frequently gives the funeral oration. He claims never to have had a complaint from any of his clients! Despite the Rev. Walker's mortuary accomplishments, he is quite a beau brummel in the colored district in Greensboro. In addition, Rev. Walker sometimes sings on WBIG's early morning Silly Hour.

U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

West Coast Bureau, RADIO DAILY Los Angeles—Mike Stiver, for seven years in charge of the J. Walter Thompson office in Sydney, Australia, arriving here last week-end en route to a new assignment in London, gave a RADIO DAILY reporter an earful of facts and figures anent broadcasting and listening in the land down under.

Australasia, it seems, has a com- (Continued on Page 8)

Atl. Refining Network For U. of P. Games

Philadelphia—Atlantic Refining has set up its own independent network for the airing of the University of Pennsylvania pigskin play-by-plays from Franklin Field. WCAU serves (Continued on Page 2)

KWK and KSTP Are Among New WLW Line Possibilities

Oregon Curbs Liquor Ads

Portland, Ore. — Oregon State Liquor Board has adopted new prohibitions against liquor ads, including tabu of any liquor over the radio on Sundays or during daytime hours on weekdays, and any liquor at all not sold by the state board monopoly.

NEA Service, Inc. . . . the world's greatest newspaper feature service. Advt.

American Federation of Radio Artistes Elects Officers—Local Charters Granted New York, Los Angeles

KDAL, DULUTH, JOINS CBS FAMILY ON SEPT. 5

Dalton LeMasurier, general manager of KDAL, Duluth, and Herbert V. Akerberg, CBS vice-president in charge of station relations, have closed a deal whereby KDAL on Sept. 5 becomes the CBS affiliate in Duluth.

KDAL is owned by the Red River Broadcasting Co. and operates with 100 watts on 1500 kcs. Station will be saluted by CBS on the night it joins the network. Frankie Masters and his orchestra will do the honors at 12 midnight.

A. T. & T. reports that WEOA lines are now being installed and station will be able to join on the same date (Continued on Page 2)

Pinkham Campaign Is Starting Sept. 27

Lydia Pinkham radio campaign is scheduled to get under way on Sept. 27 over 40 network and spot stations. Transamerican is in on the deal and is extending the WLW Line out to Kansas City. Understood that about 10 stations will be on the line. KWK, St. Louis, is one of the new line extensions as is WXYZ, Detroit.

Program will feature Dr. Sayles Taylor (The Voice of Experience), used by Wasey Products for a num- (Continued on Page 2)

Eddie Cantor was elected president of the American Federation of Radio Artistes at the first official meeting yesterday afternoon at Actors Equity Ass'n quarters. Vice-presidents are: Lawrence Tibbett, Norman Field, Helen Hayes, Yascha Heifetz and James Wallington. Recording secretary is Lucille Wall, while George Heller, was made treasurer.

Local charters were granted to New York and Los Angeles, and a sub-committee which will actively engage in further radio artist organization work will be announced at the next AFRA meeting to be held Aug. 23. On this date, an executive secretary will also be chosen.

Various members of the National Board were present at the meeting. There are 35 members of this board now, with 10 more to be chosen. Those present at the meeting included Frank Gillmore, Mark Smith, George Heller, Richard Bonelli, Joe Laurie Jr., John McGovern, Florence Malone, James Melton, Norman Field and Paul Stewart.

The AFRA made formal applica- (Continued on Page 3)

Isaac A. Levy Defends Members of the FCC

Philadelphia—Isaac A. Levy, head of WCAU, has come to the defense of the FCC. Declaring that the commissioners are all of a "very high grade," Levy says "they are men of experience, learning and integrity. I have never heard complaints that they are recognizing claims for frequencies beyond those specified in licenses or that they have permitted (Continued on Page 3)

Censored

New Orleans — Though New Orleans Item ran a front-page 6-column layout on winner of "WDSU-NBC-Blue Net Gown" in connection with inauguration of new NBC-Blue setup here, station and network letters were omitted from story due to newspapers' ban on radio publicity. But Prexy Joe Uhalt of WDSU got the letters into a store ad.

NEA radio features represented exclusively by Stephen Slesinger, Inc., New York. Advt.



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DON CARLE GILLETTE : : : Editor

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FINANCIAL

(Monday, Aug. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170 1/2	170 1/2	- 3/8
CBS A	29	29	29	+ 1/2
Crosley Radio	21	20 1/2	20 1/2	- 1/4
Gen. Electric	58	57 1/2	57 1/2	- 7/8
North American	27 3/8	26 3/4	27	- 3/8
No. American Pfd.	54	53 3/8	53 3/8	- 1/8
RCA Common	11 1/2	11 1/2	11 1/4	- 3/8
RCA Pfd.	73 1/4	73 1/4	73 1/4	- 1/2
Stewart Warner	18 3/8	18 1/2	18 1/2	- 1/4
Zenith Radio	40 7/8	40	40	- 5/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14

GUEST-ING

LUPE VELEZ, BRIAN AHERNE and FRED JAGEL, on "Kraft Music Hall," Aug. 19 (NBC-Red, 10 p.m.).

JACKIE COOPER, on Al Pearce program, Aug. 31 (CBS, 9 p.m.).

ALLAN JONES, third guest appearance with Werner Janssen, Aug. 22 (NBC-Blue, 7:30 p.m.).

MARJORIE RAMBEAU, interviewed by Elza Schallert, Aug. 18 (NBC-Blue, 10 p.m.).

CHICK YORK and ROSE KING, celebrating 30th year in show business, interviewed by Bide Dudley, today (WOR, 2:45 p.m.).

VIRGINIA REA, on "Hit Parade" Oct. 30 (CBS, 10 p.m.).

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Aug. 14, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Know Now (Remick Music Corp.)		33
Sailboat in the Moonlight (Crawford Music Corp.)		32
My Cabin of Dreams (Irving Berlin Inc.)		31
Stardust on the Moon (E. B. Marks Music Co.)		26
Where or When (Chappell and Co.)		26
First Time I Saw You (Santly Bros.—Joy Inc.)		25
Satan Takes A Holiday (Lincoln Music Co.)		24
It Looks Like Rain (Jos Morris Music Co.)		23
Stop You're Breaking My Heart (Famous Music Co.)		23
Can I Forget You (Chappell and Co.)		21
I'm Feelin' Like a Million (Robbins Music Corp.)		21
Whispers In The Dark (Famous Music Corp.)		21
That Old Feeling (Leo Feist Inc.)		20
Have You Got Any Castles, Baby (Harms, Inc.)		19
Gone With The Wind (Irving Berlin Inc.)		18
Me, Myself and I (Words and Music Inc.)		18
Merry Go Round Broke Down (Harms Inc.)		17
So Rare (Robbins Music Corp.)		17
Yours and Mine (Robbins Music Corp.)		17
You're My Desire (Mills Music Inc.)		16
Afraid to Dream (Miller Music Inc.)		15
Remember Me (Witmark and Son)		15

Places AFM ET Case Before Adv'g Agencies

Because radio departments of advertising agencies hire a large percentage of the regularly employed members of the American Federation of Musicians, E. V. Brinckerhoff & Co. Inc., transcription firm, has published the AFM's radio demands in booklet form for mailing to all members of the American Ass'n of Advertising Agencies.

