



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 37

NEW YORK, N. Y., MONDAY, AUGUST 23, 1937

FIVE CENTS

Six Months' Biz Up 28.7%

TELEVISION DIRECTOR IS APPOINTED BY CBS

Appointment of Gilbert Seldes, prominent writer and critic of the drama, movies, radio and music, to the post of experimental television program director, and the establishing of a tele program center in the Grand Central Terminal Building, on which construction will begin early this fall, are the latest steps taken by CBS toward developing a television program service. Seldes takes up his new work Sept. 1. He terminates his
(Continued on Page 4)

N. W. Ayer Rounding Out Kellogg Football Lineup

With Atlantic Refining football broadcasts now set, N. W. Ayer is attempting to round out the schedule for Kellogg which will blanket the midwestern games this year. Games, stations and commentators are expected to be set within a week, despite the fact that sponsor is at present engaged in a price war with other breakfast food manufacturers in that territory. Situation, although tense at the moment, is not expected to curtail radio activities this fall.

Agency also expects to receive final word on the Ford "Universal Rhythm" broadcasts by next week. A representative is now in Detroit holding discussions with the sponsor.

Fall Business Uptrend On New York Stations

Present indications are that fall and winter business on local stations this year will show a strong upward trend. WNEW, with an increase of
(Continued on Page 8)

Paid Italian Audience

Clement Giglio, Italian impresario, has taken over the Bayes Theater and changed the name to Comm. Giglio's Radio Theater. Giglio uses full-hour Italian programs on WOV and it is planned to broadcast dramatic shows from the theater in addition to selling tickets for the performances, starting Aug. 28. Shows will be given Saturdays and Sundays.

No AFM Local Deals

On a direct query from Radio Daily, President Jos. N. Weber of the AFM stated that no local union has or would have authority to conclude an agreement with a broadcasting station in a case where the AFM held International jurisdiction, as in the situation with the pending radio and disk situation. If a strike is called by the International body, no local has any alternative but to obey. AFM never before in its history has been confronted with the possibility of a nation-wide strike.

ANNUAL SHOW SHUFFLE FAVORS MUTUAL SYSTEM

Annual switching of network accounts from one web to the other finds Mutual garnering six programs which were formerly on CBS or NBC. CBS comes next with four accounts, all from NBC. NBC has lined up three, two from CBS, one from MBS.

Mutual takes Duart Sales, Kellogg-Singing Lady, Barbasol and Commentator Magazine from NBC, and Heck-
(Continued on Page 6)

York Fair Buys Time Over Four Stations

York, Pa.—The York Inter-State Fair being held here Oct. 5-9 and reputed to be one of the biggest and best fairs in the east, is using radio extensively this year to call attention to its many educational and agricultural displays and exhibits. Four
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... Roosevelt Drafts McNinch

M. H. SHAPIRO

APPOINTMENT of Frank R. McNinch, chairman of the Federal Power Commission, to the FCC as temporary chairman to succeed the late Anning S. Prall, came somewhat of a surprise to all concerned, and the appointment bids fair to be confirmed by the Senate. . . . T. A. M. Craven was named to fill vacancy of vice-chairman Irvin Stewart, who resigned earlier this year. . . . McNinch doesn't look as though he's the kind of official who takes a job lightly. . . .

Broadcast Advertising Up \$14,624,253 in First Half of Year—Increase Tops All Media—Seasonal Drop Less

By GEORGE W. MEHRTENS
Radio Daily Staff Correspondent

Washington—Broadcast advertising for the first six months of 1937 jumped \$14,624,253, an increase of 28.7 per cent over 1936, the NAB reports. All portions of the medium showed gains in gross time sales. National non-network volume increased to the greatest extent, rising 43.3 per cent over the level recorded for the first half of 1936.

Radio broadcasting for the first half of this year showed the greatest relative increase of any major medium.
(Continued on Page 3)

PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

Philadelphia—On behalf of its radio glass tube department, Philco Radio & Television Corp. will launch a quarter-hour disk series the week of Sept. 6 on 200 stations across the country. A \$50,000 cash prize contest, called "Phyl Coe Radio Mysteries," will be a part of the radio campaign. Arthur P. L'Hommedieu, eastern sales manager of Philco tube division, has been appointed contest manager.

It is estimated that the total cost of the 16-week campaign will be
(Continued on Page 3)

Schering Corp. Places Test Series on Disks

Schering Corp., Bloomfield, N. J. (Saraka, a laxative), on Sept. 7 starts a 13-week test series of quarter-hour RCA-Victor transcriptions on seven stations scattered around the country. Disks, entitled "Doctors Who Dared", will feature Dr. William E. Aughinbaugh and will be broadcast twice weekly. Stations are KFBK, Sacramento; KTBS, Shreveport; WMBD, Peoria; WHP, Harrisburg; WSBT, South Bend; WIBX, Utica, and WFEA, Manchester. Marschalk & Pratt Inc. has the account.

267 STATIONS GETTING NEW CHEVROLET DISKS

Detroit—Chevrolet Motor Co. on Sept 6 will renew the "Musical Moments" transcriptions on 267 stations for another 13-week run. Schedule has been shaved of about 100 stations since the last renewal, probably due
(Continued on Page 3)

26 Penna. Stations Get H'way Campaign Series

Philadelphia—Barnes & Aaron Advertising Agency here has scheduled for the Governor's Highway Safety Council, State of Pennsylvania, 40 one-minute spot announcements over 26 Pennsylvania stations, including the entire Quaker Network. The program will consist of two one-min-
(Continued on Page 6)

Park Sponsors Show

Chicago—What is believed to be the first radio show sponsored by an amusement park will begin Friday over WGN. Riverview Park, through Louis G. Cowan agency, has signed for a series of three 15-minute shows at 6:45 p.m. Fridays. Dr. Sam Bartlett is preparing script and will produce. Park has used spots on local stations for some time.

(Continued on Page 2)



Vol. 2, No. 37 Mon., Aug. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

FINANCIAL

(Saturday, Aug. 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	169	169 1/4	+ 1/2
Crosley Radio			
General Electric	55 5/8	54 7/8	55 5/8	+ 1/4
North American	24 7/8	24	24 7/8	+ 3/8
RCA Common	10 7/8	10 3/8	10 3/4	+ 3/8
RCA First Pfd.	72 3/4	72 3/4	72 3/4	+ 2 3/4
Stewart Warner	18	18	18	
Zenith Radio	41	40	41	+ 1 3/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Nat. Union Radio	1 7/8	1 7/8	1 7/8	+ 1/8

OVER THE COUNTER		
	Bid	Asked
Stromberg Carlson	13 1/4	14 1/4

Schaefer Beer on WEAF

Schaefer Brewery will bring the "Schaefer Nine O'clock Revue," with Leo Reisman's orchestra and Ray Heatherton, back to the air on WEAF, locally, Sept. 9 at 7:30-8 p.m. Sponsor had the same show on WOR last spring. Batten, Barton, Durstine & Osborn placed the account.

