



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 39

NEW YORK, N. Y., WEDNESDAY, AUGUST 25, 1937

FIVE CENTS

Counter-Proposal to AFM

"WAY DOWN EAST" DISKS PLACED ON 14 STATIONS

Sterling Products will use 14 stations five days a week for the new "Way Down East" disk series which returns Sept. 27.

Quarter-hour WBS disks will plug Danderine twice weekly and Haley's M-O the other three days. Series is expected to run for 39 weeks. Station (Continued on Page 7)

New Television System Is Shown by Kolorama

Demonstration of a new television system was given yesterday by Kolorama Laboratories of Irvington, N. J., which has carried on intensive research to construct television equipment adaptable for home use with (Continued on Page 3)

Radio Union to Send Organizers Into Field

Although selection of an executive secretary of the American Federation of Radio Artists has been delayed until another meeting next week, the AFRA is going ahead with active organization. A National Organizing Committee of five has been (Continued on Page 2)

Cantor Switching

West Coast Bureau, RADIO DAILY
Los Angeles—Eddie Cantor and his Texaco program switches from Sunday to the Wednesday spot on CBS now held by Ken Murray for Campbell, on Sept. 29.

The latter show is being discontinued. It is now authentically reported that Murray and Oswald will step into "Hollywood Hotel" to inject comedy.

Amateurs Out

Toronto—No new entertainers seeking a radio career will be auditioned by the Canadian Broadcasting Corp. hereafter unless they can show favorable references from music and dramatic teachers, the network has just ruled.

What's more, no auditions will be given unless the recommendations are from duly qualified teachers or institutions.

Slips

Lcu Gehrig's recent classic boner in plugging the wrong product on a guest shot was almost duplicated on Uncle Jim's Question Bee over CBS last Saturday night when he called on a volunteer to come up and speak on the sponsor's product, G. Washington coffee. The tyro announcer said that G. W. coffee is so easy to prepare that he could make his own coffee—"and it didn't taste any different from any other kind."

WJZ, WEF AND WABC UNIONIZED BY AGRAP

American Guild of Radio Announcers and Producers, continuing its efforts to unionize the announcing and production end of radio, has signed the 35 sound effects engineers of WJZ, WEF and WABC. Roy Langham, AGRAP president, also made it known yesterday that the AGRAP has signed the announcers (Continued on Page 7)

Chi Nitery Orchestras Going On Six-Day Week

Chicago—A six-day week for all men working in hotel and night club orchestras becomes effective Sept. 5 for the Chicago Federation of Musicians headed by James C. Petrillo. Except during the first week, when Monday falls on Labor day, that will (Continued on Page 2)

Copyright Owners Holding Up Phonograph Record Licenses

N. Y. State Milk Bureau Selects 16 Stations

New York State Milk Publicity Bureau through J. M. Mathes has selected 16 stations for its spot radio campaign which starts Sept. 27. One-minute RCA-Victor disks will be used, once daily, for 20 weeks. Stations in list are WINS, WMCA, WBNX, WHN, WOKO, WIBX, WSYR, WFBL, WHAM, WHEC, WBN, WGR-WKBW, WEBR, WESG and WBNF.

Alternative Proposition Will be Made by Indep't Broadcasters After Survey—Bitter Wrangling at Meeting

ASCAP GIVING STATIONS INDEXED LIST OF TITLES

For the first time in its history, Ascap is offering a free special service to all licensed radio stations which will eventually give the stations thousands of indexed musical composition titles, with the name of the composer, author and publisher, and date of copyright, if any. The first batch of titles will be supplemented from time to time as Ascap gathers them from the combined logs of stations, so that the compilation will be (Continued on page 3)

Home Products to Have Four Shows on NBC Nets

American Home Products will promote BiSoDol in the NBC-Blue network spot, Tuesdays, Wednesdays and Thursdays, 7:15-7:30 p.m., which sponsor signed for sometime ago. (Continued on Page 2)

Stove Campaign on Coast

Hammer-Bray Co., Ltd., manufacturers of gas stoves and oil heaters, of Oakland, Cal., will conduct a spot radio campaign this fall in California, Washington and Oregon. D'Evelyn & Wadsworth, San Francisco, has the account.

Approximately 135 radio executives representing all of the 161 independently-owned network affiliated stations gathered in the Empire Room of the Hotel Waldorf-Astoria late yesterday afternoon and night, and, after bitter wrangling between individuals and factions, including (Continued on Page 2)

SONGWRITERS TAKING ET ISSUE TO COURTS

After a spirited meeting yesterday afternoon, the Song Writers Protective Ass'n voted to stop arguing with the music publishers on the question of vested electrical transcription and movie synchronization rights and (Continued on Page 7)

Swift's Sunbrite Series On NBC-Blue Net Sept. 27

Chicago—Swift & Co. (Sunbrite cleanser, etc.) on Sept. 27 starts the "Sunbrite Junior Nurse Corps" on a nationwide NBC-Blue network from here, Mondays through Fridays, 5:15-5:30 p.m., with repeat at 6:15 p.m. (Continued on Page 7)

Dullzell as Equity Head

When Frank Gillmore leaves the presidency of Actors Equity for his post with Associated Actors and Artists of America, Executive Secretary Paul Dullzell will be active head of Equity, with his present title, the association's council decided yesterday.

Union Signs WCAU

American Communications Association, formerly the ARTA, yesterday announced that 17 members of the technical staff of WCAU, Philadelphia, have signed an agreement recognizing the ACA as sole bargaining agent for the station. The organization expects to sign the rest of radio technical employes in Philadelphia and all of the Baltimore stations shortly.

(Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Broadcasters to Make Counter-Offer to AFM

(Continued from Page 1)

much anti-network sentiment, finally decided to keep the doors open for negotiations with the American Federation of Musicians.