Brinckerhoff points out that, despite the huge sums spent by agencies for music, they were not invited to attend the recent sessions of the AFM executive board at which the ultimatum to broadcasters and ET manufacturers were presented.

Booklet contains, beside the AFM demands, copies of communications sent by NAB to stations regarding the situation.

Atl. Refining Network For U. of P. Games

(Continued from Page 1) as key station for the net, carrying the Penn games for the second consecutive year for the oil company. Station will pump the plays to WPG, Atlantic City, and a web of Pennsylvania stations. WHP, Harrisburg, WCBA, Allentown; WKOK, Sunbury; WBRE, Wilkes Barre, and WGBI, Scranton. Big Turkey Day classic with Cornell will add four more stations to the home made net—WOR, Newark; WTIC, Hartford; WTAG, Worcester, and WJAR, Providence.

Eugene Ford Joins WHN

Eugene Ford, managing director of Loew's Capitol Theater, Washington, yesterday was appointed assistant to Louis K. Sidney of WHN, effective Aug. 30, and will work in production at that station.

Tom Terriss is Starting New "Adventures" on NBC

A new series of "Vagabond Adventures" will be started Saturday at 5-5:50 p.m. over WEA-F-NBC-Red by Tom Terriss, who for years made movie travelogues under this title.

Terriss plans something new in the way of presentation, the vivid flashes of his colorful past being made stronger by the addition of an orchestral accompaniment and singers. Instead of the ordinary introduction, he plans to make this a part of his reminiscences.

Pinkham Campaign Is Starting Sept. 27

(Continued from Page 1) ber of years. Disks will be made by RCA-Victor.

Present plans call for five quarters weekly. WLW is all set to take the program at 1:30-1:45 p.m. Other stations have refused the program because of "copy difficulties."

KEHE, Los Angeles, and three other Hearst stations are a part of the disk schedule. There is some talk of extending the WLW Line to the west coast and include the Hearst-McClatchy network, but this is uncertain. Erwin, Wasey & Co. has the account.

KDAL, Duluth, Joins CBS Family on Sept. 5

(Continued from Page 1) as KDAL. Phil Napoleon's orchestra will salute the station on Sept. 5, 11:05-11:30 p.m. Both stations will be listed on the CBS rate card at \$125. Network now totals 106 stations.

COMING and GOING

HARRY VON ZELL is taking a three-week vacation on the coast, with Jay C. Flippen substituting for him starting next Sunday on the Gulf summer show over CBS.

BOB TROUT, CBS special events announcer, has left for Roanoke Island to handle his network's end of the President's speech at the Virginia Dare celebration today. NBC also is airing the talk.

DON SEARLES of WIBW, Topeka, is in town for several days.

JIM WADE of New York office of Furgason & Aston, station reps, back from vacation in Maine.

ETHEL EVERETT has returned from an eight-week vacation abroad.

FRANCES PALEY, otherwise Lee Francis, vocalist on WBBM, Chicago, is at the Ambassador in Los Angeles for two weeks.

BLOCK and SULLY are en route to New York, where they will finish some unfinished business and return to Hollywood.

PAUL W. WHITE, head of CBS department of public affairs, is due in Hollywood on Thursday to confer with Fox Case, who has the same portfolio on the Coast.

CLARK LUTHER of WOC, Davenport, Iowa, is in New York.

TOM GOOCH of KRDL, Dallas, is expected in New York before the end of the week.

LESTER SANTLY of Santly-Joy Music returned yesterday from a week-end at Saratoga.

BING CROSBY is expected east this week.

JONIE TAPS and MACK MILLAR are scheduled to fly to Hollywood the first of next week.

RAY SAUNDERS, WHN announcer sailed yesterday for Nova Scotia.

GEORGE NOBBS, production man for WHN, flies to the Ozarks next Friday, on vacation two weeks.

LANNY ROSS leaves for Hollywood on Aug. 23.

DICK INGRAM of Rockwell-O'Keefe arrived in New York yesterday from Washington.

LOU MINDLING has left his MCA New York office to make a week's tour of all MCA offices and the Coast.

RAY GORRELL and DELL DELBRIDGE returned yesterday to their Detroit CRA offices.

CHARLES E. GREEN, president of CRA, left yesterday for Ft. Worth to visit Paul Whiteman and the Dallas CRA office.

H. L. McCLINTON, account executive on the Ford account for N. W. Ayer & Son, returned to his desk yesterday after a month's vacation. He is in Detroit today conferring with Ford executives.

Station executives in town today to discuss AFM terms with CBS station relations heads are: EDNEY RIDGE, WBIG; JOHN C. McCORMACK, KWKH; N. L. O'NEIL, WSJS; DALE ROBERTSON, WIBX; LUTHER L. HILL, KRNT; CLARK A. LUTHER, WOC, and C. T. LUCY, WRVA.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town for the remainder of the week.

Issue Book on Magic

Thomas J. Webb Coffee Co., sponsors of Bob Hawk's Foolish Questions on WAAF, Chicago, is giving listeners a book on magic tricks and how to do them.

Promotion job wanted by experienced advertising and promotion man. Five years with leading network on network and local station promotion. Available September 1. Write Box A-105, RADIO DAILY, 1501 Broadway, New York City.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

250 Park Avenue New York

ISAAC A. LEVY DEFENDS MEMBERS OF THE FCC

(Continued from Page 1)

concentration of stations in certain areas and refusing equitable service to others." At the same time, however, Levy made it clear that he recognized both the right and duty of Congress to call for a radio industry investigation.

Meanwhile the latest developments at Washington included a statement by Senator Wallace White to RADIO DAILY that he is preparing a report, giving reasons, etc., to be presented soon in behalf of his resolution for a sweeping radio probe. The Senate Interstate Commerce Committee last week reported the resolution favorably. Congressman W. D. McFarlane also has a new resolution before the House Committee on Rules calling for a "house-cleaning" in the FCC. Same committee still has the Conery resolution under consideration.

From the FCC camp, Commissioner George Henry Payne last week sent a letter to Powel Crosley Jr. of WLW demanding an accounting and asking various pointed questions about that station's 500,000-watt monopoly. The information was originally requested when Crosley was a voluntary witness at the informal engineering conference of the FCC last year, but was never supplied, despite subsequent reminders, Payne states. Crosley has now been given until Sept. 13 to reply. Data asked includes company's financial statement, broadcasting time devoted to Crosley products, rates charged advertisers, amount of time sold, whether rates were increased since granting of 500,000 watts, etc.

AGENCIES

NORMAN FRANKEL, formerly with the Freitag Advertising Agency, Atlanta, where he was in charge of the radio department since 1934, has been appointed account executive and radio director with Houck & Co., Roanoke, Va. Houck has just been named to handle the account of Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton.

