



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 35

NEW YORK, N. Y., THURSDAY, AUGUST 19, 1937

FIVE CENTS

Still Want Radio Probe

ASHBY TALKS COPYRIGHT TO FOREIGN SOCIETIES

London—Visit here of A. L. Ashby, vice-president and general counsel of NBC, ostensibly on a study of foreign copyright situation, is giving rise to the belief that the attorney is feeling out the possibility of a future direct contract between copyright owners and American broadcasters. Ashby conferred with officials of the Performing Rights Society and mostly dwelled on the desire of NBC to

(Continued on Page 3)

Young & Rubicam Shifts Accounts to Columbia

Young & Rubicam, according to present indications, is slowly drifting away from NBC and placing all its new radio business on CBS. Agency this fall will have five CBS shows compared with four on NBC. Time has been bought on CBS for the General Foods' full-hour Kate Smith show, the International Silver half-hour and Sanka coffee, another General Foods account, half-hour. International Silver and the Sanka used NBC facilities last season.

Young & Rubicam has also enlarged the Fels Naptha schedule on CBS to

(Continued on Page 7)

19 Stations Are Set In W. T. Grant Series

W. T. Grant stores has set 19 stations in the east and west for its disk series which gets under way Sept. 5. Disks feature Allen Prescott, the Wifesaver. Stations are WGR, WCAU, WJR, KSTP, WQAM, WMBR, WWL, WLAC, WMBG, WAVE, WFBM, WMC, KPRC, WFAA, KTSM, KSFO, KECA, KDYL and WHB. N. W. Ayer & Son Inc., Philadelphia, has the account.

CRA Sales Meet

Chicago—Consolidated Radio Artists has called a two-day national sales meeting starting tomorrow at La Salle Hotel. President Charles Green and sales force numbering 40 men from New York, Los Angeles, Dallas and Cleveland to attend. Local manager Leo Salkin is back from vacation.

ATL. REFINING GAMES GET UNDER WAY SEPT. 18

Atlantic Refining football broadcast schedule gets under way Sept. 18 at Clemson, N. C., over WFBC. Between then and Dec. 10, sponsor will air 163 games. Twenty-one will be complete, or complete home schedules.

Sixty-five stations located in 14 states, Connecticut, Georgia, Maryland, Delaware, Massachusetts, New Jersey, New York, North and South Carolina, Ohio, Pennsylvania, Rhode

(Continued on Page 8)

Pittsburgh Coal Company Sets KDKA, WTAM Series

Pittsburgh—Pittsburgh Coal Co., world's largest producers of bituminous coal, start a series over KDKA here and WTAM, Cleveland, Sept. 9, presenting Lois Miller, vocalist, and organist, and 15-minute programs on Mondays and Thursdays.

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Recordings Are Broadcast Over NBC Nets from Abroad

Talent from New York At WWJ's Celebration

Detroit—Francia White, CBS singing star, is flying here from New York to sing at WWJ's 17th anniversary party tomorrow night.

Also on the program will be Detroit's favorite soprano, Winifred Heidt; baritone Syvor Thingstad;

(Continued on Page 7)

Appointment of McNinch as Chairman of FCC Doesn't Appease Sen. White —Sykes May Get Court Post

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

P. G. PARKER IS NAMED V. P. CHICAGO AGENCY

Chicago—P. G. Parker, assistant manager of NBC's central division, has been named vice-president of Blackett-Sample-Hummert agency here, effective Sept. .

Prior to coming to NBC here seven years ago, Parker was with RCA. No announcement made as to successor at NBC. At Blackett's, his activities will be general, not having specific reference to radio.

Nash Is Taking Over "Prof. Quiz" Program

Nash Motors, a division of Nash-Kelvinator Corp., takes over the sponsorship of the CBS "Prof. Quiz" show on Sept. 4. Program is now sponsored by the other half of the firm, Kelvinator refrigerators. Geyer, Cornell & Newell Inc. is the agency.

Court Refuses to Enjoin Dramatization of Life

Chicago—Martin Durkin convicted of killing a "G" man, was denied a petition to enjoin Phil Lord and CBS from dramatizing him in "Gang

(Continued on Page 3)

Washington—Despite apparent administration efforts to thwart off investigation of Federal Communications Commission by the appointments of Frank R. McNinch as chairman and T. A. M. Craven as a commissioner, Senator Wallace H. White, sponsor of a resolution to investigate the entire industry, yesterday appeared more determined than ever to press for action on his measure.

"It will take more than the appointment of a good man to the

(Continued on Page 3)

PRESIDENT ASKS DISKING OF HIS ROANOKE SPEECH

Charlotte, N. C.—President Roosevelt's attitude toward radio's influence and popularity was demonstrated strikingly when he asked WBT and other stations in this vicinity to record his speech to thousands of people gathered on Roanoke Island to celebrate Virginia Dare's birthday and 350th anniversary of founding of

(Continued on Page 5)

95 Accounts* in 2 Months Is the Record of WBAX

Wilkes-Barre, Pa.—While some stations have been crowing about selling a half dozen accounts and others have been complaining about bad business, WBAX here has sold no less than 95 accounts—all on the air

(Continued on Page 5)

Off the Griddle

Lincoln, Neb.—A microphone has been installed in the editorial rooms of the Lincoln Star, enabling hot news flashes to be transmitted directly to KFOR listeners.

John Edwards, local newscaster, only needs to turn a crank on a gadget, whereupon the control room cuts in immediately, and tuner-inners promptly get the latest events.

Play by Anderson

Maxwell Anderson, distinguished American playwright, has written an original poetical drama for radio, titled "The Feast of Orlolans", which will be aired over NBC-Blue on Sept. 20 at 9:30-10 p.m. It is a one-acter with the French revolution as its background and marks the first radio play by a dramatist of such high standing.

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

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



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FINANCIAL

(Wednesday, Aug. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 $\frac{1}{4}$	169 $\frac{3}{4}$	169 $\frac{3}{4}$	— $\frac{1}{2}$
CBS A	29	28 $\frac{1}{2}$	28 $\frac{1}{2}$	— $\frac{1}{2}$
Crosley Radio	20	20	20	— $\frac{1}{2}$
Gen. Electric	57 $\frac{3}{8}$	56 $\frac{1}{2}$	56 $\frac{3}{8}$	— $\frac{3}{8}$
North American	26 $\frac{5}{8}$	25 $\frac{5}{8}$	25 $\frac{5}{8}$	— 1
RCA Common	11 $\frac{3}{8}$	10 $\frac{7}{8}$	10 $\frac{7}{8}$	— $\frac{3}{8}$
RCA First Pfd.	73 $\frac{1}{8}$	73 $\frac{1}{8}$	73 $\frac{1}{8}$
Stewart Warner	18 $\frac{3}{4}$	18 $\frac{1}{2}$	18 $\frac{1}{2}$	+ $\frac{1}{8}$
Zenith Radio	42 $\frac{3}{8}$	40 $\frac{5}{8}$	40 $\frac{5}{8}$	— 1 $\frac{1}{4}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 $\frac{3}{8}$	16 $\frac{3}{8}$	16 $\frac{3}{8}$
Nat. Union Radio	1 $\frac{7}{8}$	1 $\frac{3}{4}$	1 $\frac{3}{4}$

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	13	14

Lewis and Green on CBS

CBS has booked John L. Lewis, CIO leader, and William Green, AFL head, for half-hour talks to be aired next month. Lewis will be heard on Sept. 3 at 10:30 p.m. Green will air on Sept. 12 at 8 p.m. Sterling Fisher, CBS director of talks, arranged the broadcasts.

