



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 34

NEW YORK, N. Y., WEDNESDAY, AUGUST 18, 1937

FIVE CENTS

McNinch FCC Chairman

CBS QUIZZES STATIONS ON THE AFM SITUATION

A questionnaire has been sent by CBS to its affiliated stations asking 17 questions relating to the musicians' status. Purpose of the quiz is to obtain information that will aid in determining how to meet the American Federation of Musicians' recent demands. Questions asked are:

(1) What Local, if any, of the A. F. of M. exercises jurisdiction over your station?

(2) If you have not already furnished this information as a result of the tele-

(Continue 1 on Page 8)

Consumer Service Idea Pays Station Two Ways

Philadelphia—Golden Rule Service System, a good-will stunt controlled by John J. Tryon, retired merchant of Burlington, N. J., now has four towns and 20 participants in a program over WFIL, with 100 towns and 1,000 merchants expected by end of year.

The Golden Rule certifies, after due

(Continue on Page 3)

Oshkosh Overall Series With "Lem and Martha"

Chicago—Oshkosh Bi-Gosh Overalls, through Ruthrauff & Ryan, has bought "Lem and Martha," WHO, Des Moines, rural comedy team, for a transcribed series to be called "Turner Trailer Camp" over about a dozen stations including WHO, WLS, WLW, WCCO, and KFAB starting around

(Continue on Page 8)

Coughlin on Colonial

Boston—Rev. Charles E. Coughlin will be heard over 14 stations of the Colonial network when he returns to the air on Oct. 31.

Seeing Things

Muncie, Ind.—Ed Pierre deMiller of WLBC may have solved those stories about monsters that have been making the papers. While swimming in Lake Michigan on his vacation, Ed said he saw a sea serpent just ahead. Monster had five heads. When Ed adjusted his glasses, he discovered that it was his foot floating in the water.

FCC Convenes

Washington Bur., RADIO DAILY
Washington—Acting Chairman Eugene O. Sykes of the FCC has called a meeting of the Broadcast Division this morning and a meeting of the full Commission this afternoon. Sessions may climax bitter factional conflict within FCC. Judge Sykes yesterday denied meetings are to deal with the Crosley-WLW matter. He said they are merely "to transact full business before the Commission."

WATCH TOWER TIME JAM; THREATENS FCC SQUAWK

Efforts of the Watch Tower Bible & Tract Society (Judge Rutherford) to buy 150 hours of time for two one-hour broadcasts on 75 stations almost reached the farcical heights of a Gilbert & Sullivan comic opera plus the ramifications of a Dostoyevsky novel, and finally resolved itself into approximately 100 hours being set with 50 to go, after the account was placed in the hands of an advertising agency.

Judge Rutherford, who has and still

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Expansion, Revamping Is Under Way at WSOC

Charlotte, N. C.—Expansion and reorganization at WSOC has resulted in a number of staff shifts and additions. Glenn Hicks Jr., assistant program director, has been promoted to

(Continue on Page 3)

Increased Listener Interest Shown in Cooperative Analysis

WLTH Wins Court Stay On Retaining Facilities

The U. S. Court of Appeals for the District of Columbia last night granted WLTH a stay order, pending a hearing, to prevent the FCC from making effective its order for the station to cease operations Sept. 15.

FCC had previously assigned WLTH facilities to WBBC.

Samuel J. Gellard, president of

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

President 'Drafts' Chairman of Power Commission to Succeed Prall—Craven Replaces Stewart

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—In another "Roosevelt surprise" move last night, the President "drafted" Frank R. McNinch, present chairman of the Federal Power Commission, to succeed the late Anning S. Prall as chairman of the FCC. Previously the President nominated T. A. M. Craven, now engineer of the FCC, to fill the other vacancy on the Commission caused

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NESTLE COCOA SERIES STARTING NEXT MONTH

Lamont Corliss Co. (Nestle's Eveready cocoa) will start an extensive cooking school participation program spot campaign around the middle of next month to launch its new product. Schedule is set for 20 stations from coast to coast. Contracts run for 26 weeks. Station list includes WEEL, WDRC, WOR, WJAR, WBEN, WHEC, WSYR, WGY, WCAU,

(Continue on Page 6)

Finds Foreign Television Far From Satisfactory

Chicago—Television has not yet become such hot stuff abroad, despite the regular services inaugurated, according to E. H. Scott, custom radio manufacturer, who is back home after establishing E. H. Scott Laboratories

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Zenith Profits at Peak

Zenith Radio Corp. reports net profit for the July quarter set an all-time peak at \$1,122,184, against \$706,940 in the corresponding 1936 quarter.

CROSLLEY WON'T GIVE DATA ABOUT FINANCES

Cincinnati—Information about Crosley Corp. and WLW finances, operations, etc., as demanded by Commissioner George Henry Payne of the FCC in a letter made public Monday, has been refused by Powel Crosley Jr., president of Crosley Corp.

"I must respectfully decline on advice of counsel that this is a personal as distinguished from an official re-

(Continue on Page 3)

M. E. Kent to Manage New Station in Toledo

Detroit—M. E. Kent, commercial manager of WJBK here, will become general manager of the new Toledo station, WTOL, when it opens on Sept. 1.

Black's Radio Stand

Washington Bur., RADIO DAILY

Washington—Senator Hugo L. Black, whom the Senate Judiciary Committee has okayed for the Supreme Court bench, is on the records as favoring development of smaller radio stations and against censorship. In an article in 1930, he advocated a ban on ownership of stations by public utilities.

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



Vol. 2, No. 34 Wed., Aug. 18, 1937 Price 5 Cts.

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

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

FINANCIAL

(Tuesday, Aug. 17)

NEW YORK STOCK MARKET

| | High | Low | Close | Net Chg. |
|-----------------|---------------------------------|--------------------------------|---------------------------------|----------|
| Am. Tel. & Tel. | 170 ³ / ₄ | 170 | 170 ¹ / ₄ | — 1/4 |
| CBS A | 28 ¹ / ₄ | 28 ¹ / ₄ | 28 ¹ / ₄ | |
| CBS B | 29 | 29 | 29 | |
| Crosley Radio | 20 ¹ / ₂ | 20 ³ / ₈ | 20 ¹ / ₂ | |
| Gen. Electric | 57 ¹ / ₄ | 57 | 57 | — 1/2 |
| North American | 26 ⁷ / ₈ | 26 ¹ / ₂ | 26 ³ / ₈ | — 3/8 |
| RCA Common | 11 ³ / ₈ | 10 ⁷ / ₈ | 11 ¹ / ₄ | |
| RCA First Pfd. | 73 ³ / ₄ | 73 ¹ / ₈ | 73 ¹ / ₈ | — 1/8 |
| RCA \$5 Pfd. B. | (100 Bid) | | | |
| Stewart Warner | 18 ¹ / ₂ | 18 ¹ / ₄ | 18 ³ / ₈ | — 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------------------------------|--------------------------------|--------------------------------|-------|
| Hazeltine Corp. | 16 ³ / ₈ | 16 ³ / ₈ | 16 ³ / ₈ | |
| Nat. Union Radio | 1 ³ / ₄ | 1 ³ / ₄ | 1 ³ / ₄ | — 1/8 |

OVER THE COUNTER

| | | |
|-------------------|------------------------------------|--------------------------------------|
| Stromberg Carlson | Bid 13 ¹ / ₄ | Asked 14 ¹ / ₄ |
|-------------------|------------------------------------|--------------------------------------|

Slater to Mike Football For Socony on Yankee

Boston—Bill Slater has been signed to broadcast the play-by-play descriptions of the Yale 1937 football schedule this fall through WNAC and the Yankee network for the Socony-Vacuum Oil Co.

