



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 36

NEW YORK, N. Y., FRIDAY, AUGUST 20, 1937

FIVE CENTS

Indep't Stations in AFM Parleys

NEW CHAIRMAN OF FCC STARTING FROM SCRATCH

Admitting that he has not followed radio and knows little about it except what he has read in the papers, Frank R. McNinch, whom President Roosevelt has drafted from the chairmanship of the Power Commission to serve in a like capacity at the FCC until its affairs are straightened out, will be practically starting from scratch. An examination of his career gives no hint of what he is likely to do.

Born in Charlotte, N. C., April 27, 1873, McNinch attended public schools and Major Braid's School for Boys, (Continued on Page 7)

27½ Hours Weekly Placed By Schillin Adv'g Corp.

Schillin Advertising Corp. has placed 27½ hours of radio time starting with the weeks of Sept. 6 and 13, over five stations in the New York metropolitan area. The contracts, all for 52 weeks, include:

WNEW: Nostane Products Corp., six 15-min. periods; American Institute of Food Products, six half-hours; Michaels Credit Dept. Store, six 15- (Continued on Page 2)

Working on New Ideas For Palmolive Program

West Coast Bureau, RADIO DAILY Los Angeles—Benton & Bowles office is toying with several ideas for Palmolive, now that the M-G-M deal is on ice permanently. Piped east for audition by Colgate and B.&B. execs. were samples of Sidney Skolsky's film chatter, and an episode or two of "It Happened in Hollywood," script idea authored by Carleton Morse, whose "One Man's Family" hasn't done so badly through the years.

Waring's Sideline

Toledo—Fred Waring, orchestra leader, announced this week that a kitchen mixer which he had invented will be manufactured by Air-way Electric Appliance Co., Toledo, makers of Air-Way vacuum cleaners and other products. Waring was in Toledo completing arrangements for manufacturing the mixer, before going to New York.

Slugs Plugs

Detroit—A series of body blows at General Mills, charging sponsor, who was not mentioned by name, with overdoing the plugs in baseball broadcasts, were delivered this week by Sports Editor Harry G. Salsinger of The Detroit News, owner of WWJ, over which the broadcasts go. Salsinger said ballcasters Ty Tyson (WWJ) and Harry Heilman (WXYZ) are asked to read "the sort of gush that figuratively turns their stomachs." He added that one of the pair is so disgusted he's giving up ballcasting after this year. Besides this column, Salsinger for two days also burlesqued testimonials and took other raps at gushy commercials. WWJ officials had nothing to say, explaining they had no control over the writings of The News.

NBC HAS 90% MONOPOLY ON WLW'S NIGHT TIME

If figures tell the truth, WLW is still an NBC station by a long shot. Network is airing or will air before the end of the first week in October a total of 35¼ hours weekly through WLW for its clients. Of this amount, 15¼ hours are daytime periods. Mutual comes next with 3½ hours weekly, all but an hour of which is daytime. Transamerican to date has a half-hour on the station, the Vitalis show on the WLW Line. Another 75 (Continued on Page 2)

Standards Are Advocated In Radio News-Announcing

Lining Up Drama Pieces For New Woodbury Series

Preparations for the new Woodbury series which will star Tyrone Power and will begin Oct. 3 are now under way at Lennen & Mitchell, agency in charge of the account. Power will appear with a different leading lady each week in a dramatic presentation. Plays now under advisement are "Cardboard Lover," (Continued on Page 3)

Series of Conferences Called for Unaffiliated Broadcasters on Demands of Musicians' Federation

45 STATIONS ARE SET IN PAINT SPOT SERIES

Extensive fall spot campaign for Wadsworth-Howland and Peaslee-Gaubert, two Devoe & Reynolds Co. (paint) subsidiaries, will use a total of 45 stations.

Peaslee schedule calls for 13 one-minute WBS disks, three times a week between 5 and 6 p.m. on 35 stations, beginning the week of Sept. 13. Stations are: WMAZ, WEOA, WFBM, WSFA, WGPC, WSM, WJSV, WRVA, WPTF, WBT, WSAZ, WCHS, WHAS, WFBC, WIS, WSB, WTOG. (Continued on Page 3)

3 Staff Appointments For Wilder Stations

Syracuse—Appointment of Charles Denny, now manager of WJTN, to sales director of all three Central New York Broadcasting Corp. stations—WSYR here, WJTN in Jamestown and WNBX in Springfield, Vt.—is announced by President Harry C. Wilder. At the same time, Basil Blizard has been shifted from national sales to manager of WJTN, while Phil Hoffman, formerly of the Iowa network, becomes manager of WNBX. Fred R. Ripley is vice-president of the network.

Independent broadcasters desperately striving to arrive at a solution of the AFM situation and be prepared before the Sept. 16, deadline set by the musicians' union, will hold a series of meetings beginning Sunday night at the Waldorf-Astoria Hotel, the first gathering due to convene at 8 p.m. on that date as a preliminary session. Further talks will be held at 10 a.m. Monday and at various times thereafter.

Invitation to independently owned stations to have a representative attend yesterday by Robert W. Bingham, head of WHAS, Louisville. A somewhat similar meeting was held in Chicago last week. Independently owned outlets, whether affiliated or not with a network, will be represented at the meetings from a wide stretch of Eastern territory.

Matters taken up will be done so on the strict initiative of the gathering and not as a part of the NAB or other organization. In fact, it is stated on reliable authority that the NAB was not officially informed that the meetings were to be held. Understood that some of the broadcasters are in favor of hiring a well- (Continued on Page 3)

Nestle's Hand Lotion In Coast Test Series

Lamont Corliss, New York, on Nov. 3 will take a twice weekly quarter-hour spot on the NBC-Red Pacific coast network "Women's Magazine of the Air" program to introduce a new Nestle's hand lotion. Program, placed by J. Walter Thompson, is the first test campaign for the product.

More Drama

NBC's Radio Guild has scheduled three more former stage successes for airing. The plays, to be adapted and directed by Harry A. MacFayden, member of NBC production staff, are "The Witness for the Defense," by A. Mason, Aug. 27; "The Cowboy and the Lady," by Clyde Fitch, Sept. 3, and "Sowing the Wind," Sept. 10, all at 3-4 p.m.



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DON CARLE GILLETTE : : : Editor

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FINANCIAL (Thursday, Aug. 19)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, North American, No. American, Pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

Table with columns: Bid, Asked. Rows include Stromberg Carlson.

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Take Over Chinese Stations Shanghai—Control and management of China's international radio stations and the Shanghai radio central office, still carrying on in the bombed Cathay Hotel, have been taken over from the Chinese by George F. Shecklen, vice-president and China representative of RCA Communications, and C. T. McClellan, Mackay Radio representative here "in the interest of maintaining adequate essential telegraphic communication with the United States, Great Britain and other nations." They asked public cooperation in keeping vital communications channels open.