NBC has announced no bookings as yet for either men. They might air Lewis on Labor Day, but nothing definite.



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

ET Men Deny Working Against Broadcasters

Important electrical transcription manufacturer, who did not wish to be quoted, told RADIO DAILY yesterday that the general impression that the ET industry was for selling the broadcaster down the river in the AFM dilemma was absolutely untrue and that such a course would be only hurting their best customers.

Talks between ET men have been on a most informal and undecided basis so far and they plan to wait until Sept. 16 when the AFM will know better its course of action. As the ET men see it, there is but one objective to the AFM controversy and that is to put more musicians to work. Thus it is strictly a station proposition, but the disk men, phonograph and otherwise are being used as the hammer.

For the ET studios to hire more musicians would be defeating the purpose of the AFM and keep still more local musicians away from the mike. Not every station will be forced to hire musicians, in the opinion of the ET manufacturer who points out the numerous towns where the AFM does not even have local unions or members. It is also believed that there will be sufficient time after Sept. 16 in which to adjust the matter to avoid public censure of the AFM.

WGY Originates 5 Weekly For NBC-Red Network

Schenectady—WGY has been commissioned to originate five programs weekly for feeding to the NBC-Red network. They include: Mondays at 4:30 p.m., "Summertime Syncopation," with Gordie Randall's orchestra, Annette McCullough, contralto, and Charles Blanchard, tenor; Tuesdays and Thursdays at 11:45 a.m., "The Hi-Boys," vocal and instrumental quartet including Max Raney, Doye O'Dell, Gilbert Fierros and Patrick Attan; Saturdays at 11:45 a.m., "Melody Men," vocal trio, with Edgar Moulton, John Sheehan and Fred Norris, accompanied by Steve Hall; Thursdays at 11:30 a.m., Frank Glen and orchestra in "Half-Past Eleven."

Mutual Rebroadcasts President's Address

President Roosevelt's speech from Roanoke Island yesterday was recorded by WOR-Mutual, and put on the air over WOR at 8:30-9 p.m. and over Mutual from 10:00 to 10:30 p.m., for the benefit of the listeners who missed the original afternoon broadcast at 4:30-5.

Gilman Takes Bride

West Coast Bureau, RADIO DAILY

Los Angeles—Don Gilman, NBC vice-president in charge of west coast activities, was married to Sara Hobson last Saturday, with few in the know. Lewis S. Frost, Gilman's assistant, and his wife were the witnesses. This is Gilman's second marriage.

WRD, WTAR Swap Mikemen

Norfolk—John Carl Morgan, who has been with WRD in Richmond since June, is back at WTAR here. Ernest Bowman goes from WTAR to WRD to complete the exchange. The unusual schedule was part of summer plans for the Norfolk station and opening scheme for the Richmond outlet.

Old Gold Air Series Temporarily Shelved

Although Old Gold will definitely air a one-shot via a coast-to-coast CBS network Aug. 29, the plans for a regular series to follow shortly thereafter have been shelved, it was learned yesterday. Whether the tobacco firm intends to do any extensive radio advertising this fall, however, is still a matter for conjecture. It is possible that talent or time are holding up negotiations.

Special broadcast Aug. 29 is for the express purpose of announcing winners in the recent ciggie contest. Lennen & Mitchell has the account.

Bulova Back on WEA

Bulova Watch Co. returns to WEA on Sept. 12, with a series of time signals and product identification. The 52-week contract calls for five time signals nightly between 6 p.m. and station sign-off. Four will be limited to product identification and the fifth will be a 50-word announcement schedule for broadcast after 11 p.m. Biow Co. is the agency.

WNEW Swing Battle

In a "swing battle" conducted Tuesday night by Martin Block over WNEW, with Benny Goodman and Tom Dorsey as the recorded contestants, a total of 1,327 votes had been received by phone, mail and telegraph up to yesterday afternoon. Tally showed the winner leading by only seven votes—but Block wouldn't divulge his name.

Gets New Agency Post

Pettingell & Fenton, Inc., newly formed advertising agency, has appointed Louis Lowenstein director in charge of radio production. Lowenstein was formerly general manager for Vinton Freedley, theatrical producer.

Drown Joins Artists Bureau

Sylvan Drown has joined the Artists Management Bureau publicity staff, replacing Ed Hurley, resigned. Drown was formerly editor of Zit's and is just back from the coast.

COMING and GOING

FRANK MASON, NBC vice-president in charge of station relations, arrives from Europe early tomorrow morning aboard the Hamburg.

GEOFFREY A. PALMER, of 3DB-3LK, Melbourne, Australia, is in New York visiting the various radio headquarters.

Station executives in town yesterday conferring with NBC station relations executives were ALLEN CAMPBELL, WXYZ; CHARLES P. MANSHIP, WJBO; DON S. ELIAS, WWCN; JOHN McCORMACK, KTBS, and S. E. ADCOCK, WROL.

CBS station men expected at the Madison Ave. headquarters today are: FRANK MEGARGEE, WGBI; RAY P. JORDAN, WDBJ; J. T. WARD, WLAC; J. F. JARMAN, WDNC, and CHARLES F. CALLAWAY, WKBB.

WILLIAM L. HOPPE, station relations manager of World Broadcasting System, left last night for a vacation at his farm in Lyme, Conn. He will return after Labor Day.

FRANKLIN DUNHAM, NBC educational director, left yesterday for Interlocken, Mich., to visit National Music Camp and complete arrangements for a new fall show, Fun in Music.

HOWARD WILSON of Wilson & Robertson, station reps, in town for awhile on business.

C. G. MOSS of WKBO, Harrisburg, Pa., is in town for a few days.

BILL BURTON of Rockwell-O'Keefe left yesterday for Philadelphia.

JACKIE COOGAN arrived in New York on Tuesday and returned to Pittsburgh last night.

HARRY ENGEL of Fanchon & Marco radio department left yesterday for Cleveland and Toronto.

JOHN B. KENNEDY goes to Blauvelt, N. Y., to air a portion of RCA's "Magic Key" show Sunday from Camp Bluefield.

RUSS CLANCY, WHN chief announcer, has returned from his vacation.

CARL CARMER goes to Nantucket, R. I., to air his CBS show next Monday. He is scheduled to go to West Virginia Sept. 13 for a broadcast.

BOB KERR, who has been on the West Coast with Gene Austin, is in town for a few days negotiating contracts for the Ted Wallace Sing Band. Arrangements have been made for Bob Bundy to handle Kerr's artists during their New York stay.