Earlier in the day a five-hour session was held by a newly appointed broadcaster committee with President Joseph N. Weber of the AFM. It is understood that Weber declared himself in favor of a negotiating yardstick for a weekly wage scale for additional musicians that would be the equivalent of three and one-half times the highest quarter-hour rate per week, meaning an addition to the weekly payroll of the industry of about \$105,000 weekly, or \$5,000,000 annually. This resolves itself into the hiring of 3,000 more musicians than are now being employed at an average scale of \$35 weekly.

While numerous broadcasters vowed they would go out of the broadcasting business rather than submit to such an additional load, the majority opinion prevailed that the committee make a counter-proposition after the industry had been surveyed as to how many musicians it could absorb without putting an unbearable burden upon itself.

The committee will now look the situation over and arrange to meet again with the AFM on or about Sept. 9. It is pointed out, however, that while the committee is empowered to negotiate, it has no power to bind the broadcasters it represents.

William S. Hedges, vice-president and general manager of WLW, was chosen chairman of the committee which is to treat with Weber. His confreres are Samuel R. Rosenbaum, president of WFIL; Emile Gough, vice-president of Hearst Radio; Edwin W. Craig, vice-president of WSM, and John J. Gillin Jr., manager of WOW. Mark Ethridge, general manager of the Louisville Courier-Journal, was chosen permanent chairman of the group and ex-officio member of the committee. This paper owns WHAS.

The move was instigated by Barry Bingham of WHAS, and newspaper-owned stations took the initiative in many directions. Most drastic element among the newspaper-owned stations even expressed itself as being willing to risk a strike and let the networks do the worrying. In a statement issued by the committee and as told to Weber, it was significantly indicated that the AFM made its demands upon radio "through the networks". It was also stated that stations are linked together only for network commercial programs and that each station must be dealt with separately on any question involving operations or expenditures and that no one company, committee or person is authorized to commit the industry as a whole or the network affiliates as a whole to any proposition.

Further the independent broadcasters believed that conditions other than broadcasting were responsible for the vast army of unemployed musicians, and that they do not feel

MPPA Is Holding Up Licenses on Records

(Continued from Page 1)

vention. Their original plan for a letter to stations was presumed to be in the hands of general counsel.

Copyright owners' intervention came through the general manager of the Music Publishers Protective Ass'n, Harry Fox, acting as agent and trustee for a group of copyright owners. In a letter addressed to all phonograph record manufacturing companies, Fox expressed himself as follows:

"I read with considerable interest articles appearing in various trade publications which purport to reveal your plans to undertake a system of licensing the radio broadcast of phonograph records manufactured by you.

"I am constrained to call your attention to the fact that the manufacturing license granted to you by the copyright owners of the musical works recorded on such records does not extend permission to manufacture recordings intended for public performance for profit.

"Accordingly, therefore, I anticipate that you will give adequate notice to all persons concerned that you have no authority at the present time from the copyright owners permitting you to manufacture recordings of their works for purposes of reproduction by radio broadcast stations."

Two-way angle on this complication is that either the music men are backing down on the AFM concordat and wish to take the play away from manufactures who want to keep down the playing of disks on stations, or it gives the record men an "out" in regard to complying with the AFM ultimatum. Music men, however, state they merely wish to preserve their rights in the matter and control their copyrights.

New Disk Labels

RCA's Victor and its subsidiary brand, Bluebird phonograph records have appeared with new label legends, the latter in black and gold in place of pale blue. The new legend does not mention the phrase "Not licensed for radio broadcast." New phases are said to be aimed at coin operated phonographs, etc., and reads: "This record is manufactured and sold under U. S. Patents... and is licensed only for non-commercial use on phonograph in homes. The original purchaser has expressly agreed with the manufacture of this record that it will not be sold for any purpose other than non-commercial use on phonographs in homes. All subsequent purchasers and users are notified that this record may be used only for non-commercial purposes on phonographs in homes." This new label follows a letter to all Victor-Bluebird dealers that the disks must not be sold for commercial purposes and that a talk with the AFM revealed their support in the matter.

responsible for the incompetent or poorly qualified, nor for the technological unemployment in the craft. Setting forth their sincere desire for an amicable adjustment, the committee requested that the AFM defer its proposed strike order tentatively set for Sept. 16.

COMING and GOING

WENDELL HALL returns to New York from Chicago the latter part of the week.

DONALD DOWD, announcer in NBC Chicago studios, is visiting his parents in Philadelphia.

JACK ALICOATE, publisher of RADIO DAILY, returns Monday from a month's sojourn abroad.

W. I. DUMM, head of KSFO, San Francisco, is in New York.

DEAN FITZER of WDAF, Kansas City, and HAROLD HOUGH, NAB treasurer and of WBAP, Fort Worth, in town for the big meeting.

Station executives who arrived in town yesterday were: EDGAR L. BILL, WMBD; HARRY SEDGWICK, CFRB; HARRY STONE, WSM; LAMBDEN KAY, WSB; HUGH A. HALFF, WOAI; JOHN SHEPARD III, WNAC. Yankee network, etc., and WALTER DAMM, WTMJ.

CORK O'KEEFE and DANNY COLLINS left for Philadelphia yesterday.

DICK INGRAM of Rockwell-O'Keefe planned to Memphis yesterday.

GENE AUSTIN is in from Hollywood and is stopping at the Hotel Edison for his first visit to New York in five years.

WINI O'KEEFE, casting director of Langlois & Wentworth, is back at her desk after a two-week vacation.

AILEEN STANLEY is finishing up her last lap of a British Isles tour and then boards the Ile de France for home and air appearances.

LOUIS K. SIDNEY, managing director of WHN, returned yesterday from Cape Vincent.

RAY SAUNDERS, WHN announcer, has returned from a vacation to Nova Scotia.

LESLIE HOWARD sails for England today aboard the Queen Mary.