WNEW Power Failed

WNEW's power failed last night at 7:50 p.m. forcing station off the air. At 9:15 p.m. station was still silent but expected to return to its broadcast schedule momentarily.



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

New Agreement on Phonograph Records

United front by the phonograph record manufacturers will result in a letter being sent to broadcasters informing them of a new license agreement setup on the use of phonograph recordings. Situation, the radio men will be informed, was forced upon the disk men without alternative, at the recent sessions of the AFM executive board. Letter itself, has not yet been drafted, but will be within the coming week.

Electrical transcription manufacturers who spent two precious weeks at the AFM sessions have been busy getting back to work, but so far state they have been unable to get near Joseph N. Weber, AFM president and, among themselves have but informally thought of getting together. So far, nothing concrete.

Lou Nelson Assigned New KMOX Sales Post

St. Louis—Solidifying plans for fall buying season, James D. Shouse, general manager of KMOX, CBS outlet here, has announced creation of a new department for coordinating sales presentation, with Lou Nelson in charge. Nelson will work with salesmen and clients and whip into shape printed matter, etc., that buyers of time wish to distribute to prospects, in addition to their air programs. Nelson's old post as sales promotion manager, writer of trade magazine advertising and general publicity has been filled by J. Soulard Johnson, formerly advertising manager of the General American Life Insurance.

Martin Block Appointed WNEW Program Director

Martin Block, creator of the "Make Believe Ballroom," has been appointed program director of WNEW. Block has been associated with WNEW for two years and a half, joining the station as an announcer.

Edward Lord Joining WLNH

Boston—Edward Lord, for the past four years assistant production manager at WEEL, will leave that station in two or three weeks to become station director of WLNH at Laconia, New Hampshire. WLNH is owned by the Jenny Manufacturing Co., makers and distributors of gasoline and petroleum products. Lord came to Boston from WORC in Worcester and was associated with WBZ and WNAC before going with WEEL.

WMCA Opens 8:15 a.m. Sundays

Starting Aug. 29, WMCA will go on the air Sundays at 8:15 a.m., instead of 9 a.m. WMCA's week-day schedule starts at 7 a.m.

The new Sunday set-up will start off with music, electrically transcribed, from 8:15 to 8:30 a.m., followed by a new commercial program to begin on this date, entitled "Rev. F. F. Bosworth, Religious Talk", E. T., 8:30-8:45 a.m., followed by another 15-minute program of E.T. music.

More Chevrolet Auditions

In addition to Josef Cherniavsky, Ted Lewis and Eddy Duchin are slated to audition for Chevrolet's new CBS show starting Sept. 26. Jane Froman is reported set as soloist, with John Charles Thomas also reported under consideration. Walter Craig is producing the series.

Foreign Music Report Is Called Misleading

Proposed release by the NAB of a report on Sesac and its catalog of European music has aroused the ire of Sesac officials. NAB preliminary advices indicate that the report shows the catalog falls below the claims of the performing rights organization. It is scheduled for release to broadcaster members on Aug. 18.

Sesac officially stated that: "From the advance reports relative to the Sesac catalog which Managing Director James W. Baldwin proposes to release to broadcasting stations on Aug. 18, it appears to us that the report is definitely misleading, inaccurate and distorted. Sesac intends to reply to the report to the industry pending a reading of the NAB version and will withhold further comment until that time."

Imperial Tobacco Co. On Canadian Network

Imperial Tobacco Co., Canada, will sponsor a program over the entire Canadian network beginning in October. Program, emanating from CFCF with a pick-up each week from Radio City and a short wave pick-up from Europe, will feature Ken Sisson conducting a 36-piece orchestra and a 16 voice choir, a European commentator and L. S. Shapiro, who will do a Broadway column from NBC headquarters in New York. Sisson will commute via airplane each week to Montreal to supply orchestrations and choir arrangements in addition to conducting.

W. Victor George, president of Whitehall Broadcasting Co. Ltd., Montreal, made a special trip to New York last week to clear time with NBC for the broadcasts.

Al Becker on His Own

Fort Wayne, Ind.—J. A. (Al) Becker has resigned as public relations director of WOWO and WGL, effective No. 1, to enter business for himself, handling sound recording equipment and other lines in the general radio field.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

PAUL WHITE, CBS director of Public Affairs, MRS. WHITE and SID BERGERE, CBS engineer, off to Portland, Ore., today to cover the amateur golf tournament for the network.

MR. and MRS. LESTER LEE have returned from their trip to Canada.

GENE GAUDETTE, Don Bestor's manager, is in New York from Pittsburgh for a few days. CHARLES J. PANNILL, president of the Radio Marine Corp. of America, and MRS. PANNILL sail on the Normandie today.

R. A. HUTCHINSON, vice-president of the Studebaker Corp., is another passenger on the Normandie.

L. V. STANFORD, vice-president of the Sinclair Oil Co., sails for Europe today.

JAMES L. SAPHIER leaves for Hollywood next week.

LILLIAN GISH leaves Hollywood next week to return to New York.

M. M. BOYD of the New York NBC sales office is in Boston visiting the offices and studios of WBZ.

VINCENT RICHARDS goes to Chestnut Hill, Mass., next week to report the national doubles championship at the Longwood Cricket Club. WEEL will shoot the tournament to the entire CBS net starting Monday.

WILLEM VAN HOOGSTRAEN, conductor of the Portland Orchestra, sails for Europe today aboard the Aquitania.

DANIEL C. STUDIN, vice-president of Star Radio, has returned from a business trip through the New England states.

JOE KEELEY, N. W. Ayer publicity department, leaves today on a three-week business and pleasure trip through the southwest.

JERRY HUGHES of Remington Rand Inc., New York, is back at his desk after a two-week vacation. Visited radio stations in New York, Pennsylvania and Washington in the meantime.

JACQUELINE GIOVANNI, British film actress, has arrived from London to make several guest appearances over both the NBC and CBS networks. Upon completion of these commitments, she will leave for the Coast and picture work.

W. O. PAPE, owner of WALA, Mobile, is in town attending CBS-AFM meetings.

H. M. BEVILLE JR., NBC chief statistician, sails on the Normandie today for European vacation.

FRANK M. (Scoop) RUSSELL, NBC Washington vice-president, returned to his home office today.

Seasonal Commercials Seen as Coming Thing

Philadelphia—Seasonal commercials offer a practically virgin field with unusual opportunities, according to Donald Withycomb, g.m. of WFIL. He bases his statement on the success of WFIL's "Old Salt" fisherman program, which has been running all summer with four sponsors. A contest on "Why It's Healthful to Go Fishing" has proved effective from an institutional angle, and the program in general has built extensive good-will along the Atlantic coast. Allen Franklin is the Old Salt.

Pavaroff Made V.P. of Fitra

West Coast Bureau, RADIO DAILY
Los Angeles—Edward Pavaroff has been made vice-president of Fitra Productions, succeeding I. O. Witt, who resigned. Witt sold his stock interest in the company to Pavaroff. Dr. W. H. Voeller is president of the firm.