BOB EDGE, WOR-Mutual's fishing commentator, is in Nova Scotia, from where he will do a show.

MORRIS LEVY of Levy Sons' Studio, London, following his arrival in New York via TWA from Los Angeles, where he studied Television Transcriptions, sailed for England on the Aquitania yesterday.

PATRICIA STARR, Judy's daughter, arrived Tuesday from Virginia to visit her mother here. DAVID ALBER leaves for Connecticut today on business.

MILTON BLINK of Standard Radio's Chicago offices arrived in Hollywood yesterday via plane to confer with Jerry King on fall releases.

KATHRYN CRAVENS will fly to Detroit after her broadcast tomorrow to interview Sidney Corbett who has been paralyzed since 1933 and who wrote "The Cruise of the Gull-Flight" while confined in a hospital bed. Miss Cravens will give a report of her interview over CBS on Wednesday.

A New Package!
TED WALLACE SING-BAND
featuring
Joan BROOKS RHYTHM-QUADS
PAUL JOHNSON
3 LITTLE CHICKADEES
The THREE OARSMEN
"T'S BARREL HOUSE QUINTETTE"
Sing SATIONAL!

KERR
-BUNDY
409 Brill Bldg.
1619 B'way CI 7-1345

SEN. WHITE STILL WANTS RADIO INVESTIGATION

(Continued from Page 1)

chairmanship of the commission," White told RADIO DAILY, "to straighten out the present situation. As a member of the committee before which confirmation of nominations will come up, I am forced to make no comment, but after the committee meeting I will have much to say about one particular commissioner."

The nominations, which were sent for confirmation to the Senate by the White House Tuesday night, are tentatively set for hearing during executive session of the committee today. Meanwhile it is being rumored that Judge Eugene O. Sykes, present temporary FCC chairman, is being seriously considered by President Roosevelt as a candidate to succeed the late Justice Van Orsdel on the U. S. District Court of Appeals.

It is understood that Senator Pat Harrison has recommended Sykes for the post, and Sykes had a long talk with the President on Tuesday. The U. S. Court of Appeals for the District of Columbia handles all appeals from the FCC and there are at the present time a score or more pending.

With Sykes on the court of appeals bench, McNinch will have an opportunity to rid the FCC of its inside strife and jealousies and to help it formulate an acceptable radio policy. One of his first jobs, of course, will be the Payne-Crosley matter.

Meanwhile it is reported that Craven as new commissioner is slated to succeed Sykes as chairman of FCC broadcast division. McNinch, on leave of absence without pay from chairmanship of the Power Commission, will return there after reorganizing FCC.

Commissioner Case last night denied that the Crosley-Payne row or new nominations were discussed at either broadcast section meeting or full commission meeting yesterday.

Pittsburgh Coal Company Sets KDKA, WTAM Series

(Continued from Page 1)

Miss Miller is now filling a date in Atlantic City.

Campaign also will include spots and transcriptions on various Pennsylvania and Ohio stations. Account is handled by Walker & Downing Agency.

Prominent radio production company is desirous of securing the services of an outstanding salesman who is thoroughly experienced selling to national advertisers and their agencies. Strictly commission basis only. Application held in strictest confidence. Write Box A-106, RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

Behind the Scenes

"Programs and Personalities" is a summer series of promotion programs sponsored by WOAI with Jimmy McClain producing the program. For the weeks of Aug. 16 and 23 McClain visits the production and technical departments. Each of the programs in the series visits the different departments of WOAI. McClain is using a youngster named "Tommy" as the questioner, and through his questions information on the various departments is given to listeners with the idea of acquainting them with the functions of the radio station's various activities.

Quizzing Motorists

In "Hey Mr. Motorist", conducted over WOWO by Carl Vandagriff and Bill Davies in cooperation with the Fort Wayne Police Department, vacationists traveling along the Lincoln Highway are stopped and quizzed by these human question marks of the WOWO announcing staff. Safety on the highway is stressed throughout

Ashby Talks Copyright To Foreign Societies

(Continued from Page 1)

be indemnified in the event the network used a foreign composition in the catalog of Ascaph and it later developed an infringement suit.

More extensive use of foreign compositions was promised if an agreement would be reached whereby the network would be indemnified, since numerous works are somewhat shrouded in mystery as to exact origin, and copyright ownership, if any. PRS officials refused to enter into such an agreement.

Ashby, however, will continue to talk to various foreign performing rights societies abroad, of which there are 16 major organizations, receiving full government protection. It is understood that he is in charge of copyright matters for NBC and the fact that he is taking a deep interest in the workings and setup of the societies, gives his mission a somewhat mysterious appearance, although the attorney declared he is merely seeking to guard his company against copyright infringement suits on foreign works.

Before sailing for Europe, Ashby sought to have Ascaph enter into a similar agreement, whereby NBC would be indemnified in the event of an infringement through use of a foreign selection. Ascaph is understood to have stated it would rebate NBC pro rata for any work declared an infringement. On the basis of some 500,000 songs being used yearly, the rebate would be virtually nil. The NAB attack on the claims by Sesac and its catalog, in its report released this week, may also have a bearing on Ashby's talks with European copyright orgs.

the broadcast. Tokens are given the motorists in appreciation of their courteousness in stopping to be questioned.

"Curiosity Shop"

A new daily feature of interest to young and old alike is the "Curiosity Shop", aired over WGL daily at 3:45 p.m. It contains gossip about the moving picture stars, presents a daily review of the book of the moment, oddities behind the day's news, strange facts gathered from all over the world embracing highlights of unusual interest. Because of its varied interests the feature appeals to every member of the family.

Hotel Aims Tourists

The Hotel Olympic, a leading hostelry of Seattle, now filled with tourists, has inaugurated a weekly series of interviews with its important guests. New program is over KVI, which recently established studios in the hotel.

Court Refuses to Enjoin Dramatization of Life

(Continued from Page 1)

Busters." Convict declared that broadcast would injure his reputation, distress his family and injure his chances of obtaining a parole.

RECORDINGS BROADCAST OVER NBC FROM ABROAD

(Continued from Page 1)

recording of a previous interview with the Premier. Original plans were for the Premier to air an interview with Thomas from the Paris Exposition inviting Americans to visit the Paris Exposition this summer, but plan fell through. To make an actual live broadcast at the time the Sunoco broadcast goes on the air here, Blum would have had to remain up until after midnight.

Most recent case of a disk being used was the July 31 program from Amsterdam in which Queen Wilhelmina greeted Lord Baden-Powell, chief boy scout executive, at the opening of the International Boy Scout Jamboree. Program was a recording picked up from PHOBI.

NBC claims it was the victim of a loose condition in foreign broadcasting circles. Stations there think nothing of using recordings and some use practically nothing else. Question in the minds of others is whether NBC is relinquishing its rule on the broadcasting of recordings. The only official NBC broadcast of a disk was the WLS-Hindenburg disaster story.



(SEE PAGE THREE TOMORROW)

GUEST-ING

PAUL ALTHOUSE, on "Hit Parade," Aug. 28 (CBS, 10 p.m.)