H. J. ZANE of the Hartenstine-Zane Co., returned to New York last night from the Coast, having completed the installation of a new tower for KSFO, San Francisco.

Home Products to Have Four Shows on NBC Nets

(Continued from Page 1)

Series, a script show, is expected to start on Oct. 1.

Sponsor has also signed a 52-week renewal, effective Sept. 13, for three other shows on the NBC-Red network, namely, "Mrs. Wiggs of the Cabbage Patch," "John's Other Wife" and "Just Plain Bill." Programs are heard Mondays through Fridays, 10-10:45 a.m., with repeat at 1:15 p.m. Blackett-Sample-Hummert Inc. handles the account.

Chi Nitery Orchestras Going On Six-Day Week

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probably be the night on which substitute bands are used. Only relief band set so far is reported to be Charlie Gaylord for the Empire room of the Palmer House, taking over on that night for Dick Gasparre. Radio musicians here are already on a six-day week.

Baume Bengue on WABC

Thomas Leeming Co. (Baume Bengue) through William Esty & Co. has bought the 7:55-8 a.m. period on WABC for news reports to be aired Mondays through Friday on and after Oct. 4.

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

FINANCIAL

(Tuesday, Aug. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168 1/2	168 1/2
CBS A	28 1/4	28 1/4	28 1/4	+ 1/8
Crosley Radio	19 3/8	19	19	- 3/8
Gen. Electric	56	54 5/8	55 1/2	+ 1/2
North American	25 1/2	24 1/2	25	+ 1/2
RCA Common	11 3/8	10 5/8	11 1/4	+ 3/4
RCA First Pfd.	73 1/2	72 1/8	73	+ 1/4
Stewart Warner	17 3/4	17 3/4	17 3/4	+ 1/4
Zenith Radio	43	40 1/2	42 7/8	+ 2 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2
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OVER THE COUNTER

Stromberg Carlson	Bid 13	Asked 14 1/2
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Radio Union to Send Organizers Into Field

(Continued from Page 1)

chosen, with George Heller as chairman. Heller is also treasurer. Remainder of the committee is being kept secret to avoid embarrassment, since the individuals are actively engaged in radio work.

Heller was also authorized to hire field organizers as he sees fit and will soon send out a crew to various parts of the country.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN has been appointed advertising representatives of Koppers Co. (Koppers Coke) for the following divisions: Connecticut, Brooklyn; Seaboard, New Jersey and Minnesota. Appointment does not affect advertising of other divisions. Fall advertising scheduled are now being readied by B.B.D.&O. and will include radio, probably spot programs, in the various territories.

ROBERT HAYES, prominent in the advertising agency field of Seattle, has been appointed as assistant to C. E. Johns, formerly of the Seattle Chamber of Commerce, who was made executive secretary of the recently formed Washington State Progress Commission, to administer a fund of \$250,000 for state advertising that has been placed in the hands of the Seattle office of the J. Walter Thompson Co.

KNIGHT PUBLICATIONS, New York, has put out a book titled "Poisons, Potions and Profits, the Antidote to Radio Advertising," by Peter Morrell, who attacks many products advertised on the radio. He goes after drug products in particular.

Ad Club Committee

Lowell Thomas, president of the Advertising Club of New York, has announced the personnel of the club's admissions committee for 1937-38. Committee consists of Oliver B. Merrill, sales manager of National Independent Broadcasters Inc., chairman; James J. Clark, Liggett Drug Co.; Arthur C. Doornbos, Atherton & Currier Inc.; Edwin C. Treat, and John A. Zellers.

Clergy League on WNEW

Clergy League for America Inc. starts a series of semi-religious broadcasts Sept. 7 over WNEW at 7:30-7:45 a.m. The meditations, under direction of Rev. Irvin C. Wise, will be heard Monday through Saturday, with ministers from various churches as guest speakers.

Roy LeMay Laid Up

Roy LeMay, star of "Junior G-Men", heard over WOR thrice weekly, this week missed his first broadcast in over a week as a result of being stricken ill a few days ago. He was taken to Lenox Hill Hospital.

Put Lines in City Hall

Cleveland—As a result of numerous originations coming from City Hall, the United Broadcasting Co. stations WHK-WJAY have installed lines into the City Hall.

NEW PROGRAMS—IDEAS

"A Year Ago Today"

WLTH's "A Year Ago Today" contest, presented Saturdays at 1 p.m. in the Academy of Music, has drummed up quite a bit of popularity and hundreds of the station's listeners already have been guests on the program. The idea of the show is to present the news and music of a year ago. The songs selected, are those used on the "Hit Parade" a year ago from the day of the broadcast. This is done with special permission from the American Tobacco Co., sponsors of "Hit Parade", through its agency, Lord & Thomas. The show is scripted and announced by Norman H. Warembud.

Dramatizing City Facts

Radio programs to acquaint residents with the outstanding facts about the city are being planned by the Springfield (Mass.) Chamber of Commerce. Suggestions have been made that dramatizations of high points in the city's history or of rackets practiced on men or women would be welcomed in addition to programs

Ascap Giving Stations Indexed List of Titles

(Continued from Page 1)

one of the most used songs in radio, or those "presently current."

According to a communication going from Ascap to the stations today, there will be approximately 25,000 titles available immediately upon request from stations. The titles will be on gummed and perforated paper, suitable for pasting on 3x5" cards, for use in a recommended steel cabinet holding 10 drawers. The broadcaster may further index and cross index the titles and the cabinet will hold 50,000 titles. Eventually, over a period of years, Ascap believes it will be able to supply broadcasters with several hundred thousand titles. Additional titles which will be available, as accumulated, will be sent out according to responses from broadcasters.

CBC Boosts Chain Programs

Toronto—Starting Sept. 1, programs put on the air by Canadian Broadcasting Corp. will include 16 hours of national chain broadcasting daily, instead of six hours as at present. Hon. C. D. Howe, Minister of Transport, in making the announcement, said there had been a very decided improvement in the radio situation in Canada since the Dominion government placed Major Gladstone Murray, formerly of British Broadcasting Commission, in charge.