RALPH KIRBERY
"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

INCREASED LISTENING IS SHOWN BY ANALYSIS

(Continued from Page 1)

lead, dropping to second place. Variety shows were in third place, while the semi-classical program showed the greatest change, moving from sixth to fourth place.

All evening programs, on an average, rated highest among the "C" income group of set-owners. The 144 programs had an average of 9.2 in that group as compared to 6.8 for the "D" group, and 6.2 for group "A". The average for all groups was 8.2, which is the same with the median of programs among the "B" class.

Leading Programs

The 10 leading Evening Programs for the seven month period ending April, 1937, were: Jack Benny (Jell-O), Eddie Cantor (The Texas Co.), Major Bowes Amateur Hour (Chrysler), Lux Radio Theater, Fred Allen (Bristol-Myers), Burns and Allen (Campbell's tomatoe juice), Hollywood Hotel (Campbell's soup), Rudy Vallee (Royal gelatin), Bing Crosby (Kraft-Phenix) and Phil Baker (Gulf oil).

Most striking change the past winter as compared with the previous summer among the daytime programs was the vast increase in number. For the summer CAB was able to analyze only 47 programs, but for the winter period 89, an increase of nearly 90 per cent. The number of daytime programs rating over 5 per cent increased nearly 80 per cent, while those rating less than 1 per cent declined 35 per cent, showing an improvement in the amount of listening to daytime programs. Also, the past winter showed a greater diversity in daytime sponsored programs.

The CAB report, which is based on over 225,000 completed interviews and analyzes popularity of programs by types, length of broadcast and geographical sections, covered all sponsored network programs, daytime as well as evening. It also contains an analysis of network programs by four income levels.

CAB, which is a non-profit mutual organization, is governed by a Committee which is jointly appointed by the heads of the American Association of Advertising Agencies and the Association of National Advertisers. Field and statistical work is done on a contract basis by Crossley, Inc. Members of the governing Committee are: D. P. Smelser, Procter & Gampel Co., chairman; George Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, Texas Co.; Louis D. H. Weld, McCann-Erickson Inc., and A. W. Lehman, manager.

NEW PROGRAMS—IDEAS

New Twist to WBT Sports Spot

WBT, Charlotte, has scheduled for the football season a program that brings in a different atmosphere from that usually found on sports summaries. The idea, worked out by Charles Crutchfield, WBT program director, calls for a four or five minute re-enactment of several major games, during which time the highlights of the contest are related against a background of stirring music. For instance, on the North-

western-Wisconsin spot, the song "On Wisconsin" will open the interval allotted to that game and Northwestern's alma mater will close it. At least seven games will be reviewed on each half hour, Saturday night broadcast.

Data for the program will be sent direct to Crutchfield from the press boxes at the colleges whose play is to be aired and will be presented by Crutchfield himself who has had wide experience in announcing sports events.

Consumer Service Idea Pays Station Two Ways

(Continued from Page 1)

investigation, one tradesman per enterprise per town. For a nominal monthly fee, the merchant receives a handsomely engraved window easel carrying the sign of the "Golden Rule" and bearing the inscription: "Listen to Our Broadcast Over WFIL, Thursday 12:05 p.m." While program belongs to each participating merchant, neither his name nor that of any other tradesman is mentioned on the broadcast. The commercial copy is entirely institutional in theme, simply urging the listener to buy at the sign of the "Golden Rule" for "integrity, service, fair dealing and real dollar value."

For WFIL, the idea is a natural as the station actually collects double. "Golden Rule" pays full card rate for station time, then exploits WFIL call letters all over the station's coverage area.

Expansion, Revamping Is Under Way at WSOC

(Continued from Page 1)

program director. Dick Faulkner, publicity director, will assist Hicks.

Ron Jenkins, program man and announcer formerly at WSOC but more recently with WQAM, Miami, rejoins the station here to handle program traffic and act as general program department detail man.

Paul W. Norris, program director, is opening up a new department to handle merchandising, sales promotion and publicity.

Ephraim Payson Mallard is a new face in the control room, aiding L. L. Caudle and S. T. Carter.

Dewey L. Drum, salesman-announcer, has been made assistant to W. C. Irwin, commercial director. He also will have charge of city sales. Edwin Turner recently joined the sales staff, which also includes Byron J. Smith and Vera McCorquodale, who doubles as hostess.

WLTH Wins Court Stay On Retaining Facilities

(Continued from Page 1)

WLTH, last night expressed satisfaction at the ruling and stated that the station felt confident of winning its case.

CROSLLEY WON'T GIVE DATA ABOUT FINANCES

(Continued from Page 1)

quest," said Crosley. He claimed all the data requested was available in November, 1936, but that Payne informed him the matter could be held in abeyance until such time as Crosley was contacted again.

Washington Bureau, RADIO DAILY

Washington — Powel Crosley's charge that Commissioner George Henry Payne has no authority to bring charges against him were described as "absurd" by Payne yesterday. The FCC official said he would bring the entire matter before the full Commission at the earliest opportunity.

Meanwhile, on Capitol Hill, Senator Burton K. Wheeler, chairman of Interstate Commerce Committee, submitted a report urging immediate adoption of the White resolution calling for a complete radio probe. Wheeler's report said that growth of the industry has changed the situation so completely that a full study of the entire matter is necessary so that proper legislation may be conceived to meet present demands.

Rubinoff to Detroit

Detroit—Dave Rubinoff opens at the Fox Theater on Aug. 23 coincident with the film, "You Can't Have Everything."

Finds Foreign Television Far From Satisfactory

(Continued from Page 1)

of Great Britain Ltd. to supply the foreign demand for American deluxe radios.

Viewing the Wimbledon matches by television, Scott found the definition quite okay but the images too small to endure long without eyestrain. Tele set owners for the most part seldom "look in" after the novelty has worn off, Scott reported.

Bowyer Lowe, one of the first presidents of British Radio Manufacturers, is production manager of Scott's new British plant.



(SEE PAGE THREE TOMORROW)

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

AGENCIES

W. CLEMENS BENTLEY, former vice-president of Monroe F. Dreher Inc., advertising agency of Newark and New York, has joined the copy department of the Chas. Dallas Reach Co. of Newark. Previous to his connection with the Dreher agency, Bentley was with the United Advertising Agency and Rudolph Guenther-Russell Law, now Albert Frank Guenther Law Inc.

VANDERBIE & RUBENS, Chicago, has landed the Iodent toothpaste account, Detroit. Account is said to be radio-minded. Few years ago they put on Jane Froman on NBC, her first commercial airing.

RUTHRAUFF & RYAN, Chicago, has landed the Bradley Knitting Mills and Nunn-Busch Shoes both of which are said to be considering radio this season.

J. M. KORN AGENCY, Philadelphia, takes over the Old Orchard Distillery account, acting as advertising and merchandising counsel.

HENRY SELINGER, account executive at Blackett-Sample-Hummert, Chicago, is vacationing at home. Wife didn't want to go anywhere and he couldn't think of a cooler place than Chicago so they are touring Lincoln Park.

LEW GOODKIND, former radio promotion director of Lord & Thomas, Chicago and Ken Laird, vice-president of Weco products (Dr. West's) and wives off on fishing trip into northern Ontario.