GUESTING

LOU HOLTZ, CONWAY TEARLE, RED SKELTON, ERIN O'BRIEN-MOORE and TOMMY RIGGS, on Rudy Vallee program, from Chicago, Aug. 26 (NBC-Red, 8 p.m.).

REINALD WERRENATH, on "For Men Only," tonight (WHN, 8:30 p.m.).

MARX BROTHERS, on Packard program, Sept. 14 (NBC-Red, 9:30 p.m.). Set by Zeppo Marx.

JEANETTE McDONALD, on Elza Schallert program, Aug. 25 (NBC-Blue, 10 p.m.).

HELEN JEPSON and BRIAN AHERNE, on "Kraft Music Hall," Aug. 26 (NBC-Red, 10 p.m.).

WOPI "The Voice of the Appalachians"

BRISTOL --- TENNESSEE VIRGINIA

★ THE WEEK IN RADIO ★

... Roosevelt Drafts McNinch

(Continued from Page 1)

connected with it who have any outside radio interests, no matter how small. . . .

On the labor front, comes the election of Eddie Cantor as president of the American Federation of Radio Artistes, with prominent names as vice-presidents and lesser offices. . . . WOR signed an agreement with the American Guild of Radio Announcers & Producers, granting shorter hours and more pay . . . and the CIO is reported as blacklisting ether commentators unfavorable to the organization.

Indiana broadcasters formed an organization, along lines of other state orgs, with Eugene C. Pulliam of WIRE being elected temporary chairman. . . . Nebraska Broadcasters Assn. elected John M. Henry of Central States Broadcasting as president . . . also other officials. . . . NEA starts delivery on its newspaper features for radio on Sept. 27. . . . P. & G. starts foreign language test programs in Detroit over WJBK through Blackett-Sample-Hummert and Van Cronkhite Associates. . . . Ike Levy in

Philly defends the FCC personnel. . . . Watch Tower Bible and Tract Society threatens to squawk to FCC if time isn't cleared as per its wishes . . . so far more than 50 stations have been lined up out of a sought for 75 for two one-hour programs. . . .

Powel Crosley sticks to guns anent info on WLW to Commissioner Payne . . . CBS quizzes stations on AFM through medium of a lengthy questionnaire. . . . Barry W. Bingham, of WHAS, Louisville, invited Eastern independently owned stations to attend a series of meetings for early this week in New York on AFM question and self defense in the AFM squeeze. . . . Sesac officials scored the NAB report on its music catalog and withheld further comment until they have read it. . . . A. L. Ashby, NBC attorney, in Europe talking copyright. . . . NBC has been broadcasting recordings from abroad more or less on the q.t. and it looks like a fancy and meaningful experiment. . . . P. G. Parker, assistant manager of the NBC Central Division, left his pal Niles Trammell to join B.-S.-H. agency in Chi.

UP Coast Radio Circuit Adds 700 Miles of Wire

Latest move in the expansion and development of United Press news service for radio stations is the addition of 700 miles of leased wire to UP's west coast radio circuit. This extends the circuit practically the entire length of the west coast and brings the total UP radio news circuit mileage to well over 10,000 miles.

UP now is serving 190 stations in the U. S. and Canada. More than 85 of these stations have been signed since Jan. 1 and nearly 75 per cent are on the radio wire circuits. Further expansion is under way.

Major Bowes Gets Award

First personality to be honored by Radio Mirror's new Roll of Honor will be Major Edward Bowes, whose "Amateur Hour" is on CBS for Chrysler every Saturday night.

Daughter for Aaronson

Irving Aaronson, musical director of WHN, is the father of a six-pound daughter.

Nat'l Biscuit Sponsors Final in Golf Tourney

National Biscuit Co. is sponsoring the final round of the National Amateur Championship over CBS next Saturday afternoon from the Alderwood Country Club, Portland, Ore., with Ted Husing at the mike. McCann-Erickson Inc. is the agency.

Get Texas Radio Charter

Fort Worth—Frontier Broadcasting Co. of Fort Worth, with Elliott Roosevelt, his wife, and Harry A. Hutchinson as incorporators, has been granted a charter. Roosevelt is negotiating to buy the Alamo Broadcasting Co. at San Antonio. He also is associated with Hearst Radio.

COMING and GOING

PARKS JOHNSON left New York last week for a hurried visit to Gainesville, Ga., where he met his family and returns in time for this week's Vox Pop show.

EARL THOMAS of Consolidated Radio Artists flew to Fort Worth last week to talk over commercial plans with Paul Whiteman.

VIVIANNE SEGAL leaves shortly for Maine where she will go into rehearsal for a new summer stock show there.

BOB LAWRENCE, one of Paul Whiteman's featured singers, flies to Mitchell, S. D., from Cleveland to appear at the Corn Palace on Sept. 26.

VICTOR BAY, musical director of the CBS Shakespeare cycle, returns to New York next week.

OZZIE NELSON leaves for Hollywood the early part of next month.

TITO SCHIPA, opera star, sailed for Europe aboard the Conte Di Savoia on Saturday.

ROBERT TAYLOR, MAUREEN O'SULLIVAN, BOB GOLDSTEIN, and MR. and MRS. E. F. HUMMERT of Blackett-Sample-Hummert sailed Saturday for Europe aboard the Berengaria.

ALLAN ZEE, WHN producer, left Saturday for a two-week vacation at Saratoga and Maine.

MORTON FREUND, head of the advertising agency bearing his name, has returned from a seven-week European trip.

FRANK ROEHRENBECK, station manager of WHN, returns today from a three-week vacation.

MARGARET KENNEDY, secretary to Lester Gottlieb, MBS publicity coordinator, is on vacation.

NINETTE JOSEPH, secretary to Ned Midgeley, BBDO time buyer, off to Maine for two-week vacation.

RAY LEE JACKSON, photographer, and DR. WALTER KOONS, music editor, of NBC are vacationing.

CHARLES BUTTERFIELD, AP radio editor, to his Connecticut farm for a vacation.