"Lone Ranger" Magazine

In addition to having been sold to Republic Pictures as a film serial, "The Lone Ranger", Mutual program, now has a magazine named after it. It is being sold on news-stands and contains stories of the old west.

which would present outstanding talent from various fields in the city. Albert W. Marlin for WMAS, Robert D. White for WBZA and Wayne Henry Latham for WSPR are co-operating.

Post-Reviews of Films

Outstanding films of the past will be post-reviewed by WNEW through cooperation of leading film companies. Hit music and dialogue from the pictures will be given. Program will be presented at 2:30 p.m. three times weekly, on days when station does not carry a Newark Bears baseball game.

Livestock Auctions on KFEL

A new kind of "Ringside" broadcast is being aired weekly over KFEL, Denver, with microphones set up in the "Sale Ring" at the Greeley Cash Livestock Auction Market. For many years a regular feature of KFKA at Greeley, these broadcasts are now being piped over Mutual to KFEL each Thursday afternoon.

New Television System Is Shown by Kolorama

(Continued from Page 1)

projection on a large screen. Kolorama officials believe that small pictures, measuring only a few inches on a side, will not be acceptable in the home or useful for commercial application.

At the demonstration, television transmission was highlighted by projecting high definition pictures on a screen measuring 4x5 feet.

Advanced experiments in color for television is still dependent upon the perfection of black and white transmission, it was said.

The Kolorama system is not yet perfected, but engineers claim they have not reached their limitations.

"Aunt Jemima" Cast

Chicago—In addition to Harriette Widmer in title role, Quaker Oats has lined up the following cast for its "Aunt Jemima" serial starting Aug. 31 on NBC five-a-week: Vance McCune, Forrest Lewis, Roy Brower, and Noble Cain's a capella choir. Basil Loughrane will handle production for Lord & Thomas.

New "Jungle Jim" Series

"The Adventures of Jungle Jim", quarter-hour transcribed adventure show heard on more than 200 stations weekly, started a new series of adventures this week. Ed McDonald and Bob Strauss are new members of the cast. The series is written by Gene Stafford and produced by Langlois & Wentworth Inc.

Peggy Wood in "Methuselah"

Peggy Wood will play the leading role in NBC's 75-minute airing of Shaw's "Back to Methuselah" on Monday at 9:30-10:45 p.m.

GUEST-ING

LESLIE HOWARD, ADOLPH ZUKOR and RAYMOND MASSEY, interviewed by Martin Starr on "Gangplank" before sailing of Queen Mary, today at noon over WMCA.

SALLY EILERS, on "Sealtest Sunday Night Party," Aug. 29 (NBC-Red, 10 p.m.).

CLAUDIO FRIGERIO, baritone, on "Our American Neighbors," Aug. 29 (CBS, 5 p.m.).

INA CLAIRE, added to "Kraft Music Hall" guest list, Aug. 26 (NBC-Red, 10 p.m.).

ELLA FITZGERALD, on "Broadway Melody," tonight (WHN-WOR, 8 p.m.).

ETHEL MERMAN, on "Hit Parade," Sept. 15, booked by Mack Davis of Columbia Artists (CBS, 10 p.m.).

"Name Your Own Rate" For Midnight to 6 a.m.

Anderson, S. C.—WAIM, which extends its operating time to include 12 midnight to 6 a.m. beginning Sept. 1, has sent out novel promotional letters to call attention to this fact and is offering the early a.m. hours to sponsors "at your own rate". Contract blanks are enclosed in the letters, which announce that the recipient is one of 36 lottery winners whose names the station took the liberty to enter, after satisfying itself of the potential sponsor's qualifications.

KWK-WLW Line Hookup Takes Effect Sept. 13

St. Louis—Confirming a recent story in RADIO DAILY, KWK announces actual starting date of its Transamerican affiliation as Sept. 13. At least one commercial show will start then as a WLW Line program (Lydia Pinkham). KWK is also an NBC-Blue network affiliate as well as part of Mutual chain.

Canada Dry Fall Spots

Canada Dry Ginger Ale is planning a fall spot campaign and has already signed with WOR for Transradio Press reports on Mondays, Wednesdays and Fridays, 6:30-6:45 p.m., beginning Oct. 4. J. M. Mathes has the account.

"Marriage Clinic" on WOR

"The Marriage Clinic," originating at WAAB, Boston, and with disseminating advice on marital problems, will be heard over WOR starting tonight at 10:30-10:45.

NOW AVAILABLE for FALL BOOKING

MORTON BOWE

SU 7-3348 or Billy Hilpott—NBC

IN BOSTON YOU CAN'T BEAT

WCOP

National Representative

WEED & CO.

New York Chicago Detroit



HILL

HILLTOP HOUSE is a continued story that will appeal to people of all classes and creeds between the ages of five and seventy-five.

HILLTOP HOUSE will quickly attain a large and responsive listening audience.

HILLTOP HOUSE will build additional good will and increased sales for its sponsor.

YOU will love the warmth and the humane kindness of Martha McCrae who guides the destiny of HILLTOP HOUSE.

YOU will sympathize with the romantic problems of the impetuous young Dr. Robbie.

YOU will be intrigued by the charm of the mysterious young Englishman, Barton Jeffers.

YOU will laugh with the young Adair twins in their humorous escapades and weep with them in their sorrows, and you will find a warm place in your heart for the other children of the orphanage.

YOU will chuckle at the romance of Tulip, the colored maid, and Luke, the iceman.

YOU will respond to the gentle homey personality of Paul Hutchinson, president of the Glendale bank.

YOU will love to hate the sharp tongued Thelma Gidley who assists Martha McCrae.

YOU will find yourself looking forward to tomorrow's episode of HILLTOP HOUSE.