C. DONALD WING, account executive for McCann-Erickson since 1934, handling the Ford Motor Co. account in Missouri, Kansas and Iowa, with offices in Kansas City, has been transferred to the company's Detroit offices.



NEW YORK'S FASTEST GROWING STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

"Accent on Science"

"Accent on Science" is a new Tuesday series being inaugurated this week over WNYC at 8 p.m. by The American Institute of Science. First program features Dr. Clyde Fisher, head of the Hayden Planetarium.

"Flying Americans"

KTAT, Fort Worth, is doing airport interviews under the title of "Flying Americans." Joe Pierson is at the mike.

Blair As KQW Rep.

John Blair & Co., effective Sept. 1, takes over the national representation of KQW, San Jose. Possibility that rep will open an office in Los Angeles to service the Don Lee account, which they assume on Jan. 1, 1938.

Stations Now Getting 24-Hours-Daily INS

WMCA will immediately inaugurate a 24-hour-a-day service for news with the INS. Announcement from the station followed confirmation by King Features Syndicate that INS has absorbed Universal Service and will in future offer a day and night service to radio stations and newspapers.

WNEW, the only 24-hour station in the city, also subscribes to INS 24-hours-a-day.

KFYO Staff Changes

Lubbock, Tex.—Albert Woas, formerly with WPAD, Paducah, Ky., has joined KFYO here as announcer and in charge of dramatics. Woas recently passed an RKO screen test, and joins the RKO Junior Players on his graduation from Texas Tech.

Bruce Collier, formerly continuity editor of KFYO, has joined the sales staff of the same station, replacing Harold Scott, who has accepted a position on KGGM, Albuquerque, N. M.

"Get Thin" Gets Sponsor

"Get Thin to Music" sustaining on Mutual, will be sponsored by Wallace Biscuit Co. beginning Sept. 27, Mondays through Saturday, 10:30-10:45 a.m. Show will be heard on WHB for three weeks from this date and WGN joins on the commercial after that. Last season show was commercial in spots and fed as a sustaining to other stations. Agency is Reincke, Ellis, Younggreen & Finn Inc. of Chicago.

Daughter for Harry Fox

Six pound daughter was born yesterday to Mr. and Mrs. Harry Fox at Doctor's Hospital. Fox is general manager of the Music Publishers Protective Association and Mrs. Fox, the former Yetta Blau, was until recently with the MPPA for more than 15 years. Mother and daughter are reported as doing nicely.

Palmistry

"What Does Your Palm Say?" is the title of a new bi-weekly series being conducted by Doris Field, palmist, over KHJ, Los Angeles.

"I'm from Missouri"

KFJZ, Fort Worth, has a new program called "I'm from Missouri" that it catching on with listeners. Heard three nights weekly, it contains brief resume of strange happenings from all parts of the world.

New Wisconsin Network Will Issue Rate Cards

Fond du Lac, Wis.—Network rate cards will be issued shortly by the newly formed Wisconsin Broadcasting System consisting of KFIZ here, WIBU, Poynette, and WHBY, Green Bay. Programs will be interchanged starting Sept. 1.

"Dr. Jekyll" on Mutual

Continuing a policy of presenting dramatizations along with NBC and CBS, WOR beginning Aug. 19 will air a radio version of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde" presented by Alonzo Deen Cole. It will be in two installments, heard over entire Mutual network at 10-10:30 p.m.

EDDIE CANTOR HEADS RADIO ACTORS UNION

(Continued from Page 1)

tion for charter from the Associated Actors and Artistes of America and this is a formality which will be granted forthwith.

Frank Gillmore made public a telegram he received from Kenneth Thomson, executive secretary of the Screen Actors Guild, in which Thomson stated that the press had reported the Screen Actors Guild as seeking to dominate the AFRA. This is untrue, said Thomson, since he had plenty of work to accomplish in his own organization and it was the whole desire of the guild to see that radio and the entertainment field is benefited by organization of the radio actor, also that the AFRA become truly representative of all artists who work before the microphone.

Sponsor Signs Announcer

Charles O'Connor, announcer, has resigned from NBC to join Philip Morris & Co. as a free-lance announcer for the NBC and CBS shows sponsored by the cigarette manufacturer. O'Connor is the first announcer to be hired directly by his sponsor.

Tom Dailey Joining WDOD

St. Louis—Tom Dailey is resigning from the KWK announcing staff to join WDOD, Chattanooga, as chief announcer and sportscaster, effective Sept. 1.

BROADCASTING CO., Inc.

THERE IS A PRIZE PACKAGE INSIDE!

(SEE PAGE THREE TOMORROW)

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

State of Michigan, 10 announcements, through Fred M. Nardall Co., Detroit; Southeastern Mich. Tourist Ass'n, 13 announcements, through Brooke, Smith & French, Detroit; Gardner Nursery Co., ET's, through Northwest Radio Adv'g Co., Seattle; Nestle's Cocoa, 52 announcements, through Cecil, Warwick & Legler, N. Y.; Chamberlain's Lotion, ET's, through Coolidge Adv'g Agency, Des Moines.

KFRC, San Francisco

Philco Radio & Tel. Co. of Calif. Ltd., 16 ET broadcasts starting Sept. 6 on KHJ and Don Lee network, "Who Killed Cock Robin"; Petri Cigar Co., announcements, through Emil Brisacher & Staff, S. F.; Parker Dental System, "Radio University," KFRC and Mutual-Don Lee network, through Brisacher.

KHJ, Los Angeles

Nestle's Cocoa, participations in "Happy Homes" conducted by Norma Young, through Cecil, Warwick & Legler Inc.

KYA, San Francisco

Chicago School of Engineering, 5-minute disks, through James R. Lunke & Associates, Seattle.

Stations for Piel Beer

Stations being used in Piel Bros. (beer) spot campaign in the south and west are: WBT, Charlotte; WAPI, Birmingham; WALA, Mobile; WSFA, Montgomery; WAGF, Dothan; KNX, Los Angeles and WMBG, Richmond, Va.. One-minute live spot announcements are being used on most of the stations. Possibility that list will be expanded later. Kenyon & Eckhardt Inc. is the agency.

WFIL Adds News Accounts

Philadelphia — Starting Sept. 14 WFIL will have seven sponsored newscasts daily. Tidewater Oil and Adams Clothes now have 40 minutes a day. Mrs. Morrison's Products Inc. (puddings and desserts), through Clements agency, is taking a quarter hour. Cohen's Fur Shops gets five minutes.

Joe Connelly heads the WFIL news bureau, using INS.

Adopt Screen Technique

Los Angeles—KFI springs a new one in "Preview Tonight," Tuesdays at 9:30-10 p.m., with the avowed purpose of adapting screen technique to radio. Producer Don Clark promises the air equivalent of "lap dissolves," "wipes" and other aids to illusion, while the color of a preview will be injected by the use of lobby crowds and ballyhoo. Initial offering, tonight, will be an original, "Runaway Husband," by John Boylin, directed by Glen Heisch with Beatrice Benaderet, Hanley Stafford, Joseph Kearns, Anne Stone and Ynez Seabury in the cast.