PHIL BLOOM of the New York office of Music Corp. of America arrived from Cincinnati last Saturday.

LEE WILEY leaves New York soon to return to Hollywood for some film work. She will continue broadcasting work from the coast.

PAUL STOES, manager of the Don Cossack Male Choir, is back from abroad.

ANDRE KOSTELANETZ returns by plane this week from the coast to resume his Chesterfield batoning.

HARRISON HOLLIWAY, KFI-KECA general manager, arrives in New York this week from Los Angeles to attend huddles between radio execs and AFM officials.

NORMAN FIELD, vice-president of the newly-formed American Federation of Radio Artistes, arrives in New York this week from the coast to attend meetings of the Federation board.



Wanted

A CAPTAIN WHO NEEDS A LIEUTENANT

A lieutenant who can produce sales . . . Sales . . . and MORE SALES . . . through the medium of good, solid, sound sales promotional activities.

This soldier has been through many campaigns, in the last 11 years, and for the last two years has marshalled together the forces of a large group of radio stations in one of the greatest promotional battles ever waged.

He is anxious to get on the firing line again . . . all lines of communication are open to him at Box A-107 RADIO DAILY, 1501 B'way, N. Y. C.

SIX MONTHS' BUSINESS SHOWS 28.7% INCREASE

(Continued from page 1)

Compared to the 28.7 per cent rise on the part of radio broadcasting, national magazine advertising increased 16.2 per cent in volume, national farm paper volume 13.6 per cent, and newspaper lineage 2.9 per cent.

Total non-network advertising exceeded the gross time sales for the first half of last year by 32.8 per cent. Regional station group showed the greatest gain by rising 45.6 per cent. Non-network advertising in the New England Middle Atlantic area increased to a greater extent than that in other portions of the country.

National network and local advertising also recorded marked gains over last year, rising 26.1 per cent and 21.2 per cent, respectively. Regional network advertising rose 3.8 per cent in volume as compared to the first half of 1936.

Of the major geographical districts, non-network advertising in the New England Middle Atlantic area showed the greatest rate of increase as compared to the first half of the preceding year, rising 56.4 per cent. Advertising in the South Atlantic and South Central area during the first half of 1937 exceeded the previous year by 30.3 per cent. The North Central and Pacific and Mountain areas also recorded good gains.

Live talent exhibited the greatest rate of increase among the various types of rendition by rising 37.1 per cent in volume over the first half of 1936. Live talent programs in the national non-network field rose 47.0 per cent in volume and 27.4 per cent in the local field.

Total Transcription volume during the first half of 1937 exceeded that of the previous year by 24.4 per cent. This type of rendition increased 27.5 per cent in the national non-network field and 12.3 per cent in the local field.

Records in the national field more than doubled the volume recorded for the first half of 1936, while increasing 15.7 per cent in the local field. Total record volume rose 25.1 per cent. Announcements in the national field rose 72.4 per cent and in the local field 15.2 per cent, the total volume rising 34.0 per cent over the level recorded for the first six months of last year.

Although all major media declined in advertising volume in June as against May, radio broadcasting declined to the least extent. Radio gross time sales declined 6.2 per cent while national magazine volume dropped 18 per cent, national farm

NEW PROGRAMS—IDEAS

"Our Baltimore" Makes Hit

The "Our Baltimore" program, WBAL feature which is making a big hit, is running the gamut of local industries and is winning high praise from the listeners. Handled by Brad Bradley, of the station staff, the programs are sponsored by the various companies. This week's series includes broadcasts directly from McCrory's 5-and-10-Cent Store and the Maryland Casualty Co.

Social Calendar

The problem of how to handle requests for announcements from civic organizations and clubs has been solved by WFAM, South Bend, through the medium of a program heard six days a week at 8:30-8:45

WDGY Back to Normal After Labor Troubles

Minneapolis — After a month of labor difficulties that included union picketing, firing of shots at the station and its assistant manager, Edward P. Shurick, and various damage to transmitter equipment, WDGY service was restored to normalcy last week.

Trouble began July 23 when Dr. George Young, owner of the station, discharged the chief engineer. Two other engineers thereupon resigned. After much controversy, federal labor conciliator was asked to intercede and the controversy finally was straightened out. The two engineers who had resigned returned to work.

A meeting of station owners took place Thursday to discuss the general situation.

Offers to Testify

Jay Lewis of Jay Lewis Associates, advertising, has written to both Senator Wallace H. White and Commissioner George Henry Payne of the FCC asking that he be called upon to testify in the pending investigations of radio, the FCC and Crosley-WLW.

Lewis says he wants to make public what he knows, including data about former FCC officials who allegedly obtained power boosts for certain stations, then retired from government service to enter the employ of the stations in question.

papers 13.1 per cent and newspaper lineage 6.9 per cent. Radio also showed the greatest increase in advertising volume as compared to last June, 34 per cent.

The principal gains over the last month occurred in the following groups: national network clothing and financial, regional network beverage and toilet goods, national non-network automotive and financial, local toilet goods, soap and kitchen supplies. Retail broadcast advertising over individual stations amounted to \$1,260,370, a decline of 5.4 per cent from the volume recorded in May, but 20 per cent greater than that of June, 1936.

a.m. The feature, "Your Engagement Book", is a brainchild of Bob Swintz, WSBT-WFAM commercial manager, and is handled by Margaret Douglas of the continuity department. Brief announcements covering all types of social functions, meetings, church entertainments, etc. are made without charge upon request.

Daily Tobacco Market Report

As a service to its tobacco farmer listeners, WPTF in Raleigh now broadcasts each afternoon a detailed news report of market conditions and prices on all grades of weed sold, this data being compiled daily by the Federal Bureau of Agricultural Economics.

267 Stations Getting New Chevrolet Disks

(Continued from page 1)

to uncertain labor conditions in the motor industry. Also the fact that Chevy is coming back on the air next month with a CBS network show.

Talent for the new series includes Victor Arden's 34-piece orchestra, Songsmiths Quartet, guest soloists, and Graham McNamee as announcer. Broadcast schedule for the quarter-hour transcriptions calls for two to three airings a week. Campbell-Ewald Co. has the account.

PHILCO TUBE CAMPAIGN IS USING 200 STATIONS

(Continued from page 1)

more than \$500,000, a figure far in excess of original plan. In the early plans 100 stations were thought to be ample, but distributor and dealer enthusiasm forced Philco to expand the schedule, according to C. E. Carpenter, manager of the tube division.