HILLTOP HOUSE

The Prize Package
OF THE RADIO INDUSTRY!

HILLTOP HOUSE

Starring

SELENA ROYLE

Supported by a distinguished cast

Hilltop House is a tender, beautiful story of human appeal that lives within, and centers about the orphanage of Glendale.

A human interest story, that runs the gamut of all the emotional phases romance, tragedy, pathos and humor live within Hilltop House.

Available thru
National Broadcasting Co. Columbia Broadcasting System

Or direct
Edward Wolf
Wolf Associates, Inc.
1270 Sixth Ave. New York City
Phone: COLUMBUS 5-1621



ORCHESTRAS MUSIC

PHIL SPITALNY and his orchestra of 30 singing girls will get a rousing reception when they arrive in Cleveland on Sept. 3 for a week's engagement at the Palace Theater. The Ohio metropolis is Spitalny's home town. The weekly "Hour of Charm" program over NBC-Red on Sept. 6 will be broadcast from WTAM. On Sept. 10, the orchestra begins a week's engagement at the Michigan Theater, Detroit, broadcasts Sept. 13 from WWJ. The orchestra will be back in Radio City for its broadcast Sept. 20.

Shep Fields is playing one-nighters in New England this week. The "Rippling Rhythm" will be heard at Old Orchard, Me.; Marshfield, Mass.; Lynnfield, Mass.; Hampton, N. H., and Holyoke, Mass.

Benny Meroff and combine booked into the New Yorker Hotel for four weeks, starting Sept. 2, followed by Glen Gray and his Casa Loma band.

Red Nichols and his ork play a week at the season's opening of the Pla Mor ballroom, Kansas City, starting Sept. 11. Deacon Moore follows.

Harl Smith and band have been held over indefinitely at Hotel Muehlbach grill, Kansas City. The ork airs over WDAF on Saturday nights.

Jimmy Dorsey and his ork will begin an indefinite engagement the first week of October at the Congress Hotel, Chicago. Music will air over three networks through 14 broadcasts weekly.

Trout Succeeds Godfrey

Bob Trout, CBS special events announcer, succeeds Arthur Godfrey on the Prof. Quiz program Sept. 4, when program starts plugging Nash cars instead of Kelvinators. Trout formerly announced the show but had to leave when he was sent to London to cover the Coronation. Nash-Kelvinator will renew Prof. Quiz for another 13 weeks.

WCBD Ready to Start New Plant

Chicago — With tests completed, WCBD expects to put into operation its new 5,000 watt transmitter late this week. Since its \$60,000 fire last April which destroyed its plant at Zion, Ill., the station has been using facilities of WMBI, Moody Bible Institute station.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



● ● ● Buddy Clark leaves 20th Century-Fox because he refused to remain the "Invisible Voice"... Buddy will probably return to the air- lanes—possibly succeeding Tony Martin on the Burns and Allen show when the latter's term expires... George Olsen starts via CBS from the International Casino Sept. 7... Arthur Caesar will script the gags for the Al Jolson shindig... Oyster Bay Coast Guardsmen rescued Henry Hayward of Wilson, Powell & Hayward and his wife Monday after the two had been adrift in their 31-foot cruiser all night and part of the day... Brooklyn Strand Theater reopens Sept. 2 with flesh entertainment plus stage band and name policy—if union matters are straightened... Bunny Berigan is out of the Pavillon Royal and Arthur Warren's crew is in... Del Casino must have a due-bill on a grease concession—judging from his hair. How about calling him "Pretty-Boy Casino?"

● ● ● Here's one of those laughs that can't always be helped. ... An announcer at KIDO, Boise, had just finished reading a plug for a lecture entitled: "God's Last Call"... Then, with hardly enough pause, he continued—"and now our orchestra plays 'Satan Takes a Holiday!'"... The Louis-Farr fight tomorrow night will be aired via Canadian Broadcasting Corp. and relayed to England with CBC's own announcer describing from the ringside. The announcer will be R. T. (Bob) Bowman, assistant to the supervisor of programs and noted sportscaster for CBC.

● ● ● Willys autos are again in the throes of auditioning talent for a fall show. Last night Mike Reilly and his "Music Goes Round" crew sweated for the sponsor over at NBC... David White of BBD&O failed to announce his engagement last week... Richard Brooks, topnotch commentator, will celebrate Labor Day doubly—by marrying a Boston girl... Doris Sharpe of National Radio Registry is back at work after a two week illness, and so is Joe (Brunswick Records) Higgins... Herbert H. Marsh, former Ohio advertising manager, has been drafted east from the Ferris-Fizdale Chi office to handle copy and contact... Why is Russ Morgan rushing to Saratoga tomorrow to confer with Bing Crosby?... Connie Boswell became a blonde as soon as she reached the coast—for flicker work... Glen Gray opens at the New Yorker Oct. 8... Roy Campbell's choir has been set for the Gruen show to vocalize with Joe Rine's crew... Because of his click on the Ben Bernie show from the Spa last week, negotiations are on again for Ken ("Joe and Asbestos") Kling to head his own show... Ray Block does two auditions tomorrow.

● ● ● In Missoula, KGVO aids considerably in public service work during the forest fire season... Only recently Lolo forest officials received reports of a fire breaking at 3 o'clock in the afternoon... Immediately the station aired appeals for volunteer fire-fighters on every half-hour station break until 9 p.m., when the station was advised that some 750 helpers arrived and the fire was under control... CBS Music Box Theater fire in Hollywood was next door in same building but no damages to studios... Eric Snowden, ass't producer, was a hero when he rescued a damsel.

NEW BUSINESS

Signed by Stations

WIP, Philadelphia

Philco Radio & Television, mystery drama disks, through Julian Pollock Agency; Gardner Nursery, renews disks, through Northwest Radio Adv'g Co.; Kirkwood Laboratories (hay fever remedy).