Algus Resigns from WINS

Harry Algus, who joined WINS as publicity man a few months ago, has resigned. Sylvia Press is again handling the work. Frank Foster, former WINS publicity director, is now with Hearst Radio, which owns WINS.

Edison Company Returning

Consolidated Edison Co. is returning its "Echoes of New York Town" program to WEA, locally, on Monday, Sept. 13 at 7:30-8 p.m. Talent for series not announced as yet. Last season a concert program was aired. Program will run until spring. McCann-Erickson Inc. is the agency.

Peggy Wood in "The Straw"

Peggy Wood in "The Straw" will be the final offering in NBC's Eugene O'Neill drama series. It will be aired next Monday at 9:30 p.m. James Meighan will have the male lead, with Allan McAteer, Irene Tedrow, Mary Michael and Neil O'Malley in supporting roles.

Andy Marrying Sept. 11

Charles Correll, the Andy of Amos 'n' Andy, will be married to Alyce McLaughlin on Sept. 11 it was announced yesterday. Ceremony will take place in Los Angeles.



● ● ● Jean O'Neil leaves the Griffin All-Wite show of her own accord! Fredda Gibson and Joan Edwards auditioned for the job yesterday... The Deitz-Schwartz score for "Virginia" will be published by Robbins... John Romaine of NBC is thrilled over the birth of an eight-pound boy at Poly-clinic... Jerry Blaine's wire has not been yanked but his schedule has been reduced and altered... Jack Denny is set for two weeks of vaudeville in Chi... Negotiations are under way for Duke Ellington to appear in a picture for Alexander Korda in England... MBS is working out a deal for the services of Lew Hearn... Tim and Irene are set for the Jell-O Sept. 12—meaning that Milton Douglas is on the show on a "rain check"... Mills Artists are sending out publicity on Ina Ray Hutton's band again, thus signifying that their dispute has been settled amiably... If you see strong-looking men in the audience of NBC and CBS shows these days, here's the answer: They are police who have been "persuaded" not to write traffic tickets in return for show passes!

● ● ● Donald Burton, owner of WLBC, Muncie, Ind., had the unique experience of scooping his own news department on a story when fire swept one of the business blocks after lightning had struck early in the morning during a freak storm... Burton was rushing downtown to inspect aerial at 5:15 a.m. when the bolt touched off wallpaper and paint store. Donald helped Mayor Roland Bunch and other volunteers load ambulance with victims overcome by smoke. He then rushed to the station and gave an eye-witness account of the fire. From then on, he telephoned flashes on the progress of the fire... The station thus beat local newspapers with the story by more than seven hours... If ever an artist's name was appropriate for a program—this takes the cake: Ken Keese at the Keys, a 15-minute feature every Wednesday on WATL, Atlanta... WOPI, Bristol, Va.-Tenn. is looking for a commercial manager.

● ● ● Astor Roof's summer season next year will be divided between Rudy Vallee and Ozzie Nelson only... Though his publicity states that "Tommy Dorsey goes on a series of one-nighters after a week at the Steel Pier," Dorsey returns to the Penn Roof the 26th... Fred Uttal takes over Harry Von Zell's duties on the Walter O'Keefe-Ipana show... Connie Boswell will make a transcription for Horlick's Malted to be aired in London only... Joe Lee is now doing the "Broadway Bill" airings via WMCA... Pat O'Malley is set for a second shot on the Benny Goodman show... Henny Youngman returns to the Surfside by demand. Patricia Gilmore leaves there tonight with Bobby Hayes and crew opening tomorrow... Singer Dorothy Howe is doing some commercial posing during the day... Jack Harris' crew is being built up via BBC on the Other Side... Ida Bailey Allen will have two new cook books published this fall (making Lester Lee veddy happy!). Will be titled "Kitchenette Cooking for Two" and "Every-day Cook Book," bringing her total writings to 23 books!

● ● ● WBT, Charlotte, N. C., is sponsoring a horeshoe pitching contest and last Sat. found the city's most noted physicians pitted against a couple tooth-pullers, with the latter winning... In the second match the plumbers defeated the electricians by a pair of shoes or so... In the next series, Charlotte's policemen will battle the firemen and lawyers pitching against the town's bankers, with no betting allowed... The third series will see the winner of the plumber-electrician match pitted against the winner of the doctor-dentist set and the survivors of the lawyer-banker outfit against the winner of the police-firemen after which the finals will be played... Must be fun!

NEW BUSINESS

Signed by Stations

WMCA, New York

Rev. F. F. Bosworth, River Forest, Ill., ET's, one year starting Aug. 29; Community Opticians Inc., Long Island, through Commonwealth Adv'g Agency, Boston, "Street Forum", 52 weeks starting Sept. 9; Grace Donohue Inc., N. Y. (beauty preparations), through Redfield-Johnstone Inc., 13 weeks on Anice Ives "Everywoman's Hour".

KSL, Salt Lake City

Los Angeles Soap Co., CBS Pacific network show, Gus Edwards' "School Days".

Unger Again to Double In Borden's "Edition"

Stella Unger, who wrote and played in Borden's "Special Edition" on NBC last season, has been re-engaged by the Erwin, Wasey Advertising Agency to do the same work when the show goes on the air again in September. Miss Unger, in addition to scripting this slice of newspaper life, also plays the part of the Hollywood news commentator, Janet Howell.

Besides "Special Edition", Miss Unger is busy on three other Erwin, Wasey scripts. Last season, she wrote the James J. Braddock script, the Lou Little radio shows, and was formerly program head of two local radio stations.

Godfrey Leaves Quiz

Arthur Godfrey bows out of the "Prof. Quiz" program after Aug. 28. Parting is amicable, being due to the fact that the quiz program doesn't permit him to indulge in the type of ad-libbing that have made Godfrey popular. Godfrey also has had his own "Sun Dial" program over WJSV, Washington, for some time, with over 80 sponsors.

Peace Series on WNYC

First of a series of anti-war broadcasts, entitled "We, The Living", will be presented under auspices of World Peaceways on WNYC beginning Sept. 2. Program will be a full hour, using anti-war dramas and guest speakers. The production will be by The Radio Playhouse acting company, under the direction of Ted Cott. According to William P. Ainsworth, directing radio activities for World Peaceways, several other local programs and later a network show will probably get under way in September. This includes a Sunday spot on WNEW and also one on WQXR.

"Community" Series on WMCA

"Your Community", a new series, will be inaugurated over WMCA on Sept. 2 at 9:30-9:45 p.m.

The program consists of talks of editors of local newspapers together with dramatizations of individual communities in the New York area.



FREDERICK H. WAGNER, writer of the picture script the "Killers of the Sea," is busily engaged preparing a radio script covering the same subject. Screen subject was thrilling to the 'nth degree and if serialization for the air proves as popular Wagner will follow with "The Sea Terror," now being produced as the picture sequel to "Killers."

Pinto Kolveig, who is voice double for several of the Walt Disney cartoon characters, slated for a guest appearance on "New Horizons" over CBS Pacific Coast net on Friday. Pinto got his early musical education playing an alto horn in Al. G. Barnes' Circus band . . . no wonder he was right in his element on the Gilmore circus program. Another unpublicized fact is that Pinto was the originator of animal cartoons when he gave animation to three tiny California bears on the screen of the old California Theater in San Francisco 20-odd years ago.