● ● ● Milton Douglas, assisted by his femme stogie, Priscilla, replaces Freddie Lightner on the summer Jell-O series this Sunday remaining until Jack Benny resumes Oct. 3... Hal Kemp has been signed by Paramount... Money-differences are keeping Stoopnagle and Budd away from the silver screen via Warners... Roy Wilson heard that Tommy Riggs, 27, had brought in 32,000 letters in one day via WLW, Cincy, and flew out to grab him. Result: Click on the Vallee show... J. Walter Thompson will have a solo half-hour show coming from New York this fall. Everything else will emanate from the Land of Make-Believe... Block and Sully will call Hollywood their "home" permanently... Abe Lyman will be escorted back into New York by J. Taps... Jimmy Dorsey's crew will reopen the Congress Room in Chi for the fall season... Anna May Wong substituted for Katharine Cornell as "umpire" of the baseball game (?) between Lowell Thomas and his nine Old Men and George Bye's Pre-Historic Sluggers on Sunday at Pound Ridge, N. Y. Sportscasters had the time of their lives attempting to describe this fracas—with no one knowing what to expect next.

● ● ● Long cucumbers, beans, squash, tomatoes, melons, peaches, onions, eggs and other growing foods have been brought to the editorial offices of WBIG, Greensboro, by Carolina rural listeners. ... Station is run like a country newspaper and its audience is most loyal and appreciative of the local items aired telling of their prowess in farming and gardening... One fine lady has been keeping the offices and studios of WBIG decorated with seasonal flowers for several years... This being the season for gladioli, the station has large vases of this colorful flower scattered throughout the studios and offices... Betcha zennias and chrysanthemums will come next... Staff members of WIOD, Coral Gables, Fla., are penning Boarman Byrd's "Between Broadcasts" pillar while he vacations. Bob Nolan did darn well by the station with a clever piece of prose.

● ● ● By the time this appears the ink should have dried on the Harry Rose-World Transcription contract for a series of 12 waxings... Rosemary Lane has been stolen from Fred Waring's band and will have the lead opposite Dick Powell in the film "Hollywood Hotel"... The next air name to be signed by Warners will be the Easy Aces... A. Dinsdale, former CBS production man, is now in business for himself selling slide recording films... Fred MacMurray's discoverer over at Paramount has been pleading with Art Shaw for six months to give up his band and "go west" under a termer... Eddy Duchin's bow into the Chi Palace the other day broke a record for the heat wave... Since Charlie Warren's runaway marriage, Rocco Vocco has changed the nickname from "Mousie" to "Rabbit."

● ● ● Entertaining a theater audience left in the dark after lightning had struck came easy to John Sheehan, WGY's master of ceremonies and ass't. director of the station's farm programs... Sitting in a Schenectady theater last week, he heard his name paged and reported to management. He then learned that the transformer in a neighboring theater had been struck by lightning, leaving the house dark and the audience in excitement besides restless because of the odor of smoke that prevailed... John was asked to keep the audience occupied while electricians made necessary repairs. Invisible from the stage, Sheehan invited the audience to join him in community singing which eventually got under way. Instead of the 20 minutes, the singing stretched into a full hour before light was restored.

ORCHESTRAS
MUSIC

JIMMIE GRIER and his orchestra have been given an extension of their engagement on the Olsen and Johnson show for another week and will be heard tomorrow with Ole Olsen, Chic Johnson, Gertrude Nielsen and others in a half-hour program of comedy and music over the Pacific Coast NBC-Red Network.

Chick Webb set for an Asbury Park date on Aug. 18 and Don Redman to Newark on Sept. 4.

Joaquin Grill's ork will open the Fairmont Hotel Aug. 24 with Al Grayco and Dorothy Allen as vocalists. KSFO-CBS will air the aggregation. Henry King to follow Oct. 9.

Neil Bondshu and ork, playing an engagement at Sweet's ballroom in Oakland, is being heard over KYA and the Orange network.

Chick Webb and his Savoy Swing Orchestra will open at Loew's State Theater in New York on Friday. Featured with the band will be song stylist Ella Fitzgerald. Also appearing on the bill are Chuck and Chuckles, comedy dance team, Bardou Ali and Louis Jordan.

Teddy Hill's orchestra is going great on the stage of the Palladium, London, where he opened July 26 with the new Cotton Club Revue for a six-week engagement.

Bernie Cummins, Hotel Biltmore, maestro, has a repertory of 176 waltzes, considered one of the largest collections of its kind. Some of the tunes date back 20 to 25 years. Cummins began to specialize in waltz tunes in Chicago where he alternated with Wayne King, the waltz king for three years, at the Trianon and Aragon ballrooms.

Network Deal Near
For "Junior G Men"

West Coast Bureau, RADIO DAILY
Los Angeles—Bob Collier reports deal virtually closed with a network sponsor for "Junior G Men," on which he has secured rights. Program has been running three times weekly on WOR, Newark, for more than a year for Fischer Baking Co., and boasts a membership of more than 400,000, recruited in the New York metropolitan area during that period. Program first brought the Mauch twins—Billy and Bobby—into the limelight, and RKO has purchased screen rights as a vehicle for Jackie Cooper.

New Thesaurus Business

New subscribers to the NBC Thesaurus service include WIBM, WMBS, WBLK and WBOW. Renewals have been signed by WKY, WIOD, CJCA and CFAC.



ELZA SCHALLERT, with husband Edwin and their three boys, is vacationing at Del Monte and will do her NBC broadcast tomorrow night from San Francisco, interviewing Marjorie Rambeau.

James Bloodworth resigned his KHJ continuity berth to join the William Esty agency under J. Savington Crampton, Camel producer. Later slated to go East with Harry Holcombe on the Benny Goodman end of the program, to be piped from New York.

Howard Wiley, RCA account executive, was on the job checking-up on Magic Key of RCA which originated here for the first time Sunday.

Dresser Dahlstead, NBC announcer, is in Hollywood from New York for a week or two, accompanied by Mrs. Dahlstead.

Lily Pons and Andre Kostelanetz drew a mere 30,000 to the Hollywood Bowl last Friday night. This is four or five thousand better than the S.R.O. mark set by the duo last year, since it represents four or five thousand standees.

Alfred Leonard, KMPC's Hollywood Bowl commentator, inaugurates a "Symphonies of the Stars" series of transcribed classical music over that station five nights weekly.

Bill Sharples has a daily 15-minute spot on KMPC sponsored by Union Guaranty Life Insurance Co.

Anne Shirley, filmite, guest of Bill Demling on KFWB tonight on his "Mr. Hollywood Pops the Question."

Lynn Chambers, former KHJ staff vocalist, making her Eastern debut with Harold Stokes, Mutual maestro.

University of California's "Radio University," KHJ on Monday, Tuesday and Wednesday, has become "Radio Campus" due to conflict in program titles.