WHO, Des Moines

Iowa Coal Institute, promoting sale of Iowa coal and employment of Iowa miners; Omar Mills Inc., Omaha, "Your Home Town," musical-dramatic quarter-hours.

WJJD, Chicago

State of Michigan, three dramatizations weekly plugging vacations, through Fred M. Randall Co.; Middle West Distributing Co., three 5-min. periods weekly.

WHK, Cleveland

Sterling Products Co., Wheeling, W. Va. (Calif. Syrup of Figs), 15-min. programs, 31 weeks, through Thompson-Koch Agency, Cincinnati.

WNEW, New York

Carol Pharmaceutical Co. (Caruso Capsules), spots in "Make Believe Ballroom."

May Film "Ave Maria Hour"

A deal is being discussed for the filming of the "Ave Maria Hour" as a series of short subjects. The program, directed by Charles LaTorre, is heard Sundays over WMCA from Garrison, N. Y.

Florence Malone, who appeared in the "Ave Maria" presentation last Sunday as St. Jane Frances de Chantel, will also do St. Alice in next Sunday's program.

Swift Test Show on WJAR

Swift & Co. (Quick Arrow Soap Flakes), through Stack-Goble Advertising Agency, Chicago, on Oct. 4 starts a 26-week test series of one-minute spot announcements twice daily over WJAR, Providence.

Radio Relay League Meeting

Seattle — American Radio Relay League, northwestern division, holds its 12 annual convention Aug. 28-29 at Sunrise Park, Rainier National Park.

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★ Program Reviews ★



A. E. BENNETT, managing director of 2GB, Sydney, Australia, is due in the U. S. sometime in September on business connected with his station and Broadcasting Service Association, of which he also is director.

F. Wallis Armstrong agency has signed **Addison Simmons** to work on scripts for Hollywood Hotel. Previous assignments have been on "Grand Hotel," "First Nighter" and Chase and Sanborn.

Howard Swart is back at CBS after two weeks vacationing East.

"Moods and Melody" makes its bow over CBS Pacific Coast, replacing **Ted Malone's** "Between the Bookends," for this week. **Ralph Ricard**, piano, and **Marshall Grant**, organ, supply the melodic moods.

Clark Ross, baritone, added to the "Randalliers" program and will be heard regularly over CBS Pacific Coast net. Replaces **Arthur Gilmore**, who, however, will continue as announcer on the program.

Tracy Moore is vacationing from his NBC chores for the usual two weeks.

Andy Devine will be back with **Jack Benny** on the Jello series this fall.

KNX presents the winners of talent auditions annually held at the Pasadena Civic Auditorium and sponsored by the City of Pasadena, from 1:45 to 2:15 on Wednesday afternoon, August 25.

Stuart Hamblen, Texas cowboy-entertainer, seems to have established some sort of a record with more than 6000 hours on the air to his credit. Rolled up this impressive total largely over **KEHE**, where he has a schedule of several hours daily.

The **Stafford Sisters** current popularity is attested by their doubling with **Hal Kemp** and **David Broekman** on the same evening, Friday last.

John Swallow taking time off from his NBC duties to do a bit of yachting off Santa Barbara with **Baron Long**.

Lud Gluskin, CBS musical director, back from Seattle, where he purchased a mammoth Wurlitzer organ to be installed in the new CBS studios.

Lily Pons and **Gladys Swarthout** will appear on the **George Gershwin Memorial Concert** on Sept. 8 at Hollywood Bowl in place of **Irene Dunne** and **Helen Jepson**, originally announced but whose other commitments prevent their appearance. CBS releases coast-to-coast.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY
BILL MURRAY

AL ROTH
("Melodic Contrasts")
Sustaining

WJZ—NBC-Blue Network, Mondays, 9-9:30 p.m.

SPARKLING DISTINCTIVE AND RICHLY ENTERTAINING MUSICAL COCKTAIL.

For musical entertainment that is in a different class without being in the least odd or freakish, this weekly production under the direction of **Al Roth** stands far apart from the usual run. Its distinguishing qualities are an imaginative mind in the selection of numbers to present in contrast, a full-bodied rhythm that is dreamily symphonic and sparkling by turns, smoothness and cleverness in weaving the various numbers into the pattern of the whole program, very interesting special arrangements, and a couple of fine contrasting vocalists in **Joan Edwards** and **Karen Kempel**, heard Monday night. A melodious choir also fills in the background.

From an opening with "Old King Cole" by the orchestra and choir, down through "I Get a Kick Out of You," with vocal, orchestral and piano variations, a stirring but restrained arrangement of "Song of the Vagabonds," then "Whispers in the Dark," "Me, Myself and I," "Poor Butterfly," a vocal treat of "Chiri Biri Bin" by **Miss Kempel**, and finally to a choir finish with "Smarty" and "That Old Feeling," the program sailed and sparkled along smoothly and swiftly, finishing much too soon. This fellow **Roth** has plenty on the ball. And **Karen Kempel** is a soprano of surprising voice quality.

Songwriters Taking ET Issue to Courts

(Continued from Page 1)

take the matter to the courts to seek clarity of judgment on the matter in question.

Action of the SPA council in making this decision is declared to be unanimous among the membership including the West Coast branch whose head, **L. Wolfe Gilbert**, addressed the gathering here and read the minutes of an SPA meeting on the coast where similar action was voted. SPA states publishers won't recognize them in any capacity and in addition to holding vested small rights have "two pernicious clauses" in the standard uniform contract. Writers who wish to hold the ET rights for themselves say the courts are now the only recourse and action will be started through general counsel **John Shulman** of **Arthur Garfield Hays** offices.

Holmes Joins Sound Corp.

Harry S. Holmes, formerly of the **Hammond Organ Co.**, has joined **Sound Reproductions Corp.** as executive in charge of sales.