Disks will be broadcast once weekly. No proof of purchase is necessary to enter contest, but all contestants must visit a Philco dealer for entry blanks and contest books. Disks are being placed on stations at the local rate with the dealer sharing the expense with Philco. Geare-Marston, Inc., is servicing this portion of the Philco account.

Glass Container Extends

Glass Container Ass'n of America has signed a four-week extension of the WEAF Tuesday and Thursday 7:30-7:45 p.m. series, effective Sept. 7. Program is entitled the "Steinie Bottle Boye Boys." U. S. Advertising Corp. is the agency.

33 Stations for Sleetmaster

Addition of more stations in the Sleetmaster (windshield wiper) campaign planned by Anderson Co., Gary, Ind., brings the total up to 33 outlets. Schwab & Beatty Inc., New York, is the agency.



(SEE PAGES 4 AND 5 TOMORROW)

NOW AVAILABLE for FALL BOOKING

MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

AGENCIES

CLARENCE B. GOSHORN, formerly with Arthur Kudner Inc., has joined Benton & Bowles Inc., as vice-president. Prior to his affiliation with the Kudner agency, Goshorn was with the Erwin Wasey Co. He entered the advertising field in 1930 after a long association with the Curtis Publishing Co. in Philadelphia.

AIRCASTERS INC., new Detroit radio advertising agency, formally opened its doors at 4049 West Lafayette Boulevard with an open house. Large numbers of the Detroit radio gentry turned up for the affair. Stan Boynton, former exec at WJR, Detroit, heads the new agency.

LENNEN & MITCHELL, New York, has been appointed advertising agency for Cashay Corp., manufacturers of Cashay Invisible Sanitary Puffs. Agency is now preparing a national advertising campaign for early release.

ARTHUR H. KUDNER INC., handling the Buick account, will be given a bigger appropriation for the 1938 model, according to T. H. Corpe, Buick's director of advertising and sales promotion.

Television Director Is Appointed by CBS

(Continued from page 1)
newspaper affiliations to give most of his time to the new duties.

The studio, designed to provide a full-scale working model of a complete television unit operating under typical conditions of actual daily production, will operate in conjunction with the new CBS television transmitter to be located in the Chrysler Tower, to which it will be connected by coaxial cable. Policy will be "to make as many experiments as possible in order to make as many errors as possible in advance."

Marion to Write for Oakie

West Coast Bureau, RADIO DAILY
Los Angeles—George Marion, Jr., film writer, has been signed by Savington Crampton to a William Esty Co. contract to script the Jack Oakie show for Camel. Deal is probably forerunner of many similar ones to come and marks the first step in competitive bidding between radio and pictures for the services of competent craftsmen who can turn in sure-fire material justifying use of high-priced picture personalities on the air.



Greetings from Radio Daily

August 23

Wendell Hall Art Van Harvey
Ray Perkins Lawrence Marks



PETTY CASH VOUCHER Week ending Aug. 20th

● ● ● Saturday... While sunning up in the Catskills—away from the studios, personalities, Lindy's, etc., some one tips us off to the fact that Jessica Dragonette will sing at the Pittsburgh Music Festival on the 5th... That night we enter a theatre in the hope of some diversion—and what happens... A satire on the radio industry is being staged!

● ● ● Sunday... Just before leaving, the phone rings with a flash!... With the pencil trembling in hand, we note "Kati Cuff has joined Standard Radio in Chicago—doing publicity"... So we miss ducking the dinner check—and paying for a day extra... In town word comes that Alois Havrilla, the announcer, took his family to the Rainbow Grill where he walked off with a dancing prize for the tango. He never danced a tango before!... His young daughter nearly won the "Shag" prize, but they couldn't let one family walk off with two prizes.

● ● ● Monday... Catalog of songs arrives from Shapiro, Bernstein and while thumbing thru the booklet we note songs with titles like "Keep Your Skirts Down, Mary Ann" and "Last Night On The Back Porch," amongst others, which wouldn't be permitted on the nets now—but were successes in their day... Another is "Paddlin' Madelin' Home" to give you an idea.

● ● ● Tuesday... Wire arrives from WBT, Charlotte, N. C., that their commentator, William Winter, scored a scoop with his prediction last Friday that the Senate would confirm Sen. Black's appointment to the Supreme Court. Senate doesn't want to disappoint Winter and comes thru with the okay.

● ● ● Wednesday... With Sammy Fain, Mervyn Rosenthal and Adele Purcell we invade the shooting galleries on Broadway where Miss Purcell puts us men to shame with four bull's-eyes out of five... So we decide to stick to our hi-li where the score is 185... Teddy Powell and Harry Weinstein give the boys around town the latest reports on Abe Lyman's condition—and that Abe won't be here to appear at Manhattan Beach as advertised.

● ● ● Thursday... At lunch Al Shayne remarks that with almost every show going to the coast, NBC's 8th floor will shortly go into competition with Nola's Rehearsal Studio—and charge \$2 with free mike use! So we run over to get what may be the last dress rehearsal—Rudy Vallee—with blinkers in the control room giving instructions over the mike... We send an air mail letter to the coast asking for facts on a rumor!

● ● ● Friday... Patricia Gilmore phones to say thanx while lunch is brought for John Mayo and A. Dinsdale... Word that Bob Goldstein sails on the morrow with the Hummerts of the agency to scout talent and look-see on radio abroad. Bob promises to tell our publisher, Jack Alicoate, now over there, that we're keeping expenses down and "keep punchin'"... That nite to the Russ Morgan and Lou Breese opening at the French Casino before calling it a week... Some one sends in a clip from W. W.'s pillar regarding Myrna Loy, William Powell, "Thin Man" series—with a clip from here of JULY 28!... Ruthrauff & Ryan is the agency—that's why Myron Kirk went west!

TOTAL EXPENSE... Six CENTS for air mail stamp to coast!

AUDITOR'S REMARKS... Request GRANTED though you could've used a three-cent stamp as well.

(Editor's note... Two more lines to fill... Scoops fainted!... Hospital just reported he'll be out by tomorrow!)

Program Reviews

"The Editor Speaks"

This 15-minute shot, which made its bow Friday night at 8:15-8:30 as a weekly feature via WMCA, is a new twist in the commentating line in that it presents excerpts from the editorial expressions of eight New York newspapers. Though it doesn't cover enough ground to actually be a crystallization of press opinion on the various vital subjects brought up, it does give some pointed views, and the possibilities for wider application of the idea are evident.