Harrison Holliday is back at his KFI-KECA activities after attending Bohemian Grove festivities up North and checking-up on the old stamping ground, San Francisco.

Virginia Flohri, KFE soprano, is recuperating from an operation at Cedars of Lebanon Hospital, with Harriet Lee, contralto, taking over the weekly KFI spot for local Packard dealers.

Frank Healy has joined the Helen Ferguson publicity office to specialize in radio accounts. Frank recently emigrated to California after being on NBC publicity in New York for several years and knows who's who and why in radio.

Arden Dairies sponsoring a new commentator, Hayden Roberts, formerly on WBBM, Chicago, over KFWB.

Lal Chand Mehra, Hindu mystic, philosopher and screen actor, inaugurates a series titled "At Home" over KFAC on Sept. 6.

Ken Charney, NBC program director in San Francisco, is in town huddling with NBC execs.

KEHE's "Breakfast Club" has done

WCOA's Radio Page

The letters WCOA provide the initials for What Comes Over the Air, title of the Sunday radio page in The Pensacola News-Journal. Page is devoted entirely to WCOA, the News-Journal station, affiliated with CBS. This means a swell break for a single station in the way of reading matter and pictures. The day's program is conveniently boxed at the top, and the coming week's highlights are summarized at the bottom. News notes about both the station and the network programs are spotted on the page. Russell Hirsch is responsible for the stuff.

a switch in time and title. Moved to 1 p.m. Sundays, "Breakfast" has become "Brunch." Reid Kilpatrick still officiates, and Jack Owens remains a fixture with other regulars. Only newcomer is Patricia Kay, songstress.

Dr. Seth Maker, who will be remembered for his "Philistine" series of a couple of years back, returns to the air over Don Lee-Mutual. His new series will be along the same lines and will be known as "Radio University," Monday through Friday, 1:30-1:45 p.m.

Maurie Webster, KNX-CBS announcer, is back from a vacation spent in the old home town, Tacoma.

Norman Field is being written out of KHJ scripts temporarily to permit him to devote all of his time to affairs of local branch of Radio Equity and the AAAA.

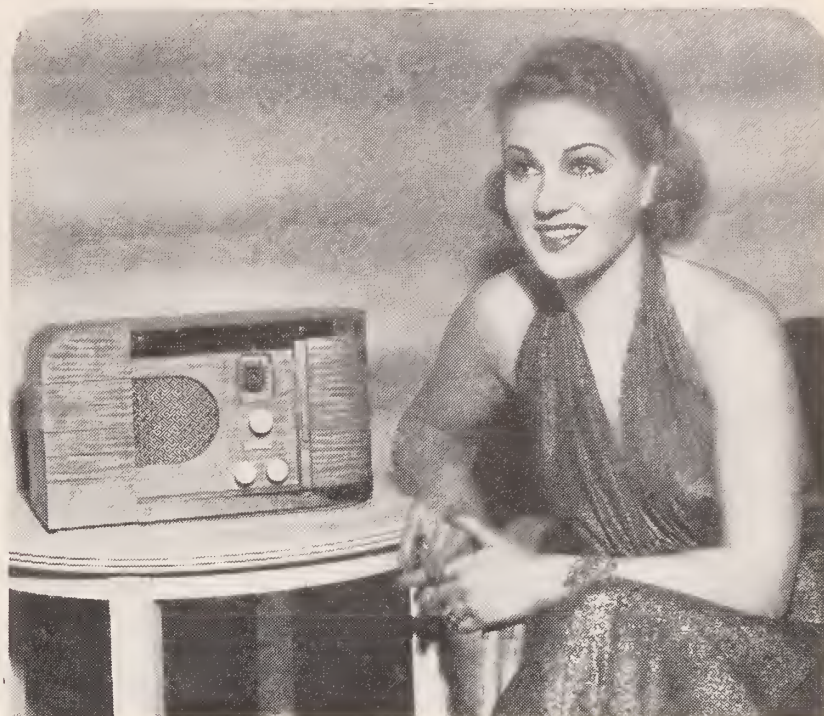
NBC's local schedule of network shows probably hit an all-time high on Sunday. With "Magic Key of RCA" originating here, other transcontinentals on tap were: Chase & Sanborn, Walter Winchell (2), Jerry Belcher, Werner Janssen and "One Man's Family," while others confined to the Coast included Richfield Reporter and the Owl Drug's "Treasure Island," moved here from San Francisco for the one time shot to permit Cliff Engel, producer, to interview prominent figures in aviation. Together with purely local KFI and KECA programs, this line-up made for a busy day around NBC.

KHJ offers a new sustainer in "Sands of Time," dramatizing the lives of famous figures of history, set for Don Lee net Sundays at 1:15. Script is by Charles Frederick Lindsey, directed by John Prince.

Carlos del Prado has been assigned to script CBS "Black Chapel" following resignation of "Hec" Chevigny who aligned himself with Associated Cinema and Frank Purkett.

First meeting of CBS Junior Group, organized for purpose of familiarizing younger personnel with all phases and problems of CBS, was held at a luncheon meeting last week. Don W. Thornburg was principal speaker. Other meetings follow regularly until all heads of departments have painted their portion of the complete picture.

Eddie Peabody is off the air and hibernating on the Riverside orange ranch until fall.



GRACE BRADLEY, star of the 20th Century-Fox picture . . . "Wake Up and Live".



DICTOGRAPH

Silent! **RADIO**
with the **ACOUSTICON MYSTIC EAR**

HERE, at last, is a radio that can offend no one—a radio with advantages never imagined a few years ago. By means of its Acousticon Mystic Ear it permits "private listening"—one can listen while others read, sleep, talk. Music heard this way has a soothing ethereal quality that relaxes nerves, induces deep, natural sleep. The deafened can hear with it, too—and it's a marvelous way to get the children to bed (just put the "Ear" under the pillow). Of course it also has the conventional loudspeaker; a flip of a switch and you can entertain a room full. On sale at all the better stores or inquire of



DICTOGRAPH

PRODUCTS CO., INC.

580 Fifth Avenue - - New York, N. Y.

★ Program Reviews and Comments ★

GEORGIE PRICE

Sustaining

WOR-Mutual network, Sundays
7:30-8 p.m.

COMEDIAN - SINGER. SURROUNDED WITH GOOD TALENT, IN REVUE BUILT AROUND OLD MUSICAL COMEDY HITS.

Several years ago Georgie Price was heard in an evening spot for Chase & Sanborn tea, and since then went into the brokerage biz. Ducking radio, he said at the time, because it was not compatible with putting on a good show if an artist had to double in vaude or pictures to make enough dough. Apparently he returns on a sustaining because the money angle doesn't bother him so much. With Price are Vivien Ruth, blues singer; Morton Gould conducting his orchestra, and the Key Men, male quartet. "Passing Show of the Air" is the official title.

Basically the program is a series of well-built musical comedy hits of the past, with Price as emcee recalling the shows, dates, etc., and who sang them originally. Thus tunes from George White's "Scandals" productions, "Blackbirds of 1928" and other shows are used with clever arrangements and additional continuity and verses.