News Periods

The most recent twist in news announcing, the use of two voices, with one reading the headline and the other giving the story in brief, has been adopted with an additional new slant by **WNEW** on its 9:45 a.m. news period. The **WNEW** method is to have the voices alternate on items. It is a very effective system, especially for newscasts that run beyond five minutes, as it does away with the monotony of a long string of items recited in the same sing-song voice, and under the former method the "headline" punctuates the different stories and gives the listener a helpful key to each piece of news.

John Jaeger and **William McGrath**, heard in **WNEW's** morning newscast yesterday, did a nice duet.

"The Johnson Family"

Starting a new series of adventures of "The Johnson Family," in which he plays all the parts, **Jimmy Scribner** started a **Mutual coast-to-coast** run Monday evening at 6:45-7. Program originates at **WSAI, Cincinnati**, and is heard Mondays through Fridays. **Scribner** displays not only dexterity, ingenuity and talent in portraying the many characters in his family—the repertoire running to nearly two dozen parts—but he is quite successful in giving each character a personality of its own, making all of them human and interesting.

WJZ, WEF and WABC Unionized by AGRAP

(Continued from Page 1)

and producers of **WJSV, Washington**, and **WBT, Charlotte**, and that bargaining negotiations are now going on.

Langham said that to date the **Guild** has 700 members in 22 stations located in the south, mid-west, **New England** and **New York** areas.

"Way Down East" Disks Placed on 14 Stations

(Continued from Page 1)

tions tentatively set for campaign include **WOR, WNAC, WFBR, WGN, WSB, WJR, WFAA, WHO, WDAF, WBEN, WCAU** and a **Los Angeles** station. **Blackett - Sample - Hummert Inc.** is the agency.

Swift's Sunbrite Series On NBC-Blue Net Sept. 27

(Continued from Page 1)

Lucy Lillman, Bill Amsdell and **Helena Ray** will play the leading roles. Series was on **CBS** last season. **Winthrop Orr**, new radio director of **Stack-Goble**, will handle the production.

ELIZABETH RELLER of the **CBS** serial, "Betty and Bob," has joined the cast of the **Federal Theater** play, "The Lonely Man," headlining **John Huston**, son of **Walter Huston**.

Edith Davis, **NBC** character actress, and her husband, **Dr. Loyal Davis**, noted brain surgeon, back from vacation.

Holly Shively, director of radio promotion and research for **Lord & Thomas**, has returned to work from a motor trip through the **Ozarks**.

Virginia Payne (Ma Perkins) is back at work following a **St. Lawrence** cruise.

Norman Gregg will handle publicity for the forthcoming **Ed McConnell** series for **Acme White** lead.

Frank Dahm, author of the script show "Pretty Kitty Kelly," is putting the finishing touches to a novel about his radio heroine.

Olan Soule, free lance actor, is westbound on vacation.

PHILADELPHIA

KYW's "Music for Moderns" program with its 16-piece band and vocalists, adds another feature now being fed from the local studios to **WEAF** for **NBC** consumption. Program heard Mondays on entire **Red** net.

George Jaspert of **KYW** sales staff recuperating from an appendix operation.

Recovered from an auto accident, **Carlotta Dale**, featured soloist of the **KYW Top Hatters**, has returned to the studios with a special **Wednesday** program of her own.

Elsie Carol, directress of the **WCAU Women's Club**, returns to the air middle of next month.

James Allen, **WIP** program director, goes vacationing in **Quebec**.

Harold Davis, **WDAS** program director, splits his respite between **New York** and **Atlantic City**.

Lucille Phillips of the **WDAS "Merry-Go-Round"** leaves this week for **Hollywood** and possible picture work.

Roger Williams, tenor, has returned with a daily spot on **KYW** at noon.

Andy Arcari, accordionist, has been given a regular berth on **KYW**.

Dave Mann and **Gene Irwin**, who aired over **WFIL-Mutual** last season in their two piano act, are readying a new series.

A. W. Dannenbaum, **WDAS** president, and **James Aull**, **KYW** director of public relations, are back to the daily grind after a **Maine** vacation.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

PROMOTION

KIDO's NBC Link Derby

While 400 miles of network lines are being put up from Salt Lake City to Boise, Ida., preparatory to linking KIDO, Boise, with the NBC network, a map over the entrance of the Hotel Boise marks off the day-to-day progress of the line as it creeps gradually toward Boise.

The new hookup will make it possible for Idaho residents to hear NBC programs during the daytime.

Station-Merchant Co-op Stunt

With "We're in the Money" as a slogan, KFRO, Longview, Tex., is co-operating with 50 local merchants in a 10-week program promoting a Buck Sale sponsored by the merchants.

Old Ranger Parade

"Old Range Round-Up", conducted by stores selling stoves in Muncie, Ind., recently staged a parade which featured The Old Ranger of WLBC as the main attraction.

BOSTON

John A. Holman, g.m. of WBZ-WBZA, is on a two-week vacation trip with Mrs. Holman through New England and eastern Canada.

Boston Edison Co. auditioned about a dozen male singers at WEEI early this week.

Gordon B. Norris, of sales department; W. Gordon Swan, traffic manager, and Cleon White, artist bureau manager, all back at their WBZ desks after vacation.

Howell Cullenane, Herald-Traveler news reporter on WEEI, off on a two weeks' tour throughout New England in his trailer equipped beach wagon.

The employees of Westinghouse and NBC in Boston are all going out to Millis, Mass., for a corn roast and barbecue supper. WBZ's transmitter is located at Millis.

Kay Batchelder, secretary to Gerry Slattery, g.m. of WCOP, has gone to New Hampshire on vacation.

ONE MINUTE INTERVIEW

BOAKE CARTER

"I'll never be censored. I'm not going to be censored by anybody either in radio or in what I say in print. The going is getting tougher, but should the time come when I can't say what I want, I'll quit broadcasting."