HOLLACE SHAW, JOHN GRIF-FIN, HELEN MENKEN and BUDDY GIBSON, on "Hammerstein Music Hall," Aug. 27 (CBS, 8 p.m.).

CROSBY GAIGE, on "Magazine of the Air," Aug. 27 (CBS, 11 a.m.)

LOIS RAVEL, on Ken Murray program, Aug. 25 (CBS, 8:30 p.m.)

TOMMY RIGGS and "BETTY," on "Magazine of the Air," Aug. 25 (CBS, 11 a.m.)

ANDY ANDREWS and EARL TOWNER SINGERS, on Al Pearce show, Aug. 24 (CBS, 9 p.m.)

FRANCIA WHITE, ZEKE MANNERS, ROSE RIO, AL PHILLIP, ELSA and BILLY NEWELL and KEN CHRISTIE'S CHORUS, on Gulf summer show with Jay C. Flippen as emcee, Aug. 22 (CBS, 7:30 p.m.)

EVA JESSYE CHOIR of "Porgy and Bess," on Rudy Vallee program, tonight (NBC-Red, 8 p.m.).

BEATRICE LIND, soprano, on "Continental Program," with Josef Honti orchestra, Aug. 21 (NBC-Red, 12 noon).

PAT O'MALLEY, on the Benny Goodman Swing School, Aug. 24 (CBS, 9 p.m.).

LAURENCE STALLINGS and ARTHUR SCHWARTZ, on "Cavalcade of Music," Aug. 25 (CBS, 8 p.m.).

WNEW-WMCA Squabble

Most recent inter-station squabble between two local outlets occurred yesterday when the aftermath of an exchange of programs the previous evening was discussed at length by parties concerned. WNEW had scheduled a speech by Governor Hoffman of New Jersey and at a late hour Tuesday agreed to feed the talk to WMCA and the Inter-City network. At 7:50 p.m., 25 minutes before the speech was scheduled to go on the air, WNEW power failed, and speech was heard over WMCA with WNEW still on the feeding end, but unable to put broadcast on the air.

WMCA made a recording of the broadcast and allowed WNEW to put it on the air last night.

Gets His Audience

Believing that a studio audience would help his program, Colonel Jack Major, the "Colonel from Kentucky" on CBS at 3-3:30 p.m. Mondays, made several requests for this privilege. But the powers-that-be said no.

Said Colonel Major: "I'll do like I used to do in Vaudeville. I'll play to the orchestra! If they laugh I'll know it's good!" From then on, Colonel Major refused to rehearse his homespun humor and poetry before the orchestra. Now they do not hear the stories until air time. At last, Colonel Major has an audience, and although it's the toughest audience in the world he is making them laugh.



● ● ● George Jessel's appearance on the Al Jolson show will be on a week-to-week agreement—pending Jessel's present negotiations for a program all his own—beside the MBSustainer... Jack Costello replaced Milton Cross as wordslinger for the Vox Poprogram suddenly—and will remain permanently there until starting with "Radio Newsreel" in Sept.... Benny Goodman will do his Camel show on Sept. 7 from Dallas, the following week from the coast and the week after from New York with Jack Oakie returning that day... Johnny Green has been signed by Columbia Pictures to write the score and appear in "College Hero" with Gertrude Niesen and Jimmy Durante... When Francia White leaves here the 5th she will have made 11 guesstar shots within 32 days... Gabriel Heatter returns to his chores Monday after a four-week rest... Harry Hershfield's office would like to hear from him—they haven't since he went west two weeks ago!... Bernie Cummins sent the music boys a "demand" not to come stag to his Billmore opening last nite which prompted one feller to wail—because he had to take his wife!

● ● ● Assisted by Nurses Rauch and Fitte, Henry Dupree entered the Hotel Dieu, a hospital in New Orleans, and aired a show via WWL, interviewing the nurses on the care of new born babies. The kids bawling, etc., were also broadcast in this novel show... Sales force of WTAR, Norfolk, balances evenly with two men and two women representatives... John New heads the lineup, with Travis Barnes, Lucy Brooke Witt and Irene Lucas completing the dept.

● ● ● Campbell Soup will spend \$250,000 in advertising the Warner flicker, "Hollywood Hotel", because that is also the name of Campbell's air show... Cliff "Sharlie" Hall wanted to help Sid Marion with a shot on the Vallee hour—but will remain with Jack Pearl... Parks Levey has been signed to write material for Jack Osterman... Will Rockwell and Roger White meet their attorneys this afternoon to complete final arrangements for their partnership... Jack Lavin has placed William Farmer under his wing... Hoagy Carmichael has been signed by Paramount Pictures starting Sept. 1... Hudson-De Lange crew may go into the place they first started for two days before opening at the Paramount Theater. It's Leon Shor's Roadside Rest on Long Island... Ramona is being tempted with an offer to appear in London, and she may accept... Following Dorsey into the Steel Pier will be Lombardo, Mal Hallett and Rudy Vallee, with Harry Reser, Russ Morgan and Ferde Grofe spotted opposite at the Million \$ Pier... Help around town is being sought for Dave Oppenheim, who is expected back in harness shortly.

● ● ● Adele Purcell may become secretary to the National Democratic Committee... When John T. Vorpe, WHK-WJAY, Cleveland, production manager was in New York recently, he visited the spot where Guy Lombardo was playing... This was the first time Vorpe had seen Guy since announcing the latter's first air programs from Cleveland years ago where they started... Vorpe sent Lombardo a note and he remembered... Thus the two got together and hashed over old times.

NEW BUSINESS

Signed by Stations

WOAI, San Antonio

Lewis-Howe Inc. (Tums), transcriptions, through H. W. Kastor & Sons, Chicago; Frito Company, Dallas (Fritos), weekly 15-minute program over TQN through Erle Racey Advertising Agency, Dallas; Nu-Mo-Cide, 3 weekly 15-minute program over TQN; Penick & Ford, New York, (Brer Rabbit Syrup), announcements; Kenedy Hot Wells Inc., Kenedy, Tex., newscast announcements; Colman Lamp & Stove Co., Wichita, Kas., announcement through Potts-Turnbill, Kansas City; CSO Laboratories, Dallas, news announcements, through Ratcliffe Advertising Agency, Dallas; Coca-Cola Bottling Co., San Antonio, 2 weekly 30-minute periods through Wilson Crook Advertising Agency, Dallas, over TQN; Humble Oil, Houston, football games, through Franke-Wilkenson-Schiwetz, over TQN; H. Fendrich Cigar Co., New York, announcements, through Ruth-rauff & Ryan, Bayuk Cigar, Philadelphia, announcements through McKee, Albright, & Ivey; Walker's Austex Chili, Austin, Tex., announcements through Wilson Crook Advertising Agency, Dallas; Carter Medicine, New York (Carter Little Liver Pills), announcements, through Street & Finney, New York; Magnolia Petroleum Co., Dallas, spot announcements, through Bruck-Sacks Inc., Dallas; Skinner Manufacturing Co., Omaha (Skinner's Foods), announcements weekly through Buchanan-Thomas, Omaha; Texas Commentator, Austin (Magazine), weekly 15-minute program through Shea Advertising Co., San Antonio; Devoe-Reynolds (Pee-Gee Paints) New York, through J. Stirling Getchell, New York.