The editorial digest is presented without amplification or explanation by the reader, who remains anonymous.

Depending on the judgment used in selecting the quotes, the idea looks good.

"Vallee's Varieties"

Rudy Vallee had one of his best programs in weeks last Thursday night over the NBC-Red. Willie Howard furnished the comedy highlight, as he has done before, with his "French lesson." The Eva Jessye Choir, colored singers who were in the "Porgy and Bess" stage production, offered some distinctive vocal work. Tommy Riggs and his "Betty" repeated as a comedy click. Gene Lockhart and Doris Nolan were interesting to listen to despite a trivial skit, and there was some entertaining chatter between Vallee and John McClain, ship news reporter, who quizzed the radio star on his attitude toward newspaper boys.

"The Only Ones" on WMCA

"The Only Ones," a new human interest program presenting persons who claim the distinction of being the only ones of their kind in occupation, achievement, etc., makes its bow Saturday at 9-9:30 p.m. over WMCA. Andrew Stanton will emcee the show.

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, The R. L. Watkins Co., New York, engaged in the sale of Dr. Lyon's Tooth Powder, will discontinue certain false and misleading representations in advertising such dentifrice. The respondent company stipulated that it will stop advertising that Dr. Lyon's Tooth Powder has twice the cleansing properties of tooth paste, is doubly efficient, and costs only half as much to use; that there is nothing known that will clean, whiten or polish teeth so quickly or effectively as powder, that dentists everywhere recommend Dr. Lyon's, and that people by the thousands or millions are discarding other methods of teeth cleansing and are using powder instead.

"Another VCA Service"

Radio's Most Outstanding Football Feature

THE DICK DUNKEL FOOTBALL FORECASTING BROADCAST

(entering 3rd year for Atlantic Gasoline)

Now Available

For broadcast on both large and small local and regional stations

VCA has purchased the rights for the DICK DUNKEL forecasts for the 30 states west of Ohio and the Carolinas. It is the same feature which last year pulled 700,000 people each week into Atlantic service stations to "find out who is going to win."

VCA has prepared this feature into a compact package so that you can drop it into the lap of your most important (local or spot) advertiser for his fall advertising.

**EXCLUSIVE RIGHTS FOR YOUR
STATION AREA WILL BE SURPRISINGLY LOW**

Wire for details

Van Cronkhite Associates, Inc.

360 N. Michigan Ave.

Chicago

State 5080

"Radio's Only News Counsellors"



THE long-discussed new studio for KMTR is now under construction, with Vic Dalton apparently having abandoned former more ambitious plans for a "radio village." In any event, ground has been broken and foundation is completed for a California-Spanish studio building at the present site of KMTR transmitter, North Cahuenga at Romaine Avenue, and the presently-scattered departments will be housed and functioning in the new building within 90 days.

KECA will have another live show when the Edwards Brothers' sponsored program with the Colonial Quartette hits the airplanes on Oct. 4. Scheduled for Mondays at 6:45, the new musical period is set for 52 weeks.

When Al Jolson resumes with his new series on September 7 he will have last season's standbys, Victor Young, Martha Raye and Parkyakarkus. Present plan is for Jolson to alternate with a guest star in the weekly dramatic spot, with George Jessel set for the initialer.

Charles Bulotti, director of program operations for KHJ and the Don Lee chain for the past five years, resigned last week. His resignation was followed by those of Paul Dudley, his assistant, and John Conte. Bulotti and Lewis Allen Weiss, Don Lee g.m., were mum regarding reasons for the split, though both insisted that it was an amicable arrangement. Weiss, incidentally, reports that the Don Lee absorption of 11 stations in the Northwest is an accomplished fact but that no announcement of actual stations involved will be forthcoming until decision is made regarding which of alternate stations under single ownership is to be included in the set-up.

Joseph G. Corey, newly-appointed New York and eastern field manager for Radio Transcription Co. of America, is in town attending annual sales convention of the C. C. Pyle organization.

Les Bowman, CBS head technician for the Coast, returned from supervising plans for new KSFO transmitter in San Francisco.

**FRANK
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

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

★ PROMOTION ★

Admiracion Contest

Beginning Sept. 12, Tim and Irene will inaugurate a new contest, a 50-word statement on "The first thing said to me after I shampooed with Admiracion was . . ." Prizes will be three Gunther-Fifth Avenue silver fox furs, valued at \$200 each; 500 pairs of \$2 hosiery, and a 60 cent size bottle of Admiracion Hair Tonic to everyone. Contest runs 13 weeks over MBS. Carton enclosure necessary.

Tim Ryan will personally telephone the three major winners each week—whether they live in California or New York, prior to the broadcast, (so they won't get such a shock on

hearing their names read out). Judge will be Helen King. Agency is Charles Dallas Reach, Newark.

CBS Promotion Piece

Latest CBS promotion piece is based on a P.S. sent out on a post card by Life magazine. The P.S., which Life allowed CBS to write on its card, mentioned the fact that the magazine was the only one to be launched with support of a radio advertising campaign. Excerpts of "March of Time" broadcasts, dated Nov. 12, 1936, April 1, 1937, and July 15, are included indicating the fast progress made by the publication.

26 Penna. Stations Get H'way Campaign Series

(Continued from page 1)

ute spot announcements an evening, five evenings a week, for four weeks from approximately Sept. 15 to Oct. 15. They will warn the motorist, as well as the pedestrian, on common hazards encountered on the highways.

Barnes & Aaron agency recently was awarded the radio portion of the Pennsylvania State Publicity Campaign, conducted by the Pennsylvania State Publicity Commission, of which Warren Van Dyke, Secretary of Highways, is chairman. For the radio portion of the Campaign there is planned for the balance of this summer, as well as the summer of 1938, a coast-to-coast hook-up for a half-hour show, entitled "Hail Pennsylvania". Tentatively, the program will consist of a name band; a dramatic sketch running about seven or ten minutes depicting outstanding historical events in Pennsylvania's sirtory as well as three of Pennsylvania's great industries, oil, coal and steel, and a double quartet, using both modern and old-fashioned songs. Walker & Dowling of Pittsburgh will place the balance of the advertising for this campaign.

Ray Perkins in Grant Show

Ray Perkins, instead of Whispering Jack Smith as previously announced, will appear with Allen (Wifesaver) Prescott in the W. T. Grant disk series which has been set for 19 stations in the east and south. N. W. Ayer & Co., Philadelphia, is the agency.