Voices of all concerned are excellent, and of course Gould's ork, apart from a tendency to get too elaborate at times, is distinctive. Price does not make too serious an effort to do comedy, but the show moves along. At one point he had his better half on for a gag. A light entertainment, easy to listen to, and a somewhat different Georgie Price, for better or worse.

Howard Phillips

Young baritone heard throughout the week on CBS networks with an unbilled orchestra, shows a vast improvement over his former work. Friday 10:30-10:45 p.m., Phillips offered a pleasing series of ballads, revealing an unusual range for a baritone, and excellent voice quality. Most of his songs are of the difficult type to sing, such as "Softly As in a

Morning Sunrise," in a tango tempo, but this appears to be no drawback to Phillips. Versatile repertoire also included a Victor Herbert piece, as well as popular ballad of the day. Singer should be ripe for a commercial this fall.

Orchestra sounds fairly good, but slips up occasionally on the accompaniments, with a tendency at times to let a singer down rather than help him. This did not deter from the program's value in so far as Phillips was concerned, but coupled with the fact that no leader is mentioned, it gives the impression of it being any kind of a studio pickup band.

"Les Miserables"

Fourth episode in the "Les Miserables" radio adaptation being presented over WOR-Mutual on Friday nights by Orson Welles was as gripping as the earlier passages. Welles, as adaptor, director, narrator and portrayer of the part of Jean Valjean, aided by first-rate supporting players, has been doing a remarkably fine job in fitting this massive work into the channels of radio.

The latest episode was the chapter dealing with little Cosette, a role that was very appealingly portrayed by Estelle Levy, one of radio's most talented youngsters, who injected a bright human interest touch. Martin Gable, William Johnstone, Hiram Sherman, Agnes Moorehead and Ray Collins played the other roles.

Again the chapter ended on a note of strong suspense that should bring listeners back to the dial for the next episode.

"Vallee's Varieties"

Miriam Hopkins, in a special playlet by Agnes Ridgeway, was a choice item in Rudy Vallee's program last Thursday night over NBC-Red. Miss Hopkins, a versatile and seasoned actress, provides fine radio listening. Doc Rockwell, in another return date, was the big noise on the comedy end. Also looks more and more as though Vallee has another good bet in

Tommy Riggs, trick voice comedy artist.

Nathan Fleisher

With the foreign-speaking population coming in for more attention on the part of radio advertisers, there ought to be quite a radio career ahead of Nathan Fleisher, Yiddish commentator sponsored by Sears-Roebuck over WDAS, Philadelphia. Fleisher has been an editorial writer on the Philadelphia Jewish World for some 20 years, his daily articles having a wide following, and he brings to the mike an erudition, understanding and experience which, combined with a vibrant radio voice, make his talks unusually interesting and helpful.

Fleisher goes in for current news comment as well as for a bit of philosophical observation, interpreting events of the day, giving sound advice, etc., in a manner that endears him to his listeners.

"Shakespeare a la Carte"

WNEW rides the Shakespearean wave with another angle on the amateur type of show, not altogether new, but somewhat different in the selection of the talent. Local schools, settlement houses, etc., are encouraged to send in individuals or groups taking part in amateur theatricals, who are invited to try their hand at reading Shakespeare. Emcee has a talk with the amateur along the usual lines, asking personal questions, and on at least one occasion this proved much too long. Majority of the talent is naturally not good, but the chief purpose served perhaps is listener interest among schools where pupils or friends are known to have been selected for a tryout. Program is heard 8:15-8:45 p.m. Saturdays. Last week's readers included a Diesel engineer who did an excerpt from "Julius Caesar" and a femme director of an east side settlement whose kids took a fling at "Macbeth."

Soap Box Derby

Annual Soap Box Derby is taking

on the aspect of as much importance practically as any national sporting event, from a championship fight down to the Indianapolis Speedway races. In fact, the kids probably got more time on the air than the major auto daredevils. CBS gave it a half-hour 2:30-3 p.m. Sunday, with Ted Husing being heard principally, and again at 6:30-7 p.m. NBC on the Blue gave it a full hour 6-7 p.m., with Graham McNamee and Tom Manning doing the chores.

Afternoon stanza had Husing giving full background on the races which have been held the past four years in one Ohio town or another; also the inception of the races by the Dayton Daily News. Regional tryouts and eliminations are held by local dailies and grand national and international finals this year were held in Akron, under auspices of Akron Beacon Journal. First prize is a four-year educational course at any college or university and lesser prizes are many. Chevrolet got a plug on both webs as being interested in the races.

Audience present was estimated at between 60,000 and 100,000 while a possible 400,000 boys throughout the world are interested in the non-metal little cars.

"The Movie Pilot"

Hudson River Day Line's "Movie Pilot," which concluded its WEAJ series last week, brought out some good mike talent from the New York movie critics' circle. Of the three film scribes who alternated on the programs, Frank S. Nugent of the Times gave the impression of having distinct radio commentating potentialities. He has a natural style of talking, a voice that is easy on the ears, and, what is more important, an intelligently analytical mind which makes him an entertaining as well as a provocative talker. Howard Barnes of the Herald-Tribune and Rose Pelswick of the Journal also did capable duty on the program.

INDIANAPOLIS

Harry Bason, WIRE musical director, back from vacation.

Director Roy E. Blossom, WFBM, off to Chicago and New York for several days business.

Gilbert Mershon, former staff member of WIRE, now in Chicago singing over WJJR and CBS, visited local station over week end. He is going to New York for screen test at Warner Bros.

Bill Kiley, WFBM continuity writer, and Ed. Bingham of the sales staff off on vacation cruise.

Henry S. Wood, WFBM's Farm Hour director, is up to his neck in preparations for annual Indiana State Fair. WFBM will broadcast from own studios on Fair Grounds.

DES MOINES

J. O. Maland, WHO manager, returns Thursday from northern wilds with Mrs. Maland.

Harold Fair, program director, in Chicago on business.

Janice Sedgwick turned down a coast Little Theater offer to return to WHO Playhouse.

Lyle Flanagan, continuity head, has four stitches in his face, result of auto accident.

Ernie Sanders, announcer, spending two weeks at Fort Riley, Kas. He's in the Officers Reserve Corps.

Dalton Norman, singing cowboy, added to WHO staff and will appear in a musical program with the Four Dons, sponsored by Brown & Williamson.

COLUMBUS

Bud Sweeney, WHKC announcer, is emcee for "Columbus on Parade," broadcast from Olentangy Park with microphone interviews of local notables.

David Penn, WCOL news commentator, having tonsils removed. Wally Link and Bill Wallace, chief announcer, pinch-hitting.

WBNS vacationers: Tom DeVore of continuity department and Geer Parkinson, organist.

Returned to duty: Ed Bronson, WCOL program director.

Bob Seal, WCOL announcer, is slated to handle the new "Kay's Gem Amateur Hour," from the Women's Club with a studio audience.