Clover Kerr, victim of a tragic automobile accident a few months ago which cost her the loss of both legs and an arm, is being featured on KFVB's "Bridge Builders," sponsored by Soil Off, cleaner, Monday through Friday.

KMPC's expose of both grand and petty larceny rackets rates honorable mention. Last one gave some low-down on the phonies whose theme song is "You Ought to be in Pictures," with which the town is owsy-lay. Incidentally, the same station's Hal Berger is doing a sweet job of playing eighteen ballplayers and a couple of umpires in his daily routine of re-creating major league ball games.

Lupe Velez and Wheeler and Woolsey will be heard on CBS "Hollywood in Person" this week from the RKO studio.

Helen Gahagan interviewed by John Conte over KHJ preliminary to her Hollywood Bowl appearance this week.

Jacoby Bros., now participating in sponsorship of "Rise and Shine," KHJ daily except Sunday, with Hamilton & Associates as the agency handling, and So. Cal. Conference of Seventh Day Adventists renewed contract on "Voice of Prophecy" for KHJ and the entire Don Lee net through Lisle Sheridan. Latter program heard 8:30-9 p.m., Fridays.

Leipzig Radio-Tele Fair

Leipzig—A radio-television fair is being held here Aug. 29-Sept. 2.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

ORCHESTRAS - MUSIC

AS a tribute to the late George Gershwin, Duke Ellington and his orchestra have been assigned by Master Records Inc. to record an album of Gershwin melodies. The actual recording session, which will contain several of Gershwin's piano preludes, recorded for the first time, has been set for late September when Duke Ellington's orchestra will have returned to New York from its present cross country tour.

The Raymond Scott Quintet, signed by 20th Century-Fox for a period of one year, will work in a minimum of five films on the 1937-38 schedule. Deal was set by Irving Mills, head of Mills Artists Inc., in conjunction with CBS.

Jack Denny and orchestra close at the Chicago Drake Hotel Aug. 25 and are booked by the Chi office of CRA to play two weeks at the Chicago Theater, starting Aug. 27.

Director Ray Block's "Swing Fourteen" vocal group, a feature of the "Johnny Presents" shows, is making its first public appearance this week with Russ Morgan's band at Manhattan Beach, Brooklyn.

Laura Newell has joined the Robert Emmet Dolan ork as harpist, succeeding Caspar Reardon, who went to Hollywood. Dolan has two harpists, the other being Verlye Mills.

Col. Luke Bakoote's Balalaika Orchestra returns to WICC, Bridgeport, on Sunday at 1:45 p.m. . . . with Charles Biondo's Red Revelers alternating that spot on WICC schedules.

Bernie Cummins' schedule from the Hotel Biltmore will make his band audible over MBS Sundays at 9 p.m. and Fridays at 12 midnight. He will get a third spot later on. Bernie has replaced Horace Heidt at the Biltmore and is doing a bang-up job.

Claude Hopkins Orchestra will accompany the amateurs at the Apollo Theater tonight at WMCA's broad-

New Utah Station Clicks

Cedar City, Utah—KSUB, new 100-watter opened last month, has proved a boon to tourists traveling through Utah parks and on the Los Angeles-Yellowstone Highway. It provides the only radio entertainment along this route during daylight hours.

Because newspapers in this trade area are issued only once a week, radio provides a choice advertising medium for one of the few remaining virgin fields in the U. S.

KSUB has received fine support from citizens and merchants. Leland M. Perry and Harold Johnson are the owners and operators, with Robert R. Burton as manager.

A. R. Ketchem Jr. Joins CBS

A. R. Ketchem Jr., for 15 years in advertising in New York, has joined the San Francisco office of CBS.

cast of "Amateur Night in Harlem." Don Kerr will act as emcee.

Las Vegas Orchestra opens Aug. 20 at the Wildwood, N. J., Convention Hall.

Louis Randolph is the newest maestro at Moonlight Cabaret, Philadelphia, airing nightly over WDAS, with Ted Tinsley moving from that spot to the Parrish, remoting via same station.

Jack Delmar, heard formerly on KYW, Philadelphia, one-nighting the Southern N. J. resort ballrooms.

Woody Herman playing a return engagement at Ocean Pier, Wildwood, N. J., remoting via WIP, Philadelphia.

The Three Vagabonds, instrumental trio featured in the film "Saratoga," have opened at the Broadmoor Country Club, Denver, for an indefinite engagement. Set by CRA.

Ran Wilde and his ork set by Rockwell-O'Keefe at the Rice Hotel, Houston, for the week of Sept. 6.

Rockwell-O'Keefe has signed a contract with the Chase Hotel of St. Louis to do the exclusive booking for that hostelry. Starting Aug. 27, Del Courtney and his orchestra have been set for six weeks.

The orchestras of Russ Morgan, Ferde Grofe and Jolly Coburn have been booked by CRA for the Million Dollar Pier, Atlantic City, Sept. 5 and 6.

Ted Lewis and his orchestra have completed their part in the musical picture, "Manhattan Merry-Go-Round." Lewis is now taking his first vacation in some time at his home in New Jersey.

Jimmy Dorsey and his music set by Rockwell-O'Keefe for the Palace Theater, Cleveland, Sept. 9, and will split the week of Sept. 17 between Cleveland, Akron and Youngstown.

Ascap to Seek Revenue From U. S. Possessions

Ascap will take a better look over the situation in U. S. island and other possessions with the first step in the direction of Puerto Rico. Belief is that additional revenue may be obtained there from the two radio outlets and the many cafes operating and using music.

Dick Powers, Ascap crack field representative, is due for the assignment and is currently brushing up on the Spanish language.

Paris Music Congress

Paris—Second annual congress of music, recorded music and radio, for professionals and amateurs will be held at Maison des Centraux, June 15-20.



EDDIE GUEST gave "It Can Be Done" cast a supper party after last night's broadcast. It was his 56th birthday.

Ken Fry of NBC special events dept. off to Escanaba for the birling (log rolling) contest broadcast.

Judith Waller, NBC educational director, off to Nova Scotia vacation, to be followed by educational parley at Thedford, Vt.

Frannie Clark, NBC press department, vacationing at her summer cabin in Wisconsin northwoods. Tony Koelker of same dept. to Dyersville, Ia.

Andy Kirk's ork now broadcasting from Grand Terrace cafe with an NBC wire.

Stan Thompson, leader of the Cadets, back from a training session at Fort Sheridan with a brand new mustache.

Gloria Grafton, widow of Orville Knapp, the band leader, singing with Jack Denny at the Drake Hotel.

Sally Rand is reported about ready to swing it from a bandstand.

Verne Hansen, WGN announcer, vacationing in northern Wisconsin.

Toby and Suzie, WLS Barn Dance comedians, made the Iowa papers other day when they had to bail out of a plane that broke a strut at a county fair. They landed safely in a cornfield. (Where else could they in Iowa?)

Bess Johnson (Lady Esther's voice) planed to New York over the weekend.

Earl Withrow, WJJD continuity editor, to Wichita, Kas., for annual vacation.

GUEST-ING

JUNE LANG, on Walter Winchell program, Aug. 22 (NBC-Blue, 9:30 p.m.).

GLENDIA FARRELL, on Chase & Sanborn Hour, Aug. 22 (NBC-Red, 8 p.m.).