New Biddick Disk Series

West Coast Bureau, RADIO DAILY
Los Angeles—Radio Programs Division of Walter Biddick Co. is releasing nationally 100 fifteen-minute transcription series called "The Adventures of Sunny and Buddy", produced by Park Edwards.

The Show Goes On

Lucille Manners sang on last Friday's Cities Service program despite the fact that her father had died the day before.

Annual Show Shuffle Favors Mutual System

(Continued from page 1)

er H-O and Delaware & Lackawanna Coal from CBS.

International Silver, Sanka coffee, Calumet baking powder and Bayer aspirin shows have all transferred to CBS from NBC.

National will get the CBS cooperative bank series and on Jan. 1, 1938, Campbell Soup takes the Amos 'n' Andy period. (It is assumed here that Campbell will cancel one of the two present CBS spots). From MBS, NBC took the Fendrich cigar program.

York Fair Buys Time Over Four Stations

(Continued from page 1)

stations are now being used—WORK, York; WGAL, Lancaster; WCAO, Baltimore, and WFMD, Frederick, Md.—with the possibility of one or two more being added.

Account is being handled direct, with J. Robert Gulick, WORK manager, handling the details and acting as radio consultant for the fair management.

Preparing Latin-Amer. Series

B. Charles Dean, president of British American Productions, has been retained to build a series of electrically transcribed programs for Latin-American countries. He is at present rounding up talent and will begin auditions within the week.

Urges Anthem Sign-Off

Americanism Committee of the Michigan Department of the American Legion last week recommended in a resolution that radio stations all over the country play the "Star Spangled Banner" when signing off. Resolution was introduced at the 19th Annual State Convention now being held in Detroit.

Resolution, in urging the adoption of the custom, pointed out that all Canadian stations play the National anthem there before concluding the day's broadcasting activities.



EVA CONDON, who plays in "You Can't Take It With You," Chicago stage company, has joined "Couple Next Door" on WGN-Mutual. Dorothy Gish, Harold Vermilyea and Harriette Widmer are other members of the cast.

Lewis LaMar, WGN announcer, back from vacation.

Hill Blackett, head of Blackett-Sample-Hummert, expected back today from vacation.

Jack Van Volkenberg, assistant to Les Atlans, CBS vice-president, vacationing in Wyoming.

Raymond Johnson of "Guiding Light" is changing his name back to Johanson to please his grandfather. Ray and his brother George have just polished off a play, "October Night," and are peddling it.

Bernice Yanacek, NBC pianist, back from a vacation.

Wayne King broadcasts from Detroit on Sept. 7-8 while playing at Michigan State Fair.

Adelaide Hemenway is a new vocalist at WAAF.

Arkansas Woodchopper (Luther Ossenbrinck) rounds out eighth year on Alka-Seltzer National Barn Dance.

Campana's "First Nighter" renews for 52 weeks, effective Sept. 3. A big whoopla is planned for that date since it's Barbara Luddy's first anniversary with show and Les Tremayne's fifth anniversary in radio.

Paul Sabin winds up at La Salle on Aug. 28. Room closes for week and then Kings Jesters go in on Sept. 4. Through CRA.

Wynn Orr has moved to Stack-Goble from NBC to become radio director there.

Clark Dennis, NBC tenor, will be off air all week while making personal appearance at Lyric Theater, Indianapolis.

Truman Bradley, CBS announcer, made a hole in one.

Edyth and Shelly Mae of the WLS Ozark sisters have disclosed recent secret marriages—Edyth to Les Gillette of The Three Notes and Shelly Mae to Ralph Goldsworthy of Paris, Ark.

Virginia Temples of "Ma Perkins" becomes the bride of Kenneth Fagerlin, manager of WMFG, Hibbing, Minn., on Sept. 11 at Joplin, Mo.

Herb Morrison, who made the Hindenberg scoop for WLS, flew to Washington, D. C., on vacation.

Harold Fair, WHO production director at Des Moines, in town looking around for talent.

Tax Receipts Drop

Washington Bureau, RADIO DAILY

Washington — Tax receipts from radios and phonograph records in July totaled \$433,243, against \$595,713 in the same month last year, according to figures released by the Treasury Department.

NEW BUSINESS

Signed by Stations

KCKN, Kansas City, Kas.

Consolidated Drug Trade Products Inc. (Peruna-Kolorbak), renewed for one year from Oct. 5, and increased from five half-hour weekly broadcasts to five full-hours weekly, through Benson & Dall, Chicago.

WSBT-WFAM, South Bend

Radio Equipment Co. (Philco distributors), mystery serial; Schering Corp., Bloomfield, N. J. (Saraka), through Marschalk & Pratt; Chicago Motor Club, "On to Adventure".

KFOX, Long Beach, Cal.

Kay Jewelry Co. (national chain jewelers), "man in street" program with Bob Lee, through Sydney Garfinkel Agency.

WMAQ, Chicago

Pharmacraft Co. (Ting, for athlete's foot), sports review with Norman Ross, through Young & Rubicam.

WJJD, Chicago

Histeen Corp. (hay fever remedy), "Courthouse Reporter," through Ruthrauff & Ryan.

"Ave Maria Hour" Renews

The Franciscan Fathers, sponsors of the "Ave Maria Hour," which is heard over WHN, WIP, WAAB, WBRY, WSPR and WEAN, have renewed the show for an additional 52 weeks beginning Sept. 5. Series is heard at 9:30-10 a.m. Sundays over WHN and WIP, with a repeat airing from 10-10:30 a.m. for the rest of the outlets. Programs originated from WHN studios.

Look Magazine Trying East

Chicago—Look Magazine will shortly invade New York radio for the first time with a late evening spot on either WOR, WHN or WMCA. New test series "Stop, Look, Listen," will supplement transcribed broadcasts now aired over WTMJ, WGAR, and Des Moines outlets.

Sponsor also plans a network program. In addition to transcribed programs, Look is using some spot announcements. Schwimmer & Scott, Chicago, has the account.

WQXR Operatic Program

"Gateway to Opera," one-hour program of intimate opera featuring a newly formed company of talent, has its premiere Sept. 25 at 7-8 p.m. over WQXR. Rauol Querze is director of the group, which has been in rehearsal for several weeks. He will be assisted by Jascha Zayde, who with Clifford Herzer will provide the two-piano accompaniment for the soloists.

Toscanini from Salzburg

NBC will broadcast a special 1½ hour program from Salzburg, Austria, tomorrow afternoon at 12:30-2 p.m. over the Red network featuring Arturo Toscanini conducting the Vienna Philharmonic Orchestra in a benefit concert.