Get Philco Series

Seattle — KRSC, KVI, KIT and KVOS are among the western Washington stations already selected by Sunset Electric Co., Philco distributors, for the new detective serial disks starting Sept. 5.

WMAQ, Chicago

Procter & Gamble, renews "Young Hickory" serial for Drene.

McAllister Baby Dies

Six-month-old son of Stanley McAllister, CBS building operations head, died early yesterday of pneumonia.

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 19

John Fogarty

★ Program Reviews ★

"The Texas Rangers"

Returning to the CBS coast-to-coast network after a three year absence, "The Texas Rangers," originating at KMBC, Kansas City, at 9-9:30 a.m. Sundays, present a program of simple ballads and romantic songs of the old west in a manner that affords a bit of variety to listeners who like something appropriate to the day, yet less serious than much of the usual Sabbath radio fare. Taking a program idea that is none too fresh, the vocal quartet and ensemble of guitar, violin, accordion and bass manage to give it an entertaining presentation, employing an informal manner and a pleasing change of pace that ranges from straight, old fashioned fiddlin' to smooth swing versions of old time melodies with an occasional sweet number or novelty such as the sweet potato chorus of "Take Me Back to Colorado" which was featured on last Sunday's offering. A talented group of vocalists and musicians doubling on more than 20 different instruments, the Rangers demonstrate that this type of program may be made universally entertaining.

"Accent on Science"

Bowing in Tuesday night at 8-8:15 over WNYC, this "Accent on Science" series presented by the American Institute of Science seems to have in-

teresting possibilities. The initial program, with Dr. Jean Piccard of stratosphere fame as the personality interviewed, was an entertaining affair, handled informally, with much easygoing dialogue and not without occasional touches of humor.

Briefly

Though it is more or less a carbon copy of "March of Time," the WBIL series titled "Copy," dramatizing news highlights of the week and presented Tuesdays at 7 p.m., is quite effectively produced by Ted Cott.

Last Sunday's "Ave Maria Hour" broadcast from Garrison, N. Y., over WMCA - Intercity, elicited much praise. It was a special outdoor presentation in honor of The Feast of the Assumption. Charles La Torre directed, with Alfredo Antonini conducting the symphony orchestra and Howard Warwick doing the script.

Del Casino chalked up another good mark for himself when he guested on Mark Warnow's "Blue Velvet" program over CBS on Tuesday night at 8. His singing of "Whispers in the Dark" was tops.

Estelle Levy did nicely as the little girl in Tuesday night's "Your Unseen Friend" program presented by M. H. H. Joachim over CBS.

95 Accounts in 2 Months Is the Record of WBAX

(Continued from Page 1)

on contract basis at regular card rates—during July and August.

The 2,500,000 people of Wyoming Valley district in the anthracite coal regions seem to have gone radio-minded over-night. Fan mail has increased 300 per cent, with the tops for a single one-half hour program running to some 26,500 pieces of mail.

WBAX has an aggressive programming department and merchandising service. Station is headed by John H. Stenger Sr. as director, with John H. Stenger Jr. as technical director and H. A. Seville as manager. Seville has gone to Canada for ten days' fishing.

Michael Bartlett In Play

Michael Bartlett, stage, screen and radio tenor-actor, will appear in "Three Waltzes", to be produced on Broadway by the Shuberts this fall.

A NEW STAR on the musical horizon . . . MICKEY ALPERT and his Riviera Orchestra

Appearing Nightly at BEN MARDEN'S

RIVIERA

Just Across the Geo. Washington Bridge

President Asks Disking Of His Roanoke Speech

(Continued from Page 1)

first white colony in America. Speech recorded was broadcast by stations suitably equipped at 10:30 Wednesday night at chief executive's specific request which was made for purpose of enabling Roosevelt to hear himself while en route on his train back to Washington and so that those who were working during afternoon could get first-hand account of what happened during day at Roanoke Island.

WBT engineers had to record speech on two disks due to length of address, but shift from one disk to the other was made without hitch and program, when transcribed, sounded swell with only one slightly noticeable break.

Lee Chadwick to Coast

Norfolk—Lee Chadwick, WTAR continuity manager and announcer leaves for a vacation on the west coast next Monday. Major portion of time will be spent in Los Angeles. Jeff Baker, WTAR miker, will be relieved of air duties to fill for Chadwick during his absence.

KTSM Adds Newscasts

El Paso—KTSM, which recently signed for United Press service, has added daily newscasts to a total of seven. Charlie Amador is news editor. All of the news periods are sponsored.



There Are 6,000,000 Like Him

...BUT HE CAN HEAR

THERE are 6,000,000 hard of hearing children now on the way to adulthood. Some hear 'though their ears may have been affected since birth—others don't. Which group has the better chance for ultimate, useful citizenship?

Teachers, nurses, physicians—all agree that no child should be permitted to struggle with this handicap unassisted. Your child, if his hearing is below normal, deserves the help of a Buck Rogers 25th Century Acousticon, designed especially to appeal to children. Properly fitted, it immediately brings better hearing, guards against serious psychological pitfalls, permits normal hearing at school and normal social relations with adults and other children.

May we send you literature? Or, better still, won't you bring your child to an Acousticon office where we can *prove* the efficiency of the Buck Rogers Acousticon in meeting childhood's hearing problems?

Buck Rogers 25th CENTURY ACOUSTICON



DICTOGRAPH PRODUCTS CO., INC.

580 Fifth Avenue

New York, N. Y.



DR. GEORGE COURRIER, president of Hammond-Calumet Broadcasting Corp., operating WWAE and the soon to be opened WHIP in Hammond, back from European vacation to prepare for opening of new station. Chicago studios are to be opened in Mather Tower on Wacker Drive. Other studios will be maintained in Hyde Park and Englewood districts as well as Hammond. Doris Keane will be manager of both stations.

Jimmy Park of William Morris agency is vacationing at his home in Prairie Grove, Ark.

Joe E. Brown, movie comedian headed for Canadian woods this week to relax following a stretch of baseball broadcasting here on WJJD.

Rae Shroeder, now chief engineer in Shenandoah, Ia., visiting WJJD, where he formerly was studio supervisor.

Carl Swanson, WJJD Engineer, vacationing in Audubon, Ia.

John Harrington, sportscaster, back from St. Louis where he had Dr. Robert Hyland, Cardinals' club physician, treat his injured shoulder.

Robert L. Kaufman, head of WLS promotional department, has named Edythe Dixon, former Chicago Daily News feature writer, as assistant and editor of Stand By, program magazine published by the station. Miss Dixon succeeds Virginia Seeds, who retired to do some homemaking for her husband Jack Retting.

Al Babaker, formerly head of publicity department of Montgomery-Ward, has joined the staff of Blackett-Sample-Hummert here.

Ivan Eppinoff, former Chicago band leader, has been named musical director of KEHE, Los Angeles.