Coast-to-Coast

BILL SUTHERLAND and Claude Baring of KDKA, Pittsburgh, will be at the mike to report the four Carnegie Tech games in the series sponsored by Atlantic Refining. Nine games are scheduled for airing over KDKA.

Wedding bells have been ringing merrily at WAAW, Omaha. Most recent marriage is that of Announcer Orville Weimer and Lucile Peterson of Omaha. Two weeks previously Assistant Station Manager James Douglas was married to Mrs. Sybil Ashby Erickson.

KMOX, St. Louis: Richard L. Scheidker, formerly of KXBY, Kansas City, has joined the continuity department, replacing Harrison Bailey, who resigned to become program director of WICA, Ashtabula, O. . . . Jerry Hoekstra, director of public affairs department, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, made some instantaneous recordings of St. Louisians summering in northern Michigan for airing in a sort of "Inquiring Mike" program . . . Chic Martin in "Sing, Neighbor, Sing," will start a new Purina Mills all-star farm program Aug. 30, with other talent including Elois Rowan, Shirley Sadler (Nancy Lou), Harold and Ernie Garvin, Paul Fillmore and Eddie Larue.

When President Roosevelt broadcast from Roanoke Island last week, NBC facilities enabled WPTF (Raleigh) listeners to hear his message. But it remained for Carl Goerch, emissary de luxe, to return by plane from the island early that evening to give listeners his first-hand impressions of the chief executive, his reception and the colorful events of the occasion.

WOW, Omaha: Station Manager John J. Gillin Jr. and Mrs. Gillin returned last week from the Ozarks and Gillin's first vacation in 10 years . . . Announcer Tom Chase is back from a vacation at Okoboji . . . Newscaster Foster May, accompanied by Engineers Bill Kotera and Joe Herold, went to Ft. Riley on Sunday for a special broadcast of the Fourth Army maneuvers . . . Russ Baker is working on the "Yours Truly Mr. Dooley" during absence of Announcer John K. Chapel in Europe . . . Ray Olson now is announcing the morning Musical Clock program.

"What I Saw in Loyalist Spain" is the title of the second of two talks on conditions in the Iberian peninsula which H. V. Kaltenborn will make from Paris over CBS Sunday at 2-2:15 p.m.

KYOS, Merced, Cal., is organizing a Radio Drama Club. The training and auditions of aspirants are commercially broadcast. The audience

selects, by mail vote, those whom they wish to have roles in two mystery serials to start immediately following the audition program. These constitute a very effective build-up for the drama to follow.

Radio Writers Laboratory has published "The Clown Who Came Back," a radio drama by Donald Thompson, WHO (Des Moines) production manager.

J. W. Woodruff, Sr., owner of the Georgia Network (WATL, Atlanta; WRBL, Columbus; WGCP, Albany) is a member of the State Planning Board, having been appointed by Governor Rivers. Woodruff is a resident of Columbus and his son manages the station there.

Bill Sears, new announcer over WHBL, Sheboygan, Wis., is airing the "Monitor Views the News," a new daily digest of news at 11:30 a.m.

Stroke by stroke description of the Missouri Valley A.A.U. Swimming Tournament held in St. Joseph, Mo., with more than 50 contestants from several states taking part, was aired by KFEQ, St. Joseph through its remote facilities direct from the scene, the beautiful Country Club outdoor swimming pool. Prentiss Mooney, news commentator for the St. Joseph News-Press regularly heard over KFEQ, was the announcer. The broadcasts were of wide interest in the KFEQ territory.

Arthur Godfrey will be given a birthday party by his 85 sponsors under auspices of the Advertising Club of Washington, D. C., on Aug. 31.

Carl Warren will team up with Jerry Danzig on tonight's WOR "Let's Visit," subbing for Dave Driscoll, who is on vacation.

For the past several weeks, KFRO, Longview, Tex., has presented a weekly quarter hour describing the life and music of America's modern composers, and the composers of our modern music. In the past, the life and music of Irving Berlin, George Gershwin, Victor Herbert, and several others of the great modern composers has been presented. Although no definite response from the listening audience is detected, it is believed that this feature is interesting to the audience, as it gives intimate glimpses into the lives of the composers of today's music.

ST. LOUIS

Brad Simpson, radio writer and producer, has joined the Wesley K. Nash advertising agency to develop a radio advertising department. Gail Reese, vocalist who has been with Hal King's orchestra, is now on the WIL staff.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED WKBW, Buffalo. CP to make changes in equipment and increase power to 10 KW. of the present transmitter of WGR, to be used as main transmitter of WKBW.

WGR, Buffalo. CP to make changes in WKBW transmitter and use as WGR's main transmitter.

WBLY, Lima, O. Vol. assignment of license to the Fort Industry Company.

APPLICATION RETURNED WGES, Chicago. Vol. assignment of license and CP to WSBC, Inc. Returned at request of applicant.

KANSAS CITY

Harry Kaufmann, WDAF program director, is back from a Chicago vacation. Fred Weingarth, announcer, also has returned from a rest, while H. Dean Fitzer, general manager, is away on business, and Dan Paul, announcer, is vacationing in Chicago, with D. W. Newcomer pinch-hitting for him.

P. Hans Flath, KMBC musical director, vacationing in Colorado, while Erle Smith, newscaster, left this week for the east.

WDAF is airing the Kay White disks for White King Soap.

Larry Sherwood, new KCKN station manager, and Jimmie Johnson of the sales department made a week-end business trip to St. Louis.

Allen Quinn of the Journal-Post is starting a Friday series over KCMO devoted to hunting and fishing tips and information for sportsmen.

Patt Dunn and his K.C. University orchestra are back from abroad and again airing for a sponsor over WDAF.

Betty Joe LeVec, who airs Hollywood chatter over KCMO, is gathering material on the coast while vacationing. Betty Ann Painter is subbing for her here.

Gertrude Martin has resumed her daily "Social