ORCHESTRAS - MUSIC

DUE to the responsibility of whipping the new "Folies Bergere" into shape, French Casino Musical Director Lou Breese has deferred his radio opening from Aug. 24 until Aug. 31, when his music will be heard at 11 p.m. every Tuesday and Thursday over the NBC Red and Blue networks.

The King's Jesters and their queen, Marjorie Whitney, return to the Blue Fountain room of the Hotel La Salle, Chicago, Sept. 3, with an NBC wire.

Stella Unger, radio script writer, and Phil Charig, song writer, have written a new song entitled, "Was It the Wine, Was It the Music or Was It You?" Miss Unger has previously written several songs including the "Three Little Girls" score. Charig wrote the "Americana" score.

Frank Dailey's ork, packing them in at Bill Green's Dancing Casino, Pittsburgh, did a special half-hour network show Saturday night.

Joe Robichaux and his All Colored Swing Band from New Orleans and doing a daily swing session over WSGN, Birmingham.

Gennett Sound Effect Co. has recorded and released ten sound effects numbers, including noises of baseball fans from Tokyo, Japan, traffic sounds from London, including Big Ben and St. Mary's Chimes, Hurdy-gurdy and monkey organ and street cards and traffic from Tokyo circus parade sounds, etc.

Harry Candulle and his orchestra have been set for an indefinite engagement at Arrowhead Inn, Cincinnati, by the Cleveland office of Consolidated Radio Artists, opening Aug. 26. Bobby Grayson and his orchestra, now at Tony Cavalier's Mansion, Youngstown, move into the Grand ballroom, Detroit, Sept. 10, for Paul Strasburg.

Clyde Trask, popular Cincinnati orchestra leader, has signed a Consolidated Radio Artists management contract and goes into Jimmy Brink's Lookout House, Covington, Ky. Trask will broadcast over WLW, Cincinnati.

Mischa Borr and his Gypsy Orchestra will continue as the luncheon music at the Waldorf-Astoria, where Leo Reisman resumes in the Starlight Roof on Thursday night. Ralph Rogers and his tango-rhumba band also continue on the Roof, alternating with Reisman during the supper hour.

Husk O'Hare and his orchestra are now playing the Andrew Jackson tavern, a mountain resort, near Jonesboro, Tenn., for Consolidated. Next month "the genial gentleman of the air" will do a series of one night engagements in the middle west playing the Archer circuit of ballrooms in Iowa, Nebraska, and South Dakota.

David Ross, ace announcer for CBS, has written a lyric for Debussy's "Claire de Lune," which Ray Heatherton will air for the first time on his CBS program tomorrow at 5 p.m. Ray Block will conduct the orchestra.

George Gerwin and his orchestra have replaced Frankie Cooper's band at Toy's Restaurant with daily broadcasts over WTMJ, Milwaukee.

Stan Jacobsen and his orchestra are at the Schroeder Hotel, Milwaukee, with broadcasts over WTMJ.

Paul Whiteman, as a Colonel on the Governor's staff, had his busiest week since he first landed in Ft. Worth for the Frontier Fiesta. The NBC orchestra leader led parades in Ft. Worth, Dallas, Waco, Stamford, Austin and San Antonio and carried on his work at the Fiesta and his NBC broadcasts.

Zinn Arthur and his ork are headed for a New York hotel in September, with a network wire. Arthur has been at the Pine Brook Country Club, Nichols, Conn., this summer.

Tony Almerico and his orchestra, who are making merry for the dancers in an Opelousas, La., night club, are scheduled to return to New Orleans to finish the season at the Penthouse, whose Leon Prima goes to the Hotel Heidelberg, Baton Rouge.

Leon Lafell, harmonica virtuoso, has been signed by Irving Mills to be featured in a series of Master recordings. Lafell has been given the support of an orchestra for the waxings.

☆ **F. C. C.** ☆
ACTIVITIES

CALL LETTERS ASSIGNED
Columbia Broadcasting System, New York. Mobile. KAAC.
Columbia Broadcasting System, New York. Mobile. WAEW.

APPLICATIONS RECEIVED
Cuyahoga Valley Broadcasting Co., Warren, Ohio. CP for new station. 1200 kc., 100 watts, unlimited.
National Life & Accident Insurance Co., Inc., Nashville, Tenn. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.
Woodmen of the World Life Insurance Assn., Omaha. CP for new relay station. 1622, 2058, 2150, 2790 kc., 100 watts.

Heads School Radio Dep't

Seattle—George Jennings, production director for WILL at the University of Illinois, has been selected to head the newly created radio division at the Cornish School here. Jennings is now in New York completing a course of training in network broadcasting under the direction of NBC's educational department and will leave to assume his new duties about Oct. 1.

The new department will offer courses in broadcasting techniques and writing for radio, as well as studio appearances over several Seattle stations. The Cornish School recently completed a \$15,000 radio studio.

WBBM Personnel Additions

Chicago—Dudley Faust of Chicago Evening American sales staff has joined WBBM sales force, succeeding Tom Kivlan, who is joining George H. Hartman agency Sept. 1 as account executive. Epes Sargent Jr., Rutgers grad of season, joins Chicago staff of Radio Sales Inc., CBS spot subsidiary, as an apprentice.

IT'S HOT..IT'S NEW..IT'S READY

"The Best of the Week from Hollywood"

A Music Box Revue Featuring What's New and Who's Who in Hollywood . . . Done in a Kindly, Friendly, Intimate Vein which distinguishes it from any other Hollywood Strip now on the air. Easy to buy, easy to sell, easy to listen to. Write or wire for two audition samples and prospectus.

MERTENS AND PRICE, Inc.

1240 South Main Street Los Angeles, California

Coast-to-Coast

WEST COAST division of CBS has made elaborate arrangements to cover the National Amateur Golf Championships from Alderwood Country Club, Portland, Ore., Aug. 22-28. Originating station is KOIN. For short wave pickup, Engineer Syd Bergere was sent with the necessary equipment from New York CBS headquarters, with cooperation of Engineer Harold Peery, Hollywood, and Louis Bookwalter, KOIN.

William Botzer is a recent addition to the announcing staff of KOMO-KJR, Seattle.