"NBC Jamboree" rounds out fourth year with a big party on Saturday. Specially written script about boy and dog titled "Sunny Boy", played by Frank Pacelli, will be feature of show. Others on show will be Don McNeill, emcee for four years; Jackie Heller, Sylvia Clark, Bill Thompson, the Men of Note and Harry Kogen's ork.

F. W. Fitch Co. auditioning for new talent for show starting Sept. 5. Ranch Boys and Morin sisters have been used for last two seasons.

Whythe Walker of WIND Sales staff is the father of an eight-pound daughter.

Nancy Nelson, formerly with Kay Kyser's ork, is joining Jack Denny at the Drake Hotel as vocalist.

Martha Raye, having some time on her hands, is playing tennis with Little Jackie Heller.

Dorothy Shideler Mead of "Betty and Bob" is the mother of a girl.

Nino Rinaldi's ork has replaced Bob Tinsley at Colosimo's with a WIND wire.

WJJD "Supertime Frolic" (Drug Trades) will be taken over by the

ORCHESTRAS - MUSIC

MR. and MRS. JESSE CRAWFORD and their orchestra, with Bob Murray as vocalist, have been getting a swell reception at the Hotel Peabody, Memphis, the past few weeks. Murray, at one time with Paul Ash, but more recently singing over WHN, New York, joined the Crawford aggregation at the beginning of the Memphis engagement, which will continue for another fortnight at least. The band airs over WREC, Memphis.

Leo Reisman, recently back from Paris and Monte Carlo engagements, returns to the Waldorf-Astoria's Starlight Roof on Wednesday, following Guy Lombardo.

Abe Brashen, with his singing violin and orchestra, formerly on KOMO and KJR, Seattle, has been signed for that city's newest nitery, Le Chateau.

Tweet Hogan and his ork will air from Fairview Gardens, Lake Manitou, Ind., over WOW, starting Aug. 20.

Johnny Fielder and his orchestra now have a half-hour program every Sunday afternoon over WOAI, San Antonio, while Buddy Hancock's band appears on Wednesdays for 15 minutes.

Frank Dailey's aggregation goes into the Pennsylvania Hotel Roof on Saturday, succeeding Tommy Dorsey.

Because of the splendid showing Emery Deutsch made during his record seven months run at the Rainbow Grill, the Gypsy-fiddling maestro has been signed to supply the music for Rainbow Room patrons beginning Aug. 24. This incidentally, marks the first time any orchestra has been booked into the swankier room directly from the Grill. Previous commitments limits Deutsch's stay to six weeks, but according to a stipulation in the contract he and his orchestra will return in January for a longer run. During his sojourn in the Rainbow Room he will introduce a new vocalist, Ann Kincade, who has never before been seen in any nite spot. Deutsch and his aggregation will be aired via NBC three times weekly.

Vincent Lopez, who is to lecture on jazz at N. Y. U. during the fall semester, is proving a true friend of the collegian. Last fall he sponsored song-writing contests on several east-

ern campuses. Now comes the announcement that he will audition collegiate songsters in various parts of the country. A week's engagement with his orchestra is promised to the winner of each contest. The first one will be held Thursday afternoon at the Piping Rock Club, Saratoga Springs, and is open to collegians now living in upstate cities and towns.

Mike Reilly and his ork booked by CRA for the "Gypsy Village," Louisville, starting Aug. 27.

Jess Hawkins, whose music is featured at the New Penn Club, Pittsburgh, has signed a management contract with CRA.

Jack Denny will start a month's series of one nighters throughout the middle west, on Sept. 16. Set by CRA.

Jerry Blaine and his orchestra will double bookings between Brighton and Manhattan Beaches, N. Y., starting Aug. 22.

"Blue Interlude," a new ballad which attracted the attention of many major song publishers, will be published by Ager, Yellen & Bornstein. Credits go to Jack Cooper, composer, and Hy Zaret, lyricist.

Willard Brown and his orchestra have been booked into Budd Lake on a five-week basis. Max Spector handles the orchestra and set the deal. Clyde Burke, also under contract to Spector, is currently being heard over WMCA.

Rudy Bundy closes his 10-week engagement at Reade's Casino, Asbury Park, tomorrow. Takes his sizzling clarinet and band for a two week stay at the Iroquois Gardens, Louisville, then jumps directly to Boston to open a winter's engagement at Levaggi's, with a CBS wire.

Paul Johnson, new a-la-Crosby-Cooper vocalist, opens tomorrow with Lou Breese at the New York French Casino.

California Ramblers are returning soon to New York after three-year French Riviera stay, including dates at Cannes, Nice, Mentone and Monte Carlo. Band, a big Westchester name, having played four years in their own club prior to Continental Tour. Boys will record upon arrival then take a month's vacation before resuming. Theater dates now being lined up.

Standard Radio Adds Clients

Chicago — Standard Radio Inc. added 10 new library subscribers the past month. Twelve old subscribers also were renewed and 26 stations signed for the recently inaugurated Popular Supplement. The Supplement is now being used on 125 stations.

Cumberland Ridge Runners this week, succeeding the Pickard Family, who plan a vacation in Tennessee. Ridge Runners cast includes Doc Hopkins, Harty Taylor, Karl Davis and a newcomer Mert Minnick. Other acts on the show are Flannery Sisters, Shelby Jean Davis and Buster Glosson.



JIMMY GRIER wound up his four weeks on the Olsen & Johnson-Richfield show with the current week's program, and Ted FioRito takes over for the next cycle of four, following which the comics and their troupe start on the advertised barnstorming tour to San Francisco, Portland and Seattle, utilizing local bands in each of the towns played.

RCA-Victor just completed waxing several numbers from the latest Walt Disney "Silly Symphony" cartoons in Spanish for the Latin-American market. Harry Myerson, head of the local studio, states that these disks are top sellers in all of the South and Central American countries.

Judge Edward Brand, known to most picture and radio people, served as "technical advisor" on the marriage ceremony at NBC last week in which Norris Goff, the Abner of "Lum and Abner," married himself to himself with himself as witness . . . or something of that sort.

Don Bernard, CBS producer, takes over the Texaco Town chore surrendered by Bill Goodwin when he left CBS to join the Wm. Esty office recently.

Helms Bakeries contracted for 15-minute sportscast, Mondays at 5:15, on KECA for 52 weeks beginning Oct. 4.

Alden Packard, maintenance engineer for CBS, vacationing here and looking over the new studio under construction.

Feg Murray, cartoonist, set for regular spot with Ozzie Nelson on NBC Blue when broadcast moves to Hollywood in October.

Pan-American Radio Productions is releasing 78 episodes of the perennial "Chandu" in Latin America, by arrangement with Earnshaw-Young Inc. Pan-American is controlled by Lucia Villegas and Irvin Willat and specializes in Spanish language disks.

Jack Benny and Paramount got together by cable on a new ticket for eight pictures to be made in four years. First slated is "Music Over America."

Larry Evans, vice-president of Columbia Concerts Corp., is in from New York for three or four weeks huddling with Art Rush, in charge of the local CCC office.