MILTON DOUGLAS and PRISCILLA, on Jane Froman-Don Ross program, Aug. 22 (NBC-Red, 7 p.m.).

DEANNA DURBIN and LEOPOLD STOKOWSKI, in scenes from "100 Men and a Girl," on 'Hollywood Hotel,' Aug. 27. (CBS, 9 p.m.).

CHARLIE BARNETT, saxophonist, on "Swing Club," Aug. 21 (CBS, 8 p.m.).

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

Philadelphia

Gil Babbitt, managing editor of Radio Press, fan weekly, returns to WIP this week to resume his weekly "Broadway to Hollywood" chats.

Keystone Automobile Club has William Berry handling the bi-weekly travel talks on KYW.

Honey Stewart, formerly associated with the Stewart Sisters, is the newest addition to the WDAS talent staff. Eddie Ludwig, composer and arranger, will accompany.

A. W. Dannenbaum Jr., secretary of WDAS, leaves next week for his camp in the Maine woods.

Harold Davis, WDAS program director, has turned movie commentator, heard thrice weekly.

Pat Stanton, WDAS manager, is expected back from a Nova Scotia honeymooning vacation next week.

Taylor Grant, WCAU baseball announcer, auditioned for the football announcing job this fall.

Horace Feyhl, WCAU production chief, is spending his vacation fishing in the Atlantic.

Boake Carter is back in his downtown office one day each week, but continues his broadcasts from his home.

Alma McKenzie, radio actress often heard over WIP, was recently married to George Spittale.

Shuman Brothers (furniture) is using a movie chatter period daily on WFIL to promote August sales. Allen Franklin handles the spiels as the Hollywood High Hat. Account handled by Julian Pollock Agency.

Wayne Cody, WFIL "Jolly Man" making personal appearances at parks and fairs for Kiddie Day attractions.

Henry Patrick, WIP songster and featured vocalist at Ritz-Carlton Hotel, is vacationing.

Ray Fitzgerald, who used to warble over WDAS, has started a new series over WMCA in New York.

Ray Melinson of WCAU "Noontimers" is readying a new fall series.

The Three Naturals of KYW disbanded, with Johnny Fortis scheduled to leave for Broadway.

Stewart Sisters, KYW singing duo, are spotted at a new time in a new series at 11:05 nightly.

Jerry Moore, former WCAU announcer, is now in Hollywood writing scenarios.

Nestle Cocoa Series Starting Next Month

(Continued from Page 1)

WRC, WTAM, WJR, WGN, WCAE, WCKY, KHJ, KFRC, KSO, WBAL and KSTP. Cecil, Warwick & Legler Inc. placed the account.

"Commentator" Time Set

"Commentator" magazine program, which starts Sept. 19 on Mutual, has been set in the 10-10:30 p.m. spot.

STATIONS OF AMERICA

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

No. 59 of a Series

KGVO—Missoula, Mont.

1260 Kilocycles—1000 Watts

ARTHUR J. MOSBY, General Manager
VERN ROWLEY, Chief Engineer
VERNE SAWYER, Program Director

KKGVO, the only station in Missoula, Mont., was established in January, 1931, as a 100-watter. But before long the station was granted a power increase to its present 1,000 watts, recognition of the fine job the station was doing in its territory. In line with progressive plans, KGVO has recently become affiliated with the Columbia Broadcasting System and also contracted for larger space and more modern studios in the fall.

During its six-year span on the air, KGVO has become very popular because of its policy of co-operating fully with all local activities. It is not possible for outside stations to be heard during the daytime in its retail trading area, which covers a most diversified cosmopolitan population. In Missoula is located the State University of Montana with over 1,800 students who take an active interest in the station's activities.

Licensed to operate on unlimited time, the station is on the air from 7 a.m. to 11 p.m. daily from its studios and offices at 240 North Higgins Ave. The transmitter is located four miles west of Missoula on one of the main highways which connect Missoula with all sections of its trading area.

Joseph H. McGillivra is the station's representative, while Adrian James Flanter & Associates is promotional counsel.

ST. LOUIS

"Today's Sports" with Frank Eschen is now a four-times-weekly on KSD.

"Don't Be Swindled" is a new Better Business Bureau series over KMOX, being heard Sundays with Ellenwood Players of St. Louis in the casts.

Another Sunday program just started on KMOX is "Matching Jobs and Men" under direction of Missouri State Employment Service.

"The Land We Live In", historical episodes of the Mississippi Valley, resumes in October on KMOX. Brad Simpson of Daugherty agency will do scripts for Union Electric Light & Power.

Billie Ruth Orr, 14-year-old soprano, youngest member on KSD staff, aspires to operatic stardom.

Dick Sharp, continuity director, and Wayne Short, announcer, at KSD, writes poetry in spare time—and sells it.

KANSAS CITY

Harry Clifford, KXBY commercial manager, back from a business trip to Chicago.

Mark N. Smith, KMBC research and merchandising director, on two-week vacation in Wisconsin.

Kansas City composers hit the airwaves with two original compositions this week, Al Crocker, manager of a local music shop and conductor of The Rhythmatics, a 15-minute musical program heard each Sunday afternoon via WDAF, contributed "In An Old Fashion Garden" to the Texas Rangers' Sunday morning CBS network show, while Ruth Royal, KCKN musical director featured one of her own compositions, "Empty Rooms," on her daily quarter hour show known as The Girl of a Thousand Songs.

SAN ANTONIO

Monett Shaw, WOAI vocalist, has a role in the S. A. Civic Opera, "Rose of Algeria," latter part of the month. Joseph Luther has returned from visits to the East and West.

Jack True and The Night Owls, heard over KONO, recently waxed two sides for Brunswick up in Dallas.

Mrs. Mary Jane Towler, assistant program director at WHKC, and her husband spent two weeks in New York.

KMA Chatter: Bill Schomette is now announcing the Falls City Southside Serenaders nightly, while Horace Shelton is punching the mike out at the Olmos Dinner Club.

New and nightly feature now running on KABC is titled "Do You Believe in Ghosts?"

OMAHA

Chief Engineer Mark Bullock of Central States Broadcasting Co. is supervising installation of KOIL's new RCA transmitter even though the new transmitter house is not ready yet. A temporary roof has been built over the uncrated machinery. Grand opening now set for Sept. 13.

Happy Green, production manager of KMOX, St. Louis, and Mrs. Green are visiting here. Mrs. Green formerly lived in Omaha.

Vic Bodine, KOIL news writer, will walk up the aisle Sept. 13 with Lois Mundenhof of Sioux City, Ia.

SAN FRANCISCO

Pinch-hitting for Dresser ("Death Valley Days") Cahlstead is Jimmy Matthews.

Donald Thornburgh, CBS v. p., here conferring with Phil Lasky, KSFO g. m.

Josephine Avis, KYA program department, vacationing.

Boston

Alice O'Leary has been signed by the First National Stores for a Fall radio series.

Sheila Barrett due in at Boston's Club Mayfair starting on Sept. 15.

The Bachelors—Tony, George, Oscar and Gus—the Colonial network's novelty male quartet, have been banging thme out in harmony for the past fifteen years. They are now heard two mornings a week over a Mutual coast network.