Nesbitt Time Change John Nesbitt ("Passing Parade") now heard from KFRC every Sunday over Mutual, changes time Sunday to 8-8:15 p.m. EDST with a repeat broadcast for the west coast at 9:15-9:30 p.m. Pacific time. Nesbitt's broadcasts for the next three weeks will be offered in conjunction with World Peaceways.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Coming and Going

SIDNEY MILLS, general manager of Mills Artists; CHARLES WEINTRAUB, ass't to Irving Mills, and AL BRACKMAN, publicity director for Master Records, left the other day for a motor trip through Pittsburgh and other cities en route to Chicago.

TOMMY DORSEY leaves tonight for Atlantic City where he will remain one week.

WALTER MOORE of NBC press is back from vacation.

IRVING S. BRECHER is scheduled to leave for Hollywood shortly.

MYRON KIRK and TINY RUFFNER of Ruthrauff & Ryan leave Hollywood by plane today for New York on agency business.

HORACE KISER of the J. Walter Thompson Chicago office is in Los Angeles for a few days.

SAMUEL DUSHKIN, American pianist, and MRS. DUSHKIN arrive on the Paris today from Europe.

MR. and MRS. SYDNEY LIPTON arrive today on the Berengaria.

ROLAND MARTINI, vice-president of Gardner Advertising Co., flew back to New York from Hollywood after ironing out details of the Marion Talley-Ry Krisp program and huddling with Jack Proctor on a new account for the fall.

KOLIN HAGER of WGY, Schenectady, will be in town for a day.

J. T. WARD of WLAC, Nashville, is in town.

S. C. VINSONHALER of KLRA, Little Rock, is expected in New York on Monday.

HOWARD CLARK of WJAS, Pittsburgh, will arrive in town Monday.

W. T. DUMM, KSFO, San Francisco, arrives in town in a few days.

W. H. SUMMERVILLE, WGST, Atlanta, is expected in town Monday.

JERRY BELCHER will be in San Francisco for this Sunday's "Neighbors" broadcast over NBC-Blue network.

BILLY SHAW of the New York office of CRA returns today from the south.

TED HUSING, CBS sports announcer, leaves by plane for Portland, Ore., tomorrow afternoon to do the National Amateur golf broadcasts from there next week.

VINCENT CALLAHAN, WWL general manager, and PHIL LALONDE, CKAC manager, are expected in town on Monday.

LUTHER REID, CBS news editor, leaves on his vacation today. DON HIGGINS, CBS publicity director, back from vacation on Monday.

NBC Has 90% Monopoly On WLW's Night Time

(Continued from Page 1) minutes for Pinkham's daytime spots is expected to be added soon.

So it seems that NBC has a 90 per cent monopoly on the night-time WLW time. Majority of NBC's daytime business is used by a WLW neighbor, Procter & Gamble. The soap manufacturer is WLW's ace client. Its many network shows use WLW for 12 hours each week, 10 3/4 hours from NBC, rest from Mutual. P. & G. also places a number of transcriptions on the station such as the "Houseboat Hannah" and "Kitty Keene" series.

Talk that WLW will not take any more NBC new business seems to be just talk. The Louis-Farr fight sponsored by Buick on Aug. 26 will be aired by the station. Other clients using station this fall on its NBC network are Fendrich, General Foods-Log Cabin Syrup, Gruen Watch, Musterole and Pontiac. Time for these shows is included in the above NBC totals, fight is not.

Mutual is clearing time on WLW for the Commentator and Kellogg-Singing Lady half-hour programs. These shows are also figured in the mentioned MBS summary.

For sustaining programs, WLW either furnishes its own or takes from NBC. Mutual, according to WLW's program folio, does not receive nor take any WLW sustainers. WLW Line gets a number of periods throughout the day and late night.

Eton Boys' Bookings Following two weeks at the RKO Theater, Chicago, the Eton Boys will appear at the RKO Palace, Cleveland, the week of Aug. 27, after which they play two weeks at the Fox Theater, Detroit. Paul Ross of Columbia Artists Inc. is setting the dates for their tour.

27 1/2 Hours Weekly Placed By Schillin Adv'g Corp.

(Continued from Page 1) min. periods and 24 one-min. announcements; Gang & Gang (furniture) six 15-min. periods; Canadian Fur Trappers Corp., six 15-min. periods and 21 one-min. announcements; Jordans (coats and dresses) six half hours; Flemolyn (cough remedy) three 15-min. periods and six 5-min. periods; Rodney Benson, 35 one-min. announcements; Meier Credit Co., seven 15-min. periods and 24 one-min. announcements.

WAAT: Michaels Credit Dept. Store, six 15-min. periods and 24 one-min. announcements; Harold Motors (Dodge Dealers) six 15-min. periods.

WINS: Flemolyn, 70 one-min. announcements.

WMCA: Finlay Straus (jewelers) thirteen 15-min. periods and 66 one-min. announcements.

WHOM: Canadian Fur Trappers Corp., eighteen 5-min. periods and three 45-min. periods in Italian and Polish.

Mar-O-Oil Renews

J. W. Marrow Co., Chicago (Mar-O-Oil shampoo) has signed a 10-week renewal for the Henry Busse and his orchestra program on 10 NBC-Red network stations, Sunday noon, effective Sept. 26. Program is keyed out of Chicago and is placed by Baggley, Horton & Hoyt, there.

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

GUEST-ING

TOM TERRISS, on Philip Morris program, Aug. 24 (NBC-Red, 8 p.m.).

STAFFORD SISTERS (Jo, Pauline and Christine), on Hal Kemp-Alice Faye show, tonight (CBS, 8:30 p.m.).

LEON JANNEY, interviewed by Charlotte Buchwald, today (WMCA, 2 p.m.).

KAREN KEMPEL, Danish soprano, and JOAN EDWARDS, vocalist, on Al Roth program, Aug. 23 (NBC-Blue, 9 p.m.).

BEVERLY ROBERTS, on "Hollywood Showcase," Aug. 28 (CBS, 9:30 p.m.).

Extend Time for Memorial

CBS will hold its channel open two hours later than the regular closing time on Sept. 8 when a special Hollywood Bowl Memorial to George Gershwin will be aired exclusively over the web's entire facilities and also short-waved to Europe via W2XE. Broadcast will be heard from 12:30-3 a.m. EST. A score of noted radio personalities to be heard during the show include Bing Crosby, Fred Astaire, Helen Jepson, Fritz Reiner, Al Jolson, Jose Iturbi, Nathaniel Shilkret, Victor Young and Charles Previn. Also included are the Hall Johnson Choir and principals from "Porgy and Bess," Gershwin opera.

WWJ Party Not on Network

Detroit—Due to last-minute complications, it will not be possible to put WWJ's seventeenth anniversary party on the NBC-Red network tonight.



JESSICA DRAGONETTE Palmolive BEAUTY BOX THEATRE of the air Every Wednesday Night, Nine-Thirty E.D.S.T. W A B C — COLUMBIA NETWORK WEDNESDAY-AUGUST 25th "THREE MUSKETEERS"

STANDARDS ADVOCATED IN NEWS ANNOUNCING

(Continued from Page 1)
casts from a large number of stations there appears to be a deadlock between advocates of various styles. Some approve a high-powered form of presentation, whether it be an account of the assassination of a potentate, or the theft of a Detroit policeman's pants. Others are in favor of a somewhat expressionless style that refuses to heat up over anything short of a volcanic eruption beneath the studio. A travelling salesman who followed either style could not earn his expense money. Somewhere between these extremes there is a happy medium, not lacking in expression, but unexcited, and with a tempo that does not telescope words into each other. To attain this ideal is the aim of the news announcers of WCAO."