WSGN, Birmingham: Lawrence Lee is directing a newly launched quartet each Sunday morning.... Lee MacArthur, announcer, is doing nicely with the Job Clinic which he originated in cooperation with the Unemployment Bureau.... Claude Maenza and wife are back from two weeks in Florida and New Orleans; Claude is on the engineering staff.... Helen Jacobs, secretary to the exec. staff, vacationing at Daytona Beach.

WHO, Des Moines, is having the Crystyl Studio at the Iowa State Fair grounds put into shape for the first day of this year's fair, Aug. 27. More than 50,000 saw the WHO artists broadcast from there last year.

Jack Costello is now announcing the NBC "Vox Pop" program directed by Parks Johnson and Wally Butterworth. Costello also will handle the commercials on the "Radio Newsreel" when it starts in October.

Glenn Goodwin, leading man of the WHO Playhouse in Des Moines, last week revealed his marriage earlier in the year to Maxine Wilson.

Fred J. Hessler, formerly an announcer at WHBL, Sheboygan, has been added to the staff of WTAQ, Green Bay. In addition to his announcing, Hessler will take part in dramatic presentations and will also write dramatic sketches.

ONE MINUTE INTERVIEW

EDDIE CANTOR

"Our aim and purpose (American Federation of Radio Artists) is to do the same thing for the rank and file of radio as the Screen Actors' Guild has done for the rank and file of motion pictures. While we who happen to be at the top can take care of ourselves we feel that organization is necessary to help the lesser known people of radio and are glad to pledge our efforts to effect this aim."

STATIONS OF AMERICA

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

No. 60 of a series.

WCOP — Boston

1120 Kilocycles—500 Watts Day

HAROLD A. LAFOUNT, President

GERARD H. SLATTERY, General Manager

ARTHUR LEARY, Program Manager

WCOP, youngest radio station in America's fourth largest buying area, is owned and operated by Massachusetts Broadcasting Corp. Licensed to operate on a regional channel from sunrise to sunset, WCOP is the only Boston station situated within the city proper. Offices and studios are located in the beautiful Copley Plaza Hotel in historic Copley Square. The transmitter is located on the Speedway directly in back of Harvard Stadium in Brighton, a suburb of Boston.

WCOP celebrates its second birthday anniversary this month, having begun broadcasting on Aug. 26, 1935. With its coverage of eastern Massachusetts, southern New Hampshire and blanketing the entire Metropolitan Boston buying area of more than 2,500,000 persons, WCOP looks with pride upon its short record of air service. WCOP boasts not of "bonus coverage" of other New England states and part of the Maritime Provinces, but contents itself with servicing its Metropolitan Boston listeners.

Using the newest RCA and Erpi facilities, including lateral and vertical cut transcriptions, both 78 and 33 1/3 r.p.m., WCOP subscribes to the World Broadcasting System transcription library. WCOP also has a complete news department supplying its listeners with Transradio News in addition to local news covered by several correspondents.

In addition to its regular studio facilities, all function rooms of the hotel have been wired and broadcasts can originate from any of these points. This gives the station the opportunity to present groups of any size on the air.

Satisfied users of WCOP are I. J. Fox, Scott Furriers, Jordan Marsh Co., Kane's Furniture Co., Edgar P. Lewis Candy Co., Gentles Baking Co., Sears-Roebuck, Jenny Gasoline Co., New England Coke & Coal Co., M. A. King, makers of Statler Tissues, and many more.

An idea of the drawing power of WCOP can be gathered from the fact that 40,000 five-cent candy bar wrappers were received by the Edgar P. Lewis Co. during a 13-week children's amateur contest. Scott Co., using a half-hour song guessing program, garnered 1,200 replies each broadcast—not to mention the WCOP Children's Opportunity Hour which averaged 5,000 letters per week, one program weekly.

WCOP has originated many unusual programs including "Opportunity Knocks," "For Ladies Only," "Audition Time Today," "Men 'n the Lobby," "Public Affairs," conducted by William H. McMasters.

Headed by Harold A. Lafount, president, and Gerard H. Slattery, general manager, WCOP's staff includes Arthur Leary, production and program manager; James Donovan, special events and news announcer; James O'Hara, Stephen Burke, Thornton Steil, Sandra Bruce, announcers, and Whitman N. Hall, chief engineer.

Expedition to Use Radio

The Holden Expedition, which leaves New York this week to explore the Amazon jungles, will be the first of such expeditions to be guided by radio direction bearings. An NBC link will be maintained, using special RCA equipment.

Belmont Radio Profits Up

Belmont Radio Corp. reports net income of \$123,384, equal to 41 cents a share, for the six months ended June 30, against \$53,503 or 18 cents a share in the corresponding period last year.

Dawn Program on CKLW

CKLW, Detroit-Windsor, on Aug. 28 will inaugurate an early morning "Dawn Patrol" series. Closing time will be 4 a.m. Station has already lined up three advertisers who have signed six-month contracts for plugs during the airings. Riley Gentile will conduct the program.

Ambers Fight on Mutual

Mutual will air a blow-by-blow description of the welterweight fight between Lew Ambers and Irish Dean in Washington on Aug. 30 at 11:15 p. m. Program will be fed to MBS by WOL. Tony Wakeman will be at the microphone.

Alan Roberts for Shorts

Alan Roberts, network tenor, has signed to appear in a series of shorts by Educational films. Pictures will be made at the company's Long Island studios. Roberts, who speaks nine languages, will sing various European folk songs in the various shorts.

Ted Bliss in Program Post

West Coast Bureau, **RADIO DAILY** Los Angeles—Ted Bliss takes the post of director of program operations for Don Lee System vacated by Charles Bulotti. Has been with KHJ as writer-producer for several years.

Coming Events

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Aug. 25-Sept. 4: Annual Radiolympia Exhibition, British Broadcasting Corp., at the Olympia, Kensington, London.

Aug. 29-Sept. 2: Radio-Television Fair, Leipzig.

Sept. 10-12: First annual meeting of Association of Radio News Editors and Writers, Sherman Hotel, Chicago.

Sept. 18-27: International Radio-Television Exposition under auspices of S.P.I.R., Palais de Foire, Lyons, France.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Fall Business Uptrend On New York Stations

(Continued from page 1)

52½ per cent commercial bookings already set, leads the field to date.

WHN, having a network affiliation to work with this year, has noted an excess of 35 per cent commercial business over last year. Bookings scheduled for WHN and the WLW line this fall include Barbasol, Beaumont Cough Tablets and Lydia Pinkham.

WMCA also has noted a marked increase in bookings for the new season, but figures are not available.



Send for New 16-County Program Survey

SYRACUSE, NEW YORK