Cy Young, office manager at WBZ, taking two-week vacation trip by motor through Quebec and eastern Canada. Mildred W. Carlson, WBZ's Home Forum director, has given up the recipes for two weeks, while visiting her folks down in Wethersfield, Conn.

Del Castillo, production manager at WEEI, back at his desk after a vacation trip.

CBS Sales Promotion Moving

CBS sales promotion department is getting the boot again. This time department will move down to the 12th floor, taking over the space used by Radio Sales and the typing department on the same floor. Everybody but Victor Ratner, the department head, will be shifted downstairs.

Sales promotion is now located on the 18th and 19th floors. Radio Sales is moving down to the ninth floor.

Viola Flowers at WAVE

Philadelphia—Viola Cawood Flowers, who conducted the "Famous Philadelphia Women of the Week" programs over WIP, has been appointed radio director of one of the largest department stores in Louisville. She will supervise and announce all the store's programs over WAVE, also conducting WAVE's daily Musical Clock.

KFAB-KFOR Staff Changes

Lincoln—Marvin Damme of Cook, Neb., formerly with WJAG and KGBZ, has joined KFAB-KFOR as operator. Chet Gowan, announcer, has replaced Carl Saunders, who is going to KFXM, San Bernardino, Cal.

Deanna Durbin Signed

Deanna Durbin, juvenile soprano, has been signed as a regular member of the Texaco program when Eddie Cantor takes over the helm again on Sept. 12 over CBS.

Daughter for Wallington

West Coast Bureau, RADIO DAILY

Los Angeles—James Wallington is the father of an eight-pound daughter, born Monday night.

Garrett Leaves WNEW

Joseph C. Garrett, announcer and production man at WNEW, has resigned and leaves for the west coast today.

★ **F. C. C.** ★
ACTIVITIES

APPLICATIONS RECEIVED

World Wide Broadcasting Corp., New York. CP for new international station. 6040, 11790, 15250 kc., 10,000 watts.
Ashland Broadcasting Co., Ashland, Ky. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.
James F. Hurley, Jr., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, daytime.
Commercial Radio Equipment Co., Kansas City, Mo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 250 watts.

APPLICATIONS RECEIVED

National Battery Broadcasting Co., St. Paul. CP for new relay station. 1622, 2058, 2150, 2790 kc., 2 watts.
EXAMINERS' RECOMMENDATIONS
KWTV, Watertown, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.
KGDY, Huron, S. D. Application for renewal of license be granted and CP for frequency and power changes be denied.
KGDY, Huron. Auth. to transfer control of corp. to Greater Kampeska Radio Corp. be granted.

APPLICATIONS GRANTED

WATR, Waterbury, Conn. CP to increase hours of operation, change frequency and power to 1290 kc., 250 watts, unlimited.
Times Publishing Co., St. Cloud, Minn. CP for new station. 1420 kc., 100 watts, unlimited.
George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.
Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 KW., daytime.
APPLICATIONS DENIED
Old Colony Broadcasting Corp., Brockton, Mass. CP for new station.
Michael F. Murray, St. Cloud, Minn. CP for new station.
National Television Corp., New York. CP for new experimental visual broadcast station.

**CIO IS BLACKLISTING
'ANTI' COMMENTATORS**

The CIO, following an attack on Boake Carter in Philadelphia last week, is now contacting leading radio commentators all over the country to ascertain their stands on the present labor situations. A proposal made in the Philadelphia situation suggested a ban on Philco products by CIO members for the duration of Carter's stay on the air under Philco sponsorship. It is believed that other anti-CIO commentators will be threatened with the same measures shortly.

Radio is being used in a bitter battle between concerns that have been stricken through labor difficulties and labor organizations. Commentators are being hired to talk anti-unionization in a hushed manner over networks and local stations alike. That the CIO will fight back via radio has already been revealed, but when the radio campaign will get under way has not as yet been learned.

"Jungle Jim" on 70 Stations

King Features Syndicate, sponsors of the transcribed "Jungle Jim" series, states that the serial is now heard over 70 stations from coast to coast. Strip is modeled after character appearing in comic sections of newspapers, and is heard locally in New York over WINS.

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

WSAN

Allentown, Pa.

"... Congratulations on your splendid publication."

Charles Seebeck

EDDIE CANTOR

Hollywood, Calif.

"... Congratulations on the alertness and entire setup of RADIO DAILY."

Eddie Cantor

KGY

Olympia, Wash.

"... The personnel of KGY have found RADIO DAILY to be of great interest. Both our Commercial and Program departments have derived great benefit from reading it."

W. R. Taft
Manager

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

★ **PROMOTION** ★

WTMJ Contest Clicks

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.

Novel scheme was called the "Scrambled Programs Contest," which appeared in The Milwaukee Journal. The basic idea of the stunt was to get the people to rearrange a maze of well scrambled WTMJ programs, products and advertisers. In other words, there were three lists of names arranged in parallel, but in such a manner that one sponsor's product

was opposite the name of another advertiser, etc. Sixty WTMJ programs and their sponsors were published in these lists in The Milwaukee Journal for three weeks. Cooperation of sponsors was obtained in the matter of donating valuable merchandise prizes, from an expensive refrigerator to merchandise coupon books. More than 100 prizes were offered. Obviously in order to participate in the contest people were required to listen to WTMJ all day in order to become familiar with the list of products advertised and the programs with which they were identified.

WTMJ advertisers were quick to realize the benefits accruing to them through the "Scrambled Programs Contest." They displayed prizes in their windows with signs calling attention to the contest and cooperated in other ways to promote the scheme.

WOPI Checkup

A personal interview survey was recently made by an independent organization of 1,830 homes in Bristol, Va.-Tenn., in the interest of WOPI. Results show that 80 per cent of the homes in Bristol are radio-equipped and that 98 per cent tune in regularly to WOPI. Other questions pertaining to advertisers on the air were also asked to check on listener reaction to certain programs.

BIRTHDAYS

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

Greetings from Radio Daily

August 18

Walter O'Keefe
Gus Edwards
Bernard J. Prockter

McNINCH IS APPOINTED CHAIRMAN OF THE FCC

(Continued from Page 1)

by the resignation of Vice-Chairman Irvin Stewart earlier this year.

McNinch, who will serve temporarily on "leave of absence" from his FCC duties, was formerly mayor of Charlotte and has been highly successful in his handling of the FCC. Craven is expected to build up the technical side of the FCC.

Both nominations are expected to win quick routine confirmation by the Senate.

McNinch told RADIO DAILY last night that the President's move came as a complete surprise to him.

"I told the President my personal preference would be to remain on at the Power Commission, but that I considered his 'Presidential draft' a command when he asked me to take over at the FCC on a leave of absence basis."

McNinch expects to move over to the FCC within ten days.

Watch Tower Time Jam; Threatens FCC Squawk

(Continued from Page 1)

is using considerable spot broadcast time, sought the two one-hour shows for the Watch Tower convention to be held Sept. 19-26 inclusive in Columbus, O. Time set is 12 noon to 1 p.m. on Sept. 19, and 10-11 a.m. on the 26th, both Sundays. Since the organization (Protestant) has an international habit of attacking at least two important religions, numerous stations turned down the offer of a time buy, particularly at local rates. Also, no scripts are offered in advance, but premiums offered for time clearance where another sponsor conflicted.