Giving details of the formation of the WCAO News Bureau early this year, and some details of its operations and experiences, the review (which is somewhat of a text-book on news announcing) says:

"WCAO had given serious consideration to the establishment of a news bureau of its own for some time, and at the first of this year made arrangements for such service. A third floor room, formerly used for announcing, was found specially desirable as headquarters for the bureau, and it was equipped with the necessary paraphernalia. This included two Teletype machines, desks, chairs, typewriter, telephone, and a radio speaker wired to the station's output.

"The bureau began functioning on Feb. 1. Later, on May 26, when a sports commentator was added to the bureau's staff, a Western Union ticker was installed for baseball scores. A Philco radio was obtained to enable the bureau to keep in touch with programs of other stations. The original Teletype machines, known as model 12, gave considerable trouble, and were eventually replaced with model 15 machines, which proved less noisy as well as less liable to go out of commission.

"Helpful accessories to the work of the bureau include wall maps, an atlas, and several reference books, of which a dictionary and a World Almanac are the most useful.

"For five days a week: The two Teletype machines average 12 hours' service each per day, or a total of 24 hours operation between 4 a.m. and midnight during the summer, and from 5 a.m. to 1 a.m. at other seasons of the year. On Saturdays the Teletypes operate a total of 27 hours in the same period. Sunday's operation is from 10 a.m. to midnight, the two machines putting in a total of 12 hours in that time. The summer program of week-day news broadcasts logs these periods at 7:30 and 11 a.m. and 2, 5:40 and 10:45 p.m., with a sports commentator on the air for 15 minutes at 5:45 p.m. The 10:45 p.m. news period is of 15 minutes duration. The others are 5 minutes.

"All news except that at 2 p.m. is sponsored. The Sunday news broad-

F. C. C. ACTIVITIES

APPLICATIONS GRANTED
WFLA-WSUN, Clearwater, Fla. Mod. of license to form to separate stations under call letters WFLA and WSUN. 620 kc., 1 KW., 5 KW. L.S., specified. Vol. assignment of license of WFLA to Florida West Coast Broadcasting Co., Inc.

SET FOR HEARING
Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

Times Printing Co., Chattanooga, Tenn. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

WWPO, Inc., Pittsburgh, Pa. CP for new station. 1120 kc., 250 watts, unlimited.

Chas. F. Engle, Natchez, Miss. CP for new station. 1210 kc., 100 watts, 250 watts L.S., unlimited.

Burl Vance Hedrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. F. Rodgers, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station amended to request 1170 kc., 250 watts, daytime.

Richland Broadcasting Co., Mansfield, Ohio. CP for new station. CP for new station amended to request 1370 kc., 100 watts, daytime.

KFDMM, Beaumont, Tex. Vol. assignment of license to Beaumont Broadcasting Corp. 560 kc., 500 watts, 1 KW. day, unlimited.

APPLICATIONS RECEIVED
WFAB, New York. Vol. assignment of license to Debs Memorial Radio Fund, Inc.

WAYX, Waycross, Ga. Vol. assignment of CP and license to Jack Williams.

KABC, San Antonio. Auth. to transfer control of corp. to Elliot Roosevelt. 1000 shares common stock.

Madison Broadcasting Co., Madison, Wisc. CP for new station. 1450 kc., 250 watts, unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps.

EXAMINER'S RECOMMENDATION
Summit Radio Corp., Akron. CP for new station. 1530 kc., 1 KW., unlimited, be granted.

45 Stations Are Set In Paint Spot Series

(Continued from Page 1)
WFLA - WSUN, WQAM, WAPI, WALA, WMC, WJAX, WNOX, WJDX, WFOR, KTHS, KELD, WWL, KWKH, WFAA, KPRC, WOAL, KRLH and KRGV.

Wadsworth's campaign begins Sept. 6 over 10 stations (WEEL, WCSH, WGY, WJAR, WSYR, WNBF, WFEA, WSB, WJAX and WFLA-WSUN). Thirteen five-minute WBS disks will be used in this campaign. Disks will be aired twice weekly during the evening hours. J. Stirling Getchell Inc. placed the account.

casts are 8:55 a.m. and 12:50 and 10 p.m. The morning period is 5 minutes; the afternoon is 10 minutes, and that at night is 15 minutes.

"WCAO's news bureau is manned by capable newspaper men. Joe Clark Kolarek is an able and experienced young man, who knows news values. He understands how to get a story, how to write it, and how to put it on the air. He knows sports, and, when occasion requires, pinch-hits for the commentator in that department. Fred Turbyville, sports commentator, has for years been one of the most prominent and popular sports columnists connected with local newspapers.

"Dwight Burroughs, who organized the news bureau of WCAO and is now at its head, was formerly city editor of the Baltimore Herald, and later city editor of The Baltimore News under Munsey's ownership. He is vice-president of Baltimore Press Club, and was twice elected president of the Advertising Club and the Better Business Bureau of Baltimore.

"A great part of the sponsored news announcing was done by Bob Wells, who is specializing with considerable success in this branch of the business. All members of the station's regular announcing staff, however, have participated in broadcasts of news periods, and have whole-heartedly accorded support to the news bureau."

Lining Up Drama Pieces For New Woodbury Series

(Continued from Page 1)
"Journey's End," "Just Suppose" and "Petticoat Fever." A variety of famous short stories will also be used.

Program will be heard at 9-9:30 p.m. over an NBC-Blue network. Spot is now filled by same sponsor with Bob Hope and Shep Fields.

INDEPENDENT STATIONS MEETING ON AFM ISSUES

(Continued from Page 1)
known labor attorney to fight the broadcasters' battle with the AFM. This is not in keeping with the policy of the NAB or some of its leading members who fear a repetition of an Ascapy type of contract if President Joe Weber of the AFM can find a person or group who will actually have authority to represent the broadcasters other than the networks.

Meantime broadcasters continue to talk to Weber and the so-called sub-committee of the AFM which is meeting the radio men. Another group marshalled by station relation and electrical transcription men talked to the sub-committee yesterday afternoon. Consensus of opinion was that Weber was much warmer in his attitude and that the psychology of having the broadcasters talk it over was having a good effect. Otherwise the talks were the same as usual. With Weber, the sub-committee of the AFM includes two officials and members of the executive board, Birnbach and Kerngood.

Johnny Johnstone Laid Up

Johnny Johnstone, WOR-Mutual publicity director, is confined to his home with a chest infection. Lester Gottlieb of Johnstone's department also was out yesterday, due to a cold.



(SEE PAGE THREE MONDAY)



BING CROSBY a guest of Wayne King here en route to the east. They spent a day on the links together.

Bob Elson and Phil Collins, fight referee, to do the CYO-International Boxing bouts for Mutual next Wednesday.

Harold Stokes, WGN-Mutual Dance band leader, vacationing in Michigan. Joe Johnson, violinist-arranger, has taken over baton for a fortnight.