Eton Boys Booked

Eton Boys have been booked for a series of personal appearances in three midwest cities. Group will appear in Chicago, Cleveland and Detroit. Paul Ross of Columbia Artists Inc. set the deals.

Whiteman Signs Vivienne Segal

Vivienne Segal has signed with Paul Whiteman. All bookings will be handled by his Artist's Management Bureau.

PROMOTION

KGW Newspaper Splurge

KGW, Portland, Ore., took a full page in the Portland Oregonian on the occasion of dedicating its new 625-ft. antenna. Ad included some historical data about the station, along with highlights of the inaugural programs and some art work.

KVOO Staff Brochure

A pictorial brochure showing photographs of the seven local announcers, 67 staff artists and musicians, and a number of the local program casts in costume is offered listeners writing in to KVOO, the 25,000 watt station in Tulsa, Okla.

KDAL to Extend Time

Duluth—Coincident with becoming affiliated with CBS on Sept. 5, KDAL plans to extend its broadcast schedule beyond the present 9 p.m. sign-off.

KDAL and the Duluth-Superior listening area will be greeted with a special dedicatory program on Sept. 5. Music will be supplied by Frankie Masters' orchestra and others.

Evans Fur Goes Script Show

Chicago—After a half dozen years of broadcasting musical shows on as many Chicago stations, Evans Fur Co. has bought its first script show for airing over WGN. Show is titled "Dangerous Paradise," by Morrison Wood of WGN production staff. Evans will continue its present series with Don Pedro and his violin on the station.

Wood also has taken over scripting of "Wife vs. Secretary," which has been written by Bon Andrews of Blackett-Sample-Hummert staff in New York. Andrews is taking over some of Mrs. Anne Hummert's duties while she vacations abroad.

WOV-WBIL Engineer Changes

Harry Grelek has resigned from the WOY-WBIL engineering department to accept a similar position with NBC. Joseph Deppe, former chief engineer of the now defunct WLWL, and Frank Kearney, control man of the same organization, are now members of the WOY-WBIL engineering staff.

Gilbert McDonald, formerly of WNEW and WGBB, has been added to the staff of WOY-WBIL engineering staff.

Transradio Adds Two

Transradio Press has signed two additional outlets in WIP, Philly, and WCLO, Janesville, Wis. This gives Philly two Transradio outlets, the other being the recently signed WCAU.

WCLO is owned and operated by the Janesville Daily Gazette, which paper also uses Transradio service.

Young & Rubicam Shifts Accounts to Columbia

(Continued from Page 1)

three quarter hours weekly. The only old-timer on CBS for Young & Rubicam is the Gulf show. With the advent of the fall season agency will use a total of 3¼ hours weekly on CBS. Agency is using NBC webs for Jell-O, Grape-Nuts, Packard and Bristol-Myers, a total of 3 hours each week.

The signing of two General Foods for 1 ½ hour weekly makes the split of General Foods radio placed on NBC and CBS by Young & Rubicam exactly even.

General Foods radio placed by Young & Rubicam totals 1½ hours on CBS and one hour on NBC.

During the whole of 1936 Young & Rubicam spent \$500,000 for CBS time. This was far from the top agency expenditure on the net. That the agency will double last year's CBS figure is certain. The Kate Smith show using the largest network, 77 stations, of any of its radio accounts is good for \$200,000 before the end of the year. On the other hand, NBC's 1936 Young & Rubicam billings of \$1,750,000 will not be topped. Agency had the Spud-Ed Wynn show on NBC last year, account has since switched to Gumbinner. Shift to CBS by agency is all the more interesting in that it has all happened since Carlos Franco, ex-NBC salesman, has become network time buyer for Young & Rubicam.

Talent from New York At WWJ's Celebration

(Continued from Page 1)

NBC comedians Swor and Lubin, with a blackface act; a 40-piece concert orchestra directed by Mischa Kottler, and Paul Leash with his "Swingsters."

The party will be broadcast over the NBC-Red and also over W1XAL, high powered Boston short wave station, and over W8XWJ, the Detroit News ultra high frequency station. Thus, with the right atmospheric conditions, it should be heard over a great part of the world.

On Sunday night, also as part of the 17th anniversary celebration, Joan Blaine comes to Detroit to take the leading role in St. John Ervine's "Jane Clegg." Both programs will be broadcast at 10 p.m.

WHBL's Busy Day

Sheboygan, Wis.—The staff of WHBL had a busy day a Sunday ago, with seven remotes in addition to studio programs. The remotes included three one-hour shows from the county fairgrounds at Plymouth, two church services, a broadcast of the city's German day celebration, and a description of a State league baseball game.

IBEW New York Local

International Brotherhood of Electrical Workers, AFL union, has established a New York local, according to Edward Kloter, IBEW v. p.

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

W H B

Kansas City, Mo.

"... Your organization is publishing a very newsy sheet!"

Don Davis
President.

CONSOLIDATED RADIO ARTISTS

New York City

"... RADIO DAILY is certainly replete with news covering all phases of radio and bespeaks detailed coverage on the part of your editorial staff."

Frank Burke
Director of Radio.

W G A R

Cleveland, Ohio

"... Allow me to add my congratulations to those which you of course have received from others in the industry—'It's what we've been waiting for—fills a long felt want—nothing like it—' and other similar press agented phrases of praise and delight."

Graves Taylor
Press Director

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

SAN FRANCISCO

Tro Harper, former special assignment man for Life and Time magazines, has been signed as news editor, a newly created post, at KSFO.

Bob Garred, former writer, announcer and program manager at KRLC, has been added to the KSFO mike staff. He will announce newscasts in collaboration with Tro Harper, recently signed news editor.

Ralph Edwards, former KSFO mikeman who left a year ago and clicked on the national nets, is still climbing. Latest achievements by Edwards is a Hollywood screen test for "Manhattan Merry-Go-Round."

Engineer Paul Williams has assumed Paul Schulz' work at KYA with the latter on vacash.

Atl. Refining Games Get Under Way Sept. 18

(Continued from Page 1)

Island, Florida and Virginia will air the games.

Last season Atlantic aired only 112 games over 41 stations. This year the sponsor intends to cover as much area as possible, rather than concentrate on any one key market. Commercials will continue to be brief and none will be aired during actual play time, said Joseph R. Rollins, Atlantic's advertising manager.

Games will be aired over from one to 20 stations. In the latter event, sponsor will form his own network. Colleges who have signed agreements with Atlantic are Boston College, Richmond, Maryland, Ohio State, Temple, Pennsylvania, Pittsburgh, Carnegie, Duke, Lafayette, Franklin & Marshall, Delaware, Virginia, Furman, Albright, Villanova, Holy Cross, Florida, Dartmouth, Clemson, University of S. Carolina, Georgia and Virginia Military Institute.

Sponsor will employ 21 play-by-play announcers for the games and each commentator will have at least one assistant. On the more important contests three men will be assigned. Presence of WGY, KDKA, WBT, WTIC, WHAM and WCAU, all 50,000 watters, on the Atlantic schedule this year is the result of the networks having rescinded its rule which prohibited these stations from being included in last seasons setup. N. W. Ayer & Son, Philadelphia, has the account.