Watch Tower authorities threatened to take the matter to the FCC when stations turned down the account and refused to clear time because the proposed talks were to be of controversial nature. Finally the account was given to the Acorn Agency Inc., where Sid Weiss, time buyer, is understood to have lined up 50 of the wanted 75 outlets. These include NBC, CBS, MBS and unaffiliated sta-

★ Coast-to-Coast ★

ALLAN JONES, singer and film actor, will be a permanent member of the Werner Janssen program for Fleischmann heard Sundays at 7:30 p.m. over NBC-Blue. Loretta Lee has been featured on the show for several weeks. Jones makes his third appearance next Sunday.

The story of Haym Salomon, Jewish financier who supplied George Washington with money for the Revolution, will be the first of five WPA "Great Men in History" broadcasts over WBNX starting Aug. 28. Warner Bros. plan to film this historical character.

WICC, Bridgeport: Frank Foti is back from a split-week Vermont vacation . . . Mr. and Mrs. Joe Lopez are in Maine . . . Lewis R. Doolittle lately airing from the New Haven studios, returns tomorrow at 2:15.

"Nocturne," the 11:30 p.m. program from WCAO, Baltimore, Monday through Friday, is making a big hit and many letters are being received. It features organ music by Roland Nuttrell, songs by John Ademy and poetry readings by Charles Purcell.

WLBC, Muncie, Ind.: Ed Pierre de-Miller, news editor, has returned to his duties after vacationing in Chicagoland . . . Henry Marks, salesman, made a flying trip to New York on business this week . . . Don Russell, salesman, is taking the family to Lake Webster during his vacation . . . "The Old Ranger" starts a new series of programs for Citizens Gas Co. known as "The Range Roundup" this week . . . Maurice Crane, chief engineer, has completed a new paint job on his buggy . . . Fred "Packhorse" Ayer, merchandising director, is learning to do the "Big Apple."

After three days in the hospital to have a few throat repairs, Ed Tacy, chief announcer, WSPR, Springfield,

tions, with about 25 stations still to be chosen.

Watch Tower is paying the tariff on the line charges for the hookup and in most cases it is said to be not so bad due to many outlets already having tag-lines to one another. National rates are being paid, however, and no scripts can be presented in advance because Judge Rutherford is now in Europe. Even if he were here, it is said, scripts are never given out until broadcast time.

Watch Tower has an extensive plant in Brooklyn, where a lucrative business sells bibles, books and tracts. Sometime ago the organization cropped up in the press for its radio attacks in Spain on the Catholic religion. Although an agency with Jewish personnel is handling the account currently, Judge Rutherford takes time out to take a whack at the Jewish religion.

Mass., will head for the rock-bound coasts of Maine.

Returning to WNBC, New Britain, Conn. from vacations are Director Hal Goodwin, Chief Engineer Rogers Holt, Commercial Manager Larry Edwardson and Announcer Graen Paterson.

Women in Radio: Edith Martin, Secretary to W. A. Wilson, general manager WOPI, Bristol, Va.-Tenn., is considered the best informed person on the station's activities . . . Active in a business way, although not generally known, is Edna Mae Mosby, wife of A. J. Mosby, manager KGVO, Missoula, Mont. She is secretary-treasurer of the station . . . With her boss, Sam Gellard, manager of WLTH, New York City foreign language station, in Washington so often these days, Edith Julius takes active part in directing the station during his absence.

Tris Coffin of WNAC, Boston, is on the coast for a visit.

State Senator John J. McNaboe, who sponsored the recent bill to investigate crime, particularly with reference to men on parole, will talk tonight on "Shall Our Children Be Sacrificed to Arch Criminals?" over WINS and the New York Broadcasting System at 8:15-8:45.

William Winter, prominent Charlotte lawyer, returns to WBT this week in a new series titled "Headline Analyzer".

KSL, Salt Lake City: Irma Bitner, public relations head, back from vacation . . . Louise Hill Howe back to her production and direction duties after a coast trip . . . Three Gals from Way Down South replace the King Sisters on Sunday Variety Show . . . Vacationing: Leonard Strong, Byron Ray, Edward Broman.

Oshkosh Overall Series With "Lem and Martha"

(Continued from Page 1)

Oct. 1. Jim Pease has been brought out from New York to write show. Bill Bouchey will announce. Ros Metzger, radio director of Ruthrauff & Ryan, wrote the theme song, "Good Things Come in Pairs." Oshkosh used this team on WHO last year. R. & R. now has them on the same station for Penn Tobacco. Team has been optioned for six years. Figured as another potential Fibber McGee and Molly in appeal.

Harold Stretch Marries

Harold Stretch, WHN sales department, was married Monday to Elinor Wood. Frank McDonald, also of WHN, was best man.

CBS QUIZZES STATIONS ON THE AFM SITUATION

(Continued from Page 1)

gram sent to you, what is the union scale and what are the conditions as to hours, overtime and rehearsal period which would be applicable to the employment by you of musicians on a weekly basis?

(3) Would you be free to select any union musicians you wanted for your employment, or would the union insist upon influencing your selection?

(4) Are the unemployed musicians in your community solely dependent upon their profession, or is music only a part-time job for them?

(5) To what extent are the services of union musicians used in your station (a) on commercial broadcasts; (b) studio sustaining programs; (c) remote control broadcasts, giving total number of musicians employed in each category and number of hours employed

(6) Do you furnish the union musicians utilized in commercial broadcasts, or are they hired directly by the advertiser?

(7) Do musicians receive additional compensation when their services at hotels, dance halls, and the like, are broadcast by remote control programs?

(8) What are the places from which you are receiving remote control broadcasts and, in your opinion, would such places continue to hire orchestras if deprived of the publicity incidental to the broadcasts?

(9) To what extent do you use phonograph records (a) for commercial, (b) in sustaining programs?

(10) To what extent do you use non-union musicians, and what type of non-union musicians are employed by you?

(11) Do you originate programs for any regional network, and if so, are union musicians employed in such programs and do they receive additional compensation?

(12) What is the average weekly expenditure made by your station for the services of union musicians, (a) for sustaining programs; (b) for commercial programs for which you are paying musicians?

(13) What is the average weekly expenditure of advertisers on your station for union musicians paid directly by the sponsor or agency?

(14) How, to the best of your information, does the employment of musicians, both as to number and dollar expenditure at your station, compare with that of your competitors? Specify call letters of competing stations in your own territory.

(15) What factors, if any, are deterring the employment of union musicians by broadcasting stations in your community?

(16) If you have not already furnished such information as a result of the telegram sent to you, what, in your present judgment, is the maximum number of additional musicians that you would be prepared to engage on a regular basis in order to avoid a national strike as threatened by A. F. of M. which would deprive you of both the direct and indirect services of all union musicians?

(17) Please furnish any other information which you think might be helpful to us in connection with the solution of the pending problem.

RADIO ARTISTS, YOU NEED A SECRETARY!

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MY PRIVATE SECRETARY

Secretarial Service for Radio Artists
48 West 48th St., N. Y. C. Suite 608

ONE MINUTE INTERVIEW

CLARENCE MUSE

"The Negro race has been well represented on radio. They have given to the kilocycles such artists as Ethel Waters, Bill Robinson, Paul Robeson, Cab Calloway, Duke Ellington, Louis Armstrong, Eddie Green and numerous others. These artists have done much to foster good will for their people."