NEW ORLEANS

Combined radio and newspaper advertising hoisted its paint sales over 400 per cent for June and July compared with the same months last year, Carey & Helwick, hardware store owners said here this week. The radio advertising was confined to spots.

Auggie Schellang and his Rhythm Kings go into the Casino at Pontchartrain Beach for the rest of the season, with Velma Raye furnishing vocalizing. Broadcasting over WDSU. Vito, whose orchestra was there before Schellang, is planning to go into the Absinthe House, at present without music.

Leon Prima and his orchestra set for the Hotel Heidelberg at Baton Rouge for the next four weeks.

PROMOTION

WTMJ's "Scrambled Programs"

WTMJ, The Milwaukee Journal Station, has just completed a promotion plan which in effect not only benefited the station in point of more attentive listeners but gave special emphasis to the commercial programs of all of the sponsors using the station.

Newspaper Supplementary

WQAM, Miami, runs sizable ads in the *Miami Herald* whenever it will tie in with the advertising of a national account on the station. Ads are usually so worded as to emphasize some point of service being rendered listeners of WQAM.

"The Voice of St. Louis"

"KMOX The Voice of St. Louis" is the title of a brochure put out by KMOX last week. It tells about the station, its accounts as compared with other stations, results of surveys, civic activity, the 105 current advertisers, etc., with plenty of illustrations of the station's personnel and modern facilities.

Dr. Pepper Contest

One of the largest campaigns of its kind ever conducted by a bottling firm is being launched by Dr. Pepper Bottling Companies of Roanoke, Lynchburg and Staunton, Va., through the Houck & Co. agency of Roanoke, with Norman Frankel as account executive.

Radio and newspapers in 15 cities and towns in the Shenandoah Valley will be used, with prizes including a Packard sedan, Frigidaire, RCA de luxe radio, 126 other awards and 129 participating prizes for dealers.

Fight Being Short-Waved

Louis-Farr heavyweight championship fight will be short-waved to England, Mexico, Argentine and all Spanish countries by NBC, which has the exclusive broadcast rights, with Buick sponsoring. Bout takes place Aug. 26 at Yankee Stadium. Clem McCarthy and Edwin C. Hill will headline at the mikes, with Julian Muriel doing the Spanish version.

Weisenberg Writing 2 Shows

Edward J. Weisenberg has been signed to write the programs for the teams of Howard and Shelton, comedy stars of the Sealtest program, and Tommy Riggs and "Betty Lou," scheduled for four more guest star appearances on the Vallee Hour.

WPTF Waxing Top Shows

Raleigh, N. C.—In response to growing requests from agencies for recordings of outstanding unsponsored shows, WPTF is now waxing a number of its leading features, including the Negro Community Sing and several original monologs featuring Hazel Nicholson.

SAN FRANCISCO

Cal King, as a rube storekeeper, has three weekly spots on Bay Broadcasting System (KGGC-KLS), sponsored by a variety of small concerns. Bob Rockwell and Bob Hudson, NBC juveniles, are back from vacation.

Alice C. Renebome has been signed as character actress by NBC.

When Hal Burdick's "Night Editor" program for Cardinet Candy Co. of Oakland is renewed for 13 weeks more effective Sept. 5, five more stations will be added, KTAR, KOA, KDYO, KGIR and KGHL. Through Tomaschke Elliott Inc. agency, Oakland.

Jennings Pierce, NBC agric. head, back from vacation.

Phil Hanna, tenor of the "Three Cheers" trio, subbing for Bob Stevens on "Magazine of the Air" now that Stevens might become a fixture on "Show Boat."

Walter Kelsey, NBS violinist, with Paul Martin and Clarence Hayes, guitarists, now have a t. c. show every Friday at 6:45 on the Blue Net. Called "Stringing Along."

The "Three Little Funsters," eastern comedy team, auditioned by KPO. Hale Sparks will be the voice on the "University Explorer."

Joe Walters, KSFO mikeman, back from northwest.

John B. Hughes, Mutual-Don Lee commentator, will air his nightly comment from Don Lee stations in various parts of the state during his two weeks' vacation. Jack Murphy will handle his 3-times-daily news-casting. Al Hunter, KFRC news bureau, will go along to help prepare material.

BOSTON

WEEI has booked Jimmy and Dick, CBS Novelty Boys, for an engagement. They will be heard every morning, except Sunday, beginning today at 8:05-8:15. Jimmy Pierson and Dick Klasi teamed together eight years ago at WJAG, Norfolk, Neb. They sing and play various instruments and have come East after a four-year engagement at KMOX in St. Louis.

John Moses, control operator at WBZ-WBZA, off on vacation.

Roy Marks, manager of WEEI's sales department, has a fine coat of tan picked up at Harwickport on Cape Cod. Nan Howard, same department, commuting from North Weymouth.

Evelyn Billet at WBZ out ill for a few days. Gang at studios expect her back in a few days.

Frances McLaughlin, assistant to program director Arthur Edes at WEEI, sails tomorrow on a vacation cruise up north.

Utility Uses Radio

Roanoke, Va.—Roanoke Gas Light Co. is using two 15-minute programs weekly over WDBJ in addition to its newspaper space to promote its annual "Old Stove Roundup." Account is handled by Houck & Co. here.

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

WALR
Zanesville, Ohio

"... I regard RADIO DAILY as one of the important instruments in radio broadcasting, as it gives me the daily heart-throb and pulse-beat of the industry. "Before the advent of RADIO DAILY we were forced to wait for the semi-monthly issues of other mags for the information we now get daily. "Please accept my personal thanks for permission to subscribe to such an informative organ."

Don Ioset
Managing Director

VAN NOSTRAND RADIO ENGINEERING SERVICE

Atlanta, Georgia

"... I want to tell you that I think your magazine is splendid and to wish you continued success. We value the magazine highly."

W. Van Nostrand

WQAM
Miami, Florida

"... The entire WQAM staff thoroughly digests RADIO DAILY. For absorbed reading in that private place it ranks with Winchell's column and the front page of Miami's dailies. RADIO DAILY fills a definite place in the trade publication picture."

Norman MacKay
Director Advertising and Programs.

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

KWK AND KSTP AMONG WLW LINE PROSPECTS

(Continued from Page 1)

link unconfirmed is the future Trans-american alliance with the Iowa network and Cowles interests. However, according to Transamerican policy, the phone companies will not be made rich through useless wire charges that do not pay for themselves and if any business develops along certain midwestern fronts, more station affiliations will be made.

Transamerican business now for the WLW Line is reported definitely at between seven and eight hours of time actually sold to date. Father Coughlin business is also being placed by Transamerican and between 30 and 35 outlets will be used, not only on the WLW Line but additional stations, some of which have always had the account in the past, such as WOR and its affiliates, on Mutual.

Book Prizes

Interest in the literary program "Literature on Parade" on KFOX, Long Beach, Cal., is being stimulated by the offering of ten leather bound classics to listeners who write in the best explanations to the question: "What ten books would you choose to take with you if you were sentenced to live by yourself on a South Sea Island for the rest of your life, and why?" Program is sponsored by Brown's book and stationery store.