ONE MINUTE INTERVIEW

WALTER HUSTON

"Once your ear becomes attuned to Shakespeare's lines, they become very easy to read. At first they may seem difficult because the meaning of the words and sentences is so complete. It takes a while to grasp them fully."

★ Coast-to-Coast ★

FROM Birmingham's WBRC: John C. Bell, chief engineer and one of the south's best known authorities on radio engineering, recently assumed the office of general manager . . . Eugene "Bull" Connor, veteran baseball announcer and newly elected Commissioner of Public Safety for the city, back from Florida vacation trip . . . John Bernard is the newest addition to the engineering staff . . . Bill Edwards, announcer, on the job again after a Florida honeymoon, culminating a schoolday romance with Julia Mae Stacey . . . Don D. Campbell, crack commercial man, is back at work after a long vacation . . . Fred Smith, sports revue announcer, is attending the football coaching clinic at the U. of Ala.

Jean Sablon returns to NBC's "Magic Key of RCA" on Sunday after a two-week absence.

WTAR, Norfolk: Campbell Arnoux, general manager, visiting New York on business after a three-day mountain holiday . . . Vaughn Bradshaw, production manager and Norfolk Hot Clubber, earing the swingers on a vacation trip to New York . . . Don Martin, new voice on WTAR, is doing a daily quarter hour labeled "Swing-copation Time," using hot disks and chatter.

C. B. Arnold, radio station operator of Juneau, Alaska, is in Seattle on business and pleasure, stopping at the Hotel Gowman.

WFIL, St. Louis, vacation briefs: Bill Durney, director of public relations, and Bart Slattery, publicity manager, are off for a vacation together. They intend to cover plenty of territory but still stay in the middle West. The first part of their vacation will be spent in Missouri's beautiful Ozarks, then to the Illinois State Fair at Springfield for the 100-mile Speedway Classic (both are devotees of auto races) with the last part of their vacation spent in Lawrence, Kas. . . . Edgar P. Shutz, commercial manager, is expected to return tomorrow, while Roger Bacon was back at the mike on Monday . . . Ted White of the sales department is off on a two-week vacation in Port Huron.

Frances Fullerton Neilson, writer of children's radio plays which have been aired over both the NBC and Mutual networks, is preparing the radio version of "Alice in Wonderland" for Star Radio Programs. The show will be done as a serial. Mrs. Neilson's "The Topaz Room" and "The Orgets" were among her most famous radio works. She has also done children's stories and articles for national magazines.

Frank W. Fuller, wealthy sportsman, and first participant in the 1937

National Air Races to arrive in Cleveland, will go on the air over WJAY today for an interview, to be conducted by announcer Carl Mark.

WCPO, Cincinnati: James C. Hanrahan, vice-president of Scripps-Howard Radio Inc., and George Hart, sales promotion manager of WCPO, are back from a four-week stay in Memphis . . . Sheldon Regan of the office force has returned from vacation.

WNYC's "Contract Bridge" program, conducted by Donald Von Maltitz, gets a lot of mail. Herman Helm's chess program also has many loyal followers.

Doc Rand, who broadcasts Albany's games over WOKO and WABY for Wheaties and Goodrich Tires, led General Mills' 80 announcers in the ad lib contest last week. Rand copped three prizes for crack remarks.

Paul Adanti, Union College graduate, has taken a job at WGY, Schenectady, and a wife at WFBL, Syracuse. Before leaving the latter city to join WGY, Adanti married Frances Stevens, secretary to the commercial manager of WFBL.

WSBT-WFAM, South Bend: Lee Douglas, emcee of WFAM's "Morning Bugle," left this week on a Wisconsin motor trip, with Bob Barker subbing for him . . . Herb Cole, studio technical supervisor, gets back Aug. 23 . . . Joe Boland, special events and sports commentator, resumes his duties as line coach under Elmer Layden at Notre Dame following a trip east . . . Bob Drain will handle the "Man on the Street" . . . Mark Boyden and Joe Eubanks have been alternating at the mike for the softball tourney.

The newly formed Wisconsin Broadcasting System, a mutual organization, with three Wisconsin stations, WHBY, Green Bay, KFIZ, Fond du Lac and WIBU, Poynette, as members, is unique in that there are no officers but a directing body composed of Rev. James A. Wagner, manager of WHBY, Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU, will act as a managing group to take charge of the network's activities. Press relations are to be handled out of the Green Bay office, while a program clearing house will be established at Fond du Lac. Plans call for united network programs both of a commercial and sustaining nature, and talent from throughout the state will be available for these shows. Sims, a division of Siems Bros. Inc., St. Paul, has the honor of becoming the first commercial account of the network and a daily program for Sims

KANSAS CITY

Randall Jessee, announcer at KCKN, has resigned to join KWOS, Jefferson City, Mo. James Sherman, who has done dramatic work on the west coast, takes his place.

WHB is sponsoring an excursion to the Missouri State Fair at Sedalia on Sunday, offering listeners a special rate that includes railroad fare, luncheon and dinner and admission to the fair. Advertising the trip with a daily quarter hour recorded program and three daily spot announcements, a special WHB International Review scheduled for appearance that day at the fair is offered as an inducement to Kansas City listeners to make the one day trip.

Vera Cottingham, hostess at WHB, has resigned. She has been succeeded by Claire Dyer.

Andy Anderson, accordionist on the WHB staff pinch hit for Paul Sells when he was unable to appear with the Texas Rangers' on their Sunday morning network show because of an appendicitis attack. Sells is now back at the studio.

Olaf Soward, KCKN news commentator, and Al Stine on the WHB continuity staff are back from vacation, while WHB's John Schilling and Dick Smith are expected back the first of next week from Canada.

Malt-O-Wheat will begin over the chain Sept. 1.

Bradley Kincaid, WGY, Schenectady, announcer is billed as the "Kentucky Mountain Minstrel," and it isn't all a pose. Brad has just purchased a 100-acre farm in Saratoga County and stocked it up with a herd of cattle and two saddle horses. Will retain his winter residence at Garden City, L. I.

Besides presenting the grandstand show at the opening of the Sheboygan County Fair in Plymouth, Wis., Station WHBL broadcast daily programs from temporary studios on the fairgrounds. Talent in the grandstand show included the Little German Band, Gretchen Kuhl, German singer; the Cripple Creek Serenaders, Les Schmidt, accordionist; George Eisold, pianist; Ray and Eddie, vocal duo; Betty Putnam, tap and acrobatic dancer, and Tex Meyer and Eddie Hasenstein, fiddlers, with William L. Doudna, program director, as emcee. Broadcasts from the tent studio, the midway, and the grandstand, included daily "Midway Interviews," interviews and music from many sources.

William Sears, announcer, has joined the staff of WHBL, Sheboygan, Wis. He came from WOMT, Manitowoc, Wis.

DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour
General Mills Sports Parade
Fox-Fabian Professional Parade