The Lawyers Legislative League, using a cast of more than 100, will return to the air with a new dramatic series about famous Chicagoans starting Sept. 22. WLS probably will be the outlet. Local jurists and officials will play the leading parts.

Dave Rubinoff has discovered a boy prodigy here, Aaron Rosen, a 9-year-old violinist. Boy's father is a milkman. Rubinoff has promised to coach the boy.

Mel Merkley, handling publicity for Fred Waring, is a bride.

Chicago Theater has engaged Jack Denny for Sept. 3 and is negotiating with Fred Waring.

Charlie Riley has a new "Racing Revue" program on WWAE at Hammond, Ind., at 8:30 a.m., which requires setting the alarm clock about 6 a.m.

The Jack Fultons have named their new son J. Anthony—Tony for short.

Alice Hill is back from a vacation in Panama. And Sunda Love is home from a fortnight in Maine.

Hawkins Sues Over Script

Maxwell Hawkins, radio writer, filed suit in the New York Supreme Court yesterday, seeking an injunction and damages from Walter O'Keefe, RKO Radio Pictures, and the Hesse-McCaffrey talent agency, for alleged misappropriation of a radio script titled "The Rolling Stone." Supreme Court Justice Kenneth O'Brien set hearing for the October term.

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 20

Edgar Guest Andre Baruch
Teddy Bergman

August 21

Carlton KaDell Billy Idelson
Bob Haring Don Albert

August 22

Martha Raye Julia Sanderson
William Brenton James Meighan
Evelyn Brier



● ● ● Inasmuch as he's severed his affiliations with Eddie Cantor, Bobby Breen's future air appearances will be guided by Gertrude Berg, who is bringing the boy east and preparing a script show in which she plays "mamma" and Breen is "sonny boy".... Show will be recorded next week for submission to prospective sponsors.... Johnny Augustine's orchestra with Princess Kropotkin auditioned at CBS for Dona Ray Cosmetics.... Barry McKinley (now on the show), Tune Twisters, Joan Edwards, seven voices of Lyn Murray's group and an orchestra under the baton of Lloyd Shaeffer (from WLW) audition for Griffin Shoe Polish today.... Lois Bennett subs for Rachel Carley on "Manhattan Merry-Go-Round" the 29th.... Kenny Baker just re-signed for the Jack Benny series. Benny was handed a four-year contract with Paramount calling for his appearance in eight flickers in that period.... Barry Wood has been rushed into another Chevy transcription date.... Art Shaw will be an MCA attraction hereafter.... Mack Green takes over Al Porgie's duties at Marlo on Monday while the latter road-tours-it for a while.... Walter Moore of NBC press is sending out cards that he's back "at my desk and here's the card I meant to send you." Cards are mimeographed!

● ● ● KYOS, Merced, Cal., literally aired a show from a bale of hay some time ago. The occasion was the Cal. 35th District Fair. A number of the popular KYOS talent shows were presented from a baled hay studio-booth in the big exhibit tent.... Charles McKinley, city's Agricultural Commissioner, interviewed livestock judges in the various classes.... The fair committee used KYOS in their promotion for the first time and had satisfaction both financially and from the exhibit standpoint.... Harry W. Flannery, newscaster for KMOX, St. Louis, who successfully fought the recent proposed sales tax there, is cooperating with the Automobile Club of Missouri and many filling stations reps in an effort to put another proposed tax to a vote.

● ● ● Rosalind Russell, picture star of "Night Must Fall," will star on the "Sunday Afternoon Silver Theater" starting on CBS Oct. 3. She is contracted for four appearances.... Contracts haven't been signed for the Paul Whiteman-Oldsmobile commercial—but they will be!.... Inside info states that Ted Lewis, with Jane Froman chanting, will be the fall Chevy series. Also, John Charles Thomas!.... Why did Frank Parker fly to the coast between Chesterfield airings?.... Shep Fields gave Mack Millar two extra weeks' salary as a bonus for his job at Manhattan Beach.... Paul Monroe is out at CBS and is now associated with Ted Collins.... Adele Purcell turned down the offer of the Demo Party.

● ● ● Over in Cleveland, WHK is having much fun airing the Great Lakes Exposition stunts. However, this may change many a word-slinger's desire to participate: The other day, Stanley Altschuler, director of foreign programs for WHK-WJAY, had just lined up two giant choruses in the main ballroom of a steamer at anchor for the night's battle of song.... Nicky Burnett, UBC announcer assigned to the show, stepped up to the mike. He was white as a sheet and trembling just a little.... The signals came from Stanley to go ahead.... "Good evening, ladies and gentlemen.... we bring you another in the series of nationality singing contests being sponsored by.... the.... United Broadcasting Company.... in.... con.... junction with.... the.... Cleve.... land and Buffalo Transit Com.... pany." Burnett gulped. He couldn't get past the first sentence. Altschuler rushed to the microphone, aghast. "C'mon, Nickey! What's the matter? You're on the air—get going!".... "Never been.... on a boat before," he gasped, and went—for the nearest rail.



RUSS JOHNSTON, formerly of Neisser, Meyerhoff agency, has been made continuity chief at KNX, succeeding Beverly Latham, retired on account of ill health. Johnston is author of the popular "Scattergood Baines" series.

Caryl Coleman and Joseph Sill, of the Botsford, Constantine and Gardner San Francisco office, are in town huddling with executives of the local office and CBS on programs of agency accounts.

KMTR has a new remote from Monte Carlo Gardens, 'Bugs' Nelson and his orchestra, at 11:30 nightly.

Henry Jackson, CBS sales manager in San Francisco, is in town for a few days.

Dan Cupid has been very busy around Associated Cinema Studios. Betty Pope, secretary to Frank Purkett, v.p. and g.m., announces her engagement to Byron W. Benson, young Hollywood business man, and Lucille Wells, office secretary, is to marry Harold M. Majors, insurance executive.

NBC, having taken a lease on one of the big sound stages on the old Warner Bros. picture lot, will spend several thousand dollars converting it into a broadcasting theater seating 400, and with a stage of ample size to handle Standard Symphony or other large shows. Presently using Warners' KFVB model radio theater for "Show Boat," the new theater will give NBC four studios with capacity for large audiences and, to start, probably will house the fall Packard program as well as the new Tyrone Power show.

KHJ retains Andy and Virginia Mansfield, about whom there was some controversy due to the team having been approached by agency offering sponsorship—but on another station. Contractual obligations cited by KHJ keeps the duo sustaining on that station.

Frank Woodruff, director-general of "Lux Theater of the Air," is back at his desk preparatory to opening the new season.

Lee Pennington now heads CBS maintenance under Alan Cormack, traffic manager for Pacific Coast.

Paula Stone will be quizzed by George Fischer on his Saturday broadcast.

Lovers of classical music can catch a wide variety of their meat over KMPC at 11:00 p.m. Tuesday, Wednesday, Thursday and Friday, and at 10:30 a.m. on Monday, Wednesday and Friday, when Alfred Leonard runs the gamut of classics recorded by top-ranking artists and symphonies.

Ford Billings, now manager of KEHE, will devote his full time to Hearst California Radio System when Murray Grabhorn, former v.p. of Blair & Co., becomes manager of the station. Clarence Juneau, assistant manager, has been upped to supervising engineer on CRS.

**ORCHESTRAS
MUSIC**

HERBIE KAY flew to Los Angeles from Denver, where he is currently appearing with his orchestra, to make final arrangements for his Catalina Casino engagement starting Sept. 1, and to sign up for a musical short to be made by Paramount following the Catalina date. Incidentally, the bandsman also visited his wife, Dorothy Lamour.

Buddy Webster, guitar player with Mountain Pete's orchestra, heard over WXYZ and the stations of the Michigan Radio Networks, is the father of a girl, Barbara Joan.

Bill McCune, WOR-Mutual orchestra leader, will have Uncle Don as his Sunday night guest at the Marine Room of the Hotel Bossert.

"Fritos' Rhumba Kings" are now on WOAI, San Antonio, and the TQN each Sunday at 1:15 p.m. Last Sunday's program featured Enrique Garcia, leader, Senor T. Lira, vocalist; Beatrice Morin at the piano, and Senorita Rosita.

Some array of swing and sweet specialists will be heard on The Mutual Bandwagon this Fall when broadcasts by Guy Lombardo, Benny Goodman, Leo Reisman, Cab Calloway, Sammy Kaye, Kay Kyser, Freddy Martin, Eddy Duchin and George Olsen are heard over WOR-Mutual several times weekly from coast-to-coast.

One of the rare instances in which a new dance craze creates a popular song hit is "Big Apple", written by John Redmond and Lee David for Irving Mills of Exclusive Publications. The dance was introduced, demonstrated and given a stamp of approval at the recent convention of the national association of dancing teachers in New York. Redmond and David wrote the number to fit the dance, and it has been recorded for Variety disks by Clyde Lucas and his orchestra.

Mills Artists has booked Clyde McCoy and His Sugar Blues orchestra into the Stanley Theater in Pittsburgh starting Aug. 27, into the Earle in Philadelphia the following week and into the New York Paramount in November. Jack Denny and his orchestra will play the Chicago Theater in Chicago for two weeks, starting Aug. 27, also a Mills booking.

Don Bestor and his orchestra will play at the convention hall of the Manchester, N. H., American Legion which holds its convention on Sept. 10. Set by CRA.

Stan Zukor, general manager of CRA, has signed the Roy Eldridge and Bill Hogan orchestras to management contracts.

★ **Program Reviews** ★

"HOW ABOUT IT?"

Sustaining
WOR, Wednesdays, 10-10:30 p.m.

SWELL NEW TWIST IN AUDIENCE-PARTICIPATION POPULAR INTEREST PROGRAM.

Of the various new sustainings launched recently via WOR with ultimate sponsorship in view, this "How About It?" produced and presented by Sam Hammer is among those with best possibilities. It consists of several mixed teams, a man and woman in each, competing in giving the best replies to questions on what they would do if placed in certain predicaments, such as: If you had a million dollars; If a waiter spilled soup on your new evening dress; If you were arrested for kissing your own husband; If you were an employer with a sit-down strike on your hands, etc.

Listening audience is invited both to send in questions, which will be credited, and to appear as contestants. Initial program got off to lively start and had a very happy selection of subjects, all doing their talks in natural, clear voices. Much good common sense was dispensed, along with the humor, which was ample.

From a humorously entertaining angle, the program is a natural because its comic points come naturally and spontaneously, the funny stuff is fresh, as compared with a variety program's prepared gags that sometimes hit and often miss.

Hammer, aided by an announcer, does a very efficient job of handling the contestants. The winners—the team giving the most interesting replies as judged by a studio board—receive \$10. Under sponsorship, this

inducement could be hiked, adding to the program's scope and entertainment.

"JUNIOR REVUE"

Sustaining
WJZ—NBC-Blue Network, Wednesday, 8:30-9 p.m.

CLASS JUVENILE REVUE SUPPLYING FIRST RATE ENTERTAINMENT; MINUS PRECOCIOUS AMATEURS.

Mary Small's "Junior Revue" opened a four-week series on the NBC-Blue network Wednesday night, the first program revealing a refreshing half hour of talent, capably emceed by Miss Small, who had under her command a swell piece of continuity, clever juvenile artists, plus a couple of name artists as guests as well as established youthful radio names.

The routine included songs by Miss Small, who is in better voice and style than ever; Buddy Jones, embryo Winchell handing out "Laughs in the News"; Arnold Eidus, 12-year-old violinist, who makes a concert debut shortly; an Ohio River flood drama, featuring Janice Gilbert and Jimmy Donnelly; the Vass Family in some specially fancy singing, and the The Junior Choir.

Helen Menken as one of the "honor guests" offered a word of encouragement, and Harry Salter wielded the guest baton over Norman Cloutier's orchestra. Show, of course, was fast, but not rushed, the continuity being well built around the artists. Further bit of diversion was an interfering "baby sister" of Miss Small's who brought a laugh or two. Talent throughout was consistently good and further enhanced by being well sold.

LOUISVILLE

John Jacob Niles, collector and interpreter of Appalachian mountain ballads and folklore, acting as emcee on 13 weekly 30-minute airings from WHAS University of Kentucky studios at Lexington. Programs are titled "Salute to the Hills".

Credo Harris, general manager WHAS, is being complimented on his book, "Microphone Memoirs of the Horse and Buggy Days of Radio", published by Bobbs-Merrill, Indianapolis.

Biff Carr, WGRC program director, will spend his vacation profitably, having engagements in Illinois as emcee to handle the entertainment end for several important county fairs.

Prairie Riders, WGRC hillbillies, leave shortly for Memphis.

Foster Brooks, WHAS announcer, is varying his daily chores by handling the p. a. mike for amateur night softball games.

Bill Bryan, WHAS announcer and vocalist, taking on additional duties as columnist for Louisville Times.

WHAS will be included in the new Kate Smith series for General Foods.

WAVE new mobile unit was given

PITTSBURGH

Jimmy Murray, announcer and publicity chief at WCAE, and Mrs. Murray are the parents of a seven and three-quarter pound boy. It is their second child.

W. S. Walker, president of Walker & Downing, advertising agency, is vacationing in Atlantic City.

W. W. Rose, Walker & Downing radio director, due back from a two week holiday in Ohio.

Clifford Samuelson, General Mills advertising manager, is in Pittsburgh looking over new ideas for fall shows.

Mr. and Mrs. James F. Murray are the parents of a new boy. Father is associated with WCAE.

Phillys Morton, oldest Pittsburgh radio artists in point of continuous service on the air, celebrates her ninth anniversary Saturday over WCAE.

a workout in the handling of the Soap Box Derby events.

Earl P. Carter, president of Central Transcriptions, is changing the name to Pan American Recording Studios. Firm is interested in the South American field, as well as home markets.

PROMOTION

WOAI Merchandising Items

San Antonio Brewing Association, for Pearl Beer, is giving away free on newscast announcements a booklet entitled "Sociable Menus".

Gebhardt Chili Powder Co., on "Texas Treasures", offers six hand-woven Mexican cocktail napkins for 25 cents in coin and two labels from a can of Gebhardt's Chili Meat.

Leona Bender of the "Girl Reporter" program is offering a booklet free to housewives entitled "Good House-keeping in Your Car".

August issue of the WOAI, San Antonio, house organ imitates Life magazine in format. It includes large photographs of new local programs, news about new accounts, a list of advertisers to date, and other information pertinent to advertisers and agencies. This issue is done in colors.

WFBR Monthly Schedule

WFBR, Baltimore, is putting out a monthly program schedule for mailing purposes, particularly to sponsors. The schedule occupies the center spread of the sheet, 18 x 12 inches in size when unfolded. Time of program, whether it is a studio or NBC network show, if it is available for sponsorship, etc., is among the information given.

Half of the space on the back of the schedule is filled with news items and brief summaries of special programs available for sponsorship. The circular folds up in letter size, sealed with a sticker, for mailing.

WCAU Newspaper Spread

Full page spread in last Sunday's Philadelphia Record pictorial section for WCAU has set local radio row on its ear. Entitled "Camera Tales on the Air," illustrated story showed WCAU's antennae mast, script writers in action, a dramatic sketch in rehearsal, sound effects man setting up his noises, the control engineer, the master control room, and finally a couple catching the program in their auto radio. Plant was a feather in cap for Ken Stowman, WCAU's demon space grabber.

Mussolini Over WOY

Premier Mussolini will be heard from Italy at 12:45 p.m. today over WOY.

ED JEROME says:

"I have found after two months of belonging to the Telephone-Secretary that it has cut down at least 60% of the worry and work necessary for successful contacts with agencies and directors."

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

VAnderbilt 3-8157

Telephone—Secretary—Doris Sharp

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Enlarging of Quarters Is Completed by KSL

Salt Lake City—Enlarged quarters of KSL are completed, and now occupied is an entire floor of rooms in the building housing the 50,000 watt CBS outlet. Effected by a recent personnel change announced by Lennox Murdoch, director of station operations, the additional space occupies the sixth and parts of the seventh and eighth floors of the Union Pacific building.

Sound Reproductions Modernizes Its Plant

Following an extensive re-organization three months ago, Sound Reproductions Corp. has just completed a total renovation of its studios and equipment. New equipment installed includes eight recording channels, acoustically treated audition room and high fidelity play-back equipment.

Concern will, in the future, concentrate on electrical transcriptions instead of the extensive recording business they have been doing. A schedule calling for the cutting of 108 master recordings has already been set for the fall.

Sound Reproductions has issued a rate card for its clients. Card, modeled after the AAAA rate card style, lists a \$240 charge for one full hour, \$160 for half-hour and \$80 for quar-

WSOC's New Mobile Unit

Charlotte, N. C.—An all-white half-ton panel delivery truck is conveying WSOC's new mobile unit for remote pick ups. The portable broadcasting equipment consists of WAAK, a 40 watt short wave relay transmitter operating on 2058 kc., W4XBZ, W4XBT, and W4XER, the pack transmitters and portable receiver, all tuned to operate on 31,110 kc.

The small pack or "beer mug" transmitter has a power of one-quarter of one watt, while the standard pack has two watts power. The unit carries a 1000 watt AC generator to supply power for WAAK and W4XBT. The new unit will serve to coordinate WSOC's mobile unit facilities and for any emergency uses.

Station Improvements

Medford, Ore.—Authority to install new transmitter and increase power to 1 kw. has been asked by KMED.

Astoria, Ore.—KAST has asked for CP to make equipment changes, install vertical antenna, increase power to 250 watts day and change frequency to 1200 kc.

Hagerstown, Md.—WJEJ has applied to the FCC for license covering CP for new antenna and move of transmitter.

Savannah — WTOC has been granted CP for changes in antenna, new equipment and increase in day power to 5 kw.

Monroe, La. — KMLB has been given authority to install new automatic frequency control.

St. Paul—FCC has set hearing on application of KSTP to boost power to 50 kw. unlimited and install new equipment.

Washington—Hearing has been set by FCC on request of WJSV for CP to change transmitter site, install new equipment and increase power to 50 kw.

Abilene, Kas.—FCC has set hearing on application of KFBI for permit to move station to Wichita and install new equipment.

Sherman, Tex. — KRRV's application for CP to install new equipment, change frequency to 1450 kc. and boost power to 500 watts has been set for hearing by FCC.

Daytona Beach, Fla.—Hearing has been set on WMFJ's application for mod. of CP to change transmitter site, install new equipment, increase power to 1 kw. and change frequency to 1240 kc.

Shreveport, La.—FCC has set hearing on KTBS application for permit to change freq. to 620 kc. and install directional antenna.

Cleveland—Hearing has been set by FCC on WGAR's amended CP to request installation of new equipment, increase power to 1 kw. night, 5 kw. day and use of directional antenna at night.

Lakeland, Fla.—WLAK has applied for CP to make changes in equip-

ment and increase power from 100 watts to 100 watts night, 250 watts day.

Champaign, Ill.—WDWS has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, change hours of operation from daytime to unlimited.

Oklahoma City — KOMA has applied for CP to install new transmitter, make changes in antenna and increase power from 5 kw. to 10 kw.

Nashville—WSIX has applied for CP to install new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Los Angeles — Further improvement of transmitter equipment at KGER, Los Angeles and Long Beach, Cal., has been brought about with the installation of the new Western Electric 110-A amplifier. Field tests show almost a doubling of the audio signal.

Winston-Salem, N. C.—WSJS has applied for a CP to install new transmitter and directional antenna, for night use, change frequency from 1310 kc. to 900 kc., increase power from 100 watts to 1 kw. night, 5 kw. day, and move transmitter.

Decatur, Ill.—WJBL has applied for a CP to install vertical antenna, change frequency from 1200 kc. to 1310 kc., hours of operation to unlimited, and move transmitter. Request facilities of WBOW, contingent upon the granting of WBOW's application for change of frequency.

WPTF Plans to Install Auditioning Facilities

Raleigh, N. C.—Manager Richard Mason announces that plans are now being formulated for an elaborate audition arrangement for the benefit of prospective sponsors. Client rooms will be constructed and furnished in salon style, with emphasis on quiet comfort, enabling the listener to concentrate on the program. Direct wire facilities will make live talent auditions easily possible while additional turntables will be installed for custom built transcribed programs.

WMT Program Amplifier

Cedar Rapids, Ia.—Charles F. Quentin, chief technical supervisor for WMT, has announced the completed installation of a Western Electric program amplifier at the transmitter north of Marion, Ia. The purpose of the amplifier is to raise the effective coverage area of WMT without increasing the consumption power of the transmitter, thereby bringing the listening audience increased volume in their sets. The primary coverage area is increased considerably without increasing the power of the station.

Transmitter Rat Trap

Engineers at WNEW's Carlstedt, N. J., transmitter have been bothered with rats trying to bore their way from the marsh to the dry confines of the transmitter house. So the engineers erected a copper sheath around the transmitter grounds, spaced with cheese traps. This sheath is charged with 5,000 volts and whenever a rat is lured to the food, it is electrocuted.

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Formerly Motion Picture Lighting and
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VALANCES, FLAGS AND BANNERS—RENTAL SERVICE
FOR RADIO STATIONS

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NEW PATENTS

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

- 2,089,956—Radio Range Course Indicating Device. Lawrence M. Harding, Washington, D. C.
- 2,090,001—Transversally Controlled Electron Tube. Fritz Hamacher, Berlin, Germany, assignor to Allgemeine Elektrizitätsgesellschaft, Friedrich Karl Ufer, Berlin, Germany.
- 2,090,006—Electron Discharge Tube. Max Knoll and Rudolf Rzehulka, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.
- 2,090,026—Aerial Lead for Radio Reception. Kenneth Charles Bridges, Toronto, Ontario, Canada, assignor to Willis Herbert Tait.
- 2,090,033—Short Wave Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen Apparaten Fabrieken "Meaf."
- 2,090,051—Single Tube Radio Receiver. Gunther Jobst and Dietrich Prinz, Berlin, Germany, assignors to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.
- 2,090,218—Electron Discharge Device. Carl F. Miller, Emporium, Pa., assignor to Hygrade Sylvania Corp.
- 2,090,224—Control Apparatus. Daniel Earl Noble, Storrs, Conn.
- 2,090,315—Radio Tuning Device. Adolph A. Thomas, New York, N. Y., assignor to RCA.
- 2,090,359—Wireless Signaling System for Aircraft. James Robinson, London, England.
- 2,090,360—Electrical Condenser. Julian K. Sprague, Toronto, Ontario, Canada, assignor to Sprague Specialties Co.
- 2,090,387—Photoelectric Tube. Paul Gorlich, Dresden, Germany, assignor to Zeiss Ikon Aktiengesellschaft.

Hal Scher Promoted at WKY

Oklahoma City—Hal Scher, formerly of the sales department of WKY, has been appointed assistant production manager. Scher will travel through the state producing shows from various cities for local advertisers, with WKY broadcasting. Scher is a brother of George Scher, publicity director of Lennen & Mitchell, New York.

Tenacious Lucy Monroe

After being cut off the air recently before she had a chance to sing Victor Herbert's "Italian Street Song," Lucy Monroe expects to finally air the song over the CBS-Hammerstein program tonight at 8. Miss Monroe had originally planned to sing the song on the Aug. 9 Robin Hood Dell program on NBC, but Iturbi's flare-up that night caused NBC to take the program off the air.

Golf Coverage Device

Paul White, CBS's director of public affairs, has invented a golf coverage device for Ted Husing's links broadcasts.

Same principle involved in periscopes aboard submarines applies to the new device. It is a tall umbrella topped stick with a heavy point which is imbedded solidly in the ground. Attached to this stick is a periscope, and beneath it is affixed a sliding microphone, which is easily detached and is connected to nearby short wave equipment. Contraption will have its first test at the National Amateur Golf Championships, Portland, Ore.

New Chairman of FCC Starting From Scratch

(Continued from Page 1)

which was semi-military for those too rough for public school. Got law degree but no academic degree from University of North Carolina and practiced law in Charlotte beginning 1900. Represented Mecklenburg County in House of Representatives, state legislature, 1905. Served as campaign manager for Governor W. W. Kitchin's race for United States Senate in 1912 against Senator F. M. Simmons, but Kitchin lost.

McNinch was elected Mayor of Charlotte for two terms, 1917-1921, during which he also was finance commissioner. In his administration, the street railway workers staged a strike for several weeks and McNinch finally ordered the police department to give protection to those employees who wanted to work, and in a fusillade of fire between strikers and cops four men were killed outright or fatally wounded. Several officers were indicted and tried for murder but came clear, and McNinch and city council stood by them.

For one year after retiring from Mayor's office McNinch worked with the National Community Service organization in New York City, then returned to Charlotte where he practiced law until 1930, when President Hoover appointed him to the Power Commission. Made chairman of Commission in 1933 by Roosevelt.

McNinch was leader of anti-Smith Democrats in North Carolina in 1928 and succeeded in swinging the state to Republican column for first time since Civil War. He has been married twice. Second wife, Hulda Groome, being sister to first wife. Has one son and two daughters by first wife and a daughter and son by second. Is a prominent Methodist and teacher of a Bible class and said by his friends to be artistic.

Since newspapers in North Carolina have said so many acrid things about his helping the G.O.P. in 1928, he probably is friendlier to radio than to the press.

Washington Bureau, RADIO DAILY
Washington—Senate Committee on Interstate Commerce yesterday reported favorably the President's nomination of Frank R. McNinch as FCC chairman. Appointment now comes up before Senate for final confirmation. The committee is expected to consider T. A. M. Craven's appointment today.

Meanwhile, in the lower house, Congressman Wigglesworth of Mass. introduced a resolution, H. 321, requesting FCC to transmit to the House all information regarding any member, agent or employe of the FCC financially interested in the manufacture or sale of any radio appliances.

Jack Eigen Back Aug. 26

Jack Eigen, after a three-month absence, returns with his "Broadway Newsreel" to WMCA on Aug. 26 at 10 p.m. He also brings back his air secretary, Gloria Pierre. Budd of Stoopnagle and Budd will be Eigen's guest on the opening show.

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

W R R

Dallas, Texas

"... And it appears that RADIO DAILY will have to be printed on some sort of wear-proof paper; each day's copy is thumbed dog-eared by our staff within a few hours! No more need be said as to the value of your publication..."

John Thorwald
Managing Director.

TRACY-LOGKE-DAWSON, INC.

Dallas, Texas

"... I have heard many enthusiastic comments about your splendid publication in this territory. Personally, I think it is swell. It's what the radio trade needed."

Jimmie Jefferies
Director of Radio.

K T O K

Oklahoma City, Okla.

"... I am now receiving RADIO DAILY and I may say that I am very glad to have it. I feel that you are doing a splendid job of what you have started out to do, and I think most of us regard your publication, by this time, as standard equipment."

Joseph W. Lee
General Manager.

... 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

Pat Kelly, ex-KPO producer, back from Europe after six months, says continental broadcasting is far behind U. S. airings. He'll handle the Community Chest radio programs.

Lloyd Yoder, NBC press chief, back from vacation a week earlier than expected.

Mort Werner taking over KJBS's popular all-night "Night Owl" show during absence of Gordon Brown.

KJBSquibs: C. L. McCarthy back from southern Calif. where he conferred with MBS officials concerning KQW's recent affiliation. . . . Hugh Barrett Dobbs has a 10-day offing Aug. 20 which he'll spend in the northwest. . . . Rupert Pray, traffic mgr., now in the mountains. . . . Aubrey Loux, pianist, returns to the air after playing all summer with Allen Dohrmann's ork at Boyes Springs Casino.

Benny Walker, emcee of "Woman's Magazine of the Air" will leave the show early next month to head a new variety show sponsored by S. & W. New program to be 5-a-week at 7:30 a.m. which will necessitate KPO coming on air earlier. Ned Tollinger replaces Walker on "Mag." Clarence Hayes and John Wolfe of "Jingle-town Gazette" will be spotted. Botsford, Constantine & Gardner also considered KFRC's "Morning Merry-makers."

KROW airing "Songs of Scandinavia," half-hour sustaining record program of imported Scandinavian disks on Sunday nights.

Nancy Coleman, who had the title role in the Sperry Flour serial "Gloria Gale," has been succeeded by Doris Heene.

NEW ORLEANS

Meyer Bros. Drugs have taken 24 spots over WDSU for the end of August and beginning of September.

WVL broadcast from the operating room of a local hospital yesterday as a special event, with Henry Dupre at mike.

WSMB officials are doing a buck and wing over their new transmitter, which is now in operation. Station heads happily claim they are getting nice reaction from listeners, especially in the country areas.

ONE MINUTE INTERVIEW

ARLINE BLACKBURN

"Every radio actor in New York seems to have a secret or expressed desire to join the big parade of radio artists to Hollywood. They think they'll work there in radio for a while and then by some stroke of magic will find themselves in motion pictures. But it doesn't work out that way. There are too many actors—of all kinds—in Hollywood already. Most of them are lost in the crowd."

★ Coast-to-Coast ★

LEROY SIMMONS, a brother of Robert Simmons, member of the Revelers Quartet, has joined KWK, St. Louis, as announcer. He was formerly at KWTO, Springfield, Mo., and KCMO, Kansas City. Simmons will handle studio assignments, replacing Tom Dailey, who departs within a week to assume a position as chief announcer of WDOJ, in Chattanooga, Tennessee.

WICC. Bridgeport: Fitzroy Kennedy has joined the operators' staff. . . . Lorella Tomlinson, Milford's juvenile star, will aid Rosabelle Nelson of "Enchanted Garden" in a new series this fall. . . . J. Vincent Callanan, William Dukenshire, Mack Parker and Frank Foti all celebrate birthdays this month.

Al Pearce is giving a new wrinkle to the common radio practice of dedicating programs to cities, people, stations, etc., by currently dedicating his CBS programs to members of his own gang. Next Tuesday, the Ford Dealers' "Watch the Fun Go By" program, heard at 9 p.m., will be dedicated to Arlene Harris, the "human chatterbox."

Ruth Elizabeth Allen, daughter of Mrs. Ida Bailey Allen, will portray the part of her mother at the age of fourteen when she appears on the "Homemakers of the Air" over WHN on Monday morning at 10:30.

Cast of "The Headless Horseman," an original operetta by Stephen Vincent Benet and Douglas Moore, based on Washington Irving's celebrated yarn about Ichabod Crane, being broadcast for the first time Sunday at 8-8:45 p.m. over the NBC-Blue. will include Edward Wolter, baritone, as Ichabod; Muriel Wilson, soprano; Fred Hufsmith, tenor, and Earl Styres, baritone. There will also be a large mixed chorus and a special children's chorus for the ensemble numbers. Harold Sanford, veteran conductor of NBC presentations of Gilbert and Sullivan and other operettas, will direct the radio premiere.

A new program, "Hour of Dreams," starring George Morgan, lyric baritone, with Marguerite Werner, organist, was inaugurated this week over WXYZ and the stations of the Michigan Radio Network, and will be heard each Monday at that time. The program is sponsored by Chrysler's Air Temp air-conditioning division.

KWK in St. Louis broadcast by direct wire the night game between the Cincinnati Reds and the St. Louis Cardinals, at Cincinnati last Tuesday. John O'Hara did the play by play description, while Tom Dailey handled the commercial plugs for the sponsor, General Mills. Chief Engineer Jimmy Burke handled the

technical assignment of arranging lines and setting up the equipment in the Cincinnati park.

Heinie Manush, sensational hard hitting outfielder of the Brooklyn Dodgers, will be honored by WLTH tomorrow at 6 p.m. during the "Sports Parade." Jocko Maxwell, WLTH's ace sports commentator, will dish out the words of praise.

Grace Legge and Bob Provan are present vacationists at WDRC, Hartford, Conn.

Already served by the full-time report of the United Press radio wire, H. R. Gross, WHO (Des Moines) news editor; Jack Shelley, assistant news editor; Herb Plambeck, farm editor, and Bill Brown, sports editor, now have access to the additional reports of the United Press trunk wire and the full service of Trans-Radio-News.

WELI, New Haven: Jane Lord, accountant and one of the pioneers of station staff, has resigned. Miss Lord also conducted the "WELI Does the Town" daily program. . . . Station bids adieu to the Bigelow Twins, ballad singers with the station since its inception. Mel being forced to move to Vermont, Jim refused to continue alone. . . . Added to announcers' staff: Sherman Riley and Bill Farley.

The special events department of KVOO, Tulsa, Okla., "scooped" other stations of the state when a series of broadcasts were made from the campus of Oklahoma A. & M. College at Stillwater, Okla., where three thousand boys and girls were assembled for the state 4H-Club round-up. Remote lines to the campus, 75 miles distant, carried the broadcasts of interviews, demonstrations, and group singing to the rural communities of the state which had sent the delegates to the meeting, generally declared to be the largest 4H-Club round-up the state has ever held.

Milton Morris, who is heard three times weekly in "The Adventures of Ace Williams," was a deputy weight master in a coal yard before embarking on a radio career.

Warren Greenwood, chief announcer at WMAS, Springfield, Mass., and his bride of a couple weeks, have returned from their honeymoon, down Maine way.

Vernon Radcliffe, WPA radio production manager for New York, announces that "Northland Lumberjacks," radio serial of the logging camps which WINS features at 11 a.m. on Monday, Wednesday and Friday, has proven so popular that the station has renewed the contract for the third consecutive time.

Uncle Don received loads of birthday congratulations on his WOR program last night.

BOSTON

WCOP will celebrate its second anniversary Aug. 26.

Vic Jerome and Lucille Doran are the two new voices over WBZ and WBZA.

Carleton "Sandy" MacVarish, sales promotional manager at Yankee Network, on vacation.

Mary Dodd, ballad singer, has returned to WBZ-WBZA to replace the Happy Sisters on some of the WBZ Little Shows. The Happy Sisters are touring with Rudy Vallee.

Donald Van Wart of Yankee network back after a trip to Bermuda. He flew down on the Clipper.

Virginia Read is pinch-hitting for Mildred Carlson on WBZ-WBZA "Home Forum." Mildred is on vacation.

George MacFarlane and the Rhythm Girls are now featured in the WBZ-WBZA musical presentation fed to the NBC network on Thursdays at 3:45 p.m.

Alan Curtis and his orchestra open at the Nautical Plaza at Revere Beach on Monday. They will have a nightly WMEX wire.

Arthur and Eddie, song and patter team, are now appearing on the WBZ-WBZA "Noonday Revue," Saturdays.

COLUMBUS

William "Bill" Sweet, famed air show announcer, will appear at the Ohio State Fair, Aug. 28 to Sept. 3. WBNS activities at the Fair this year will be more intense than ever before.

Ellis Lucas, youthful Irish tenor, formerly featured over WHK, Cleveland, is now presented each Wednesday night over WHKC in "The Mender Of Broken Dreams."

WMCA
NEW YORK'S OWN STATION

leads in PROGRAM PLANNING

GOOD WILL HOUR

sponsored by TRUE STORY MAGAZINE