Brewster Morgan to M-G-M

West Coast Bureau, RADIO DAILY Los Angeles — Brewster Morgan, CBS producer who has been handling the Shakespearean cycle, has been signed by M-G-M in a production capacity. Will move into the new berth following production of "Twelfth Night," last of the series, being done in New York three weeks hence.

Cesare Sodero in WOR Duo

Cesare Sodero will return to WOR on Thursday for a special series of two broadcasts. Programs will be heard at 8-8:30 p.m. and will feature Genevieve Rowe, soprano, Raoul Nadeau, baritone and Willard Amison, tenor.

ONE MINUTE INTERVIEW

BERNHARD LEVITOW

"Fads in music are due chiefly to orchestra leaders being misled by the response of a small minority, usually the so-called younger generation which goes in for noise and commotion more than for genuine music. But these fads are short-lived. Genuine music is appreciated today in the same form that it was appreciated ten, twenty or fifty years ago. Band leaders should not stray too far from that kind of music."

★ Coast-to-Coast ★

BOB SNOW, announcer, has returned to the staff of KFVS, Cape Girardeau, Mo., after a brief period at KGDE, Fergus Falls, Minn. He brought back a bride.

Michel Gusikoff, concert master of the Firestone Symphony Orchestra, will be soloist of "The Voice of Firestone" next Monday over NBC-Red at 8:30 p.m. Margaret Speaks, program's soloist, returns from vacation Aug. 30.

WTMV, East St. Louis, Ill.: Alois Gerard, symphony commentator and director of the Polish Hour, was married recently to Albina Kelton of Chicago . . . Paul Wills, sports announcer, is currently handling play-by-play night baseball from Belleville Park, sponsored by Sears-Roebuck . . . Paul Godt is back from vacation and again handling the Community Sing from Majestic Theater . . . Lieut. Alfred Lee Bergtold of the control panels has returned from two weeks of Naval Reserve duty.

"Meet the Staff," WPTF-Raleigh series presented under direction of J. B. Clark, has become so popular that it will be continued into the fall and winter. Engineering and production departments will be included.

KFJZ, Fort Worth: Gene Cagle, announcer for past four years, made commercial manager under Harry Hutchison, new general manager . . . Herb Witherspoon, who resigned recently as manager to join Universal Mills, is now a benedict . . . Zack Hurt, Frank Parker, Bob Duren and Truett Kimzey are back from vacation.

Jim McCulla, pilot of "Merry-Go-Round" over WCPO, Cincinnati, is back on the job.

Colonel Jack Major, "The Colonel from Kentucky" who is spending the summer up in the Thousand Islands, commuting to New York weekly for his CBS program, is proving his fish stories by inviting everybody he knows to join him in eating the catches.

KSD, St. Louis: Robert W. Nickles and Lawrence Tremble have joined the engineering staff . . . Grace Daily

Maureen O'Connor Extended

Maureen O'Connor, juvenile singing star of the CBS Texaco summer series who was signed on a program-to-program basis, has received a contract for the duration of the present summer programs. Eddie Cantor and the regular cast return Sept. 12.

is vacationing in California and Canada.

Bill Bivens, Caldwell Cline, Lee Kirby and Charles Crutchfield, announcers at WBT, Charlotte, put over quite a novel broadcast last Friday the thirteenth. They trotted out all the "bad luck" signs, including a black cat, mirrors for breaking, etc., and did a street stunt in which passers were invited to defy superstition. Not many were brave enough.

Marion Reynolds is subbing for Charlie Wright as WELI's (New Haven) program director, and Bill Farley is pinch-miking for the station's holidaying announcers.

Howard S. Keefe, senior announcer, WSPR, Springfield, Mass., is on half of his vacation now. He will take the other week in September.

Jimmy Wagner, singer over WRJN, Racine, Wis., has returned from a two-month vacation in northern Wisconsin.

Uncle Don and his kids had quite a visit with Governor Lehman at the State House in Albany, and the Governor got a great kick out of it.

Lynn Chalmers and Lon Saxon, singers discovered by Harold Stokes, dance maestro on WGN, will be heard on Mutual network tomorrow at 8:30-9 p.m. EDST.

Chaz Chase, eccentric comedian who appeared with the Al Pearce show in its personal appearances, has been signed to do a picture with Columbia. The picture is "College Hero," starring Jimmy Durante and Gertrude Niesen. Since the picture is already in production, a part is being written in for Chaz. Other producers are said to be decidedly interested in the talkative Arlene Harris and Tizzie Lish, the glamour girl.

Roy Collins, WOR page boy who has been emulating a number of the artists for whom he sets up studios by composing a few tunes in his spare time, will return to Ed Fitzgerald's variety program today at 10-11 a.m.

INS is now operating on a 24-hour basis, following the combining of Universal Service with International News Service.

ET Series for Australasia

West Coast Bureau, RADIO DAILY Los Angeles—Irving Fogel Productions report sale of "The Inlaws" to Pepsodent Co. for release in Australasia. Total of 260 transcriptions, with starting date in October. Frank F. Moore of the Conquest Alliance Co., Chicago, handled the deal for the local firm.

U. S. AND BRITISH IDEAS COMBINED IN AUSTRALIA

(Continued from Page 1)

bination of the British and American plans, inasmuch as a group of "A" stations are Government controlled and function along the same lines as BBC, while the "B" stations are privately owned and as frankly commercial as our own—even more so, since there is little or no censorship or restrictions. Patent nostrums and quack doctors are liberal time buyers and they can and do claim that their remedies cure everything "from chills to cancer," according to Stiver.

Receiving sets are licensed as in Great Britain and Canada, and the 24 shillings per set is the sole revenue of the Government owned "A" stations. However 800,000 licenses at six bucks per totes up to the not insignificant amount of \$4,800,000—which isn't exactly hay either in Australia or the good old U.S.A.

The two most popular programs currently being broadcast are the "Kraft Music Hall" and a "Dave and Dan" confection for Wrigley's gum, both J. Walter Thompson accounts.

The production formula for Kraft in Sydney consists of taking required numbers from a transcription musical library, dovetailing in specialty acts as available, plus commercials. The live acts and commercials are then waxed and the disks forwarded to other stations with a "script" specifying musical selections Nos. 7-11-44, since the libraries are standardized.

Australia is a country larger in area than the U. S., with important centers as widely separated as New York and Los Angeles, with similar time changes, and with mountain barriers to reception.

The development of radio names is retarded by the fact that programs are hardly more than local in coverage, and the Australian listener, like his American cousin, prefers to tune in a recorded Bing Crosby or English Gracie Fields rather than mediocre live talent.

Despite all handicaps, however, Stiver reports that the Thompson agency has upped the sales of American products by as much as 135 per cent in twelve months through use of radio as the sole medium.

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

Greetings from Radio Daily

August 17

George Howard
Fredda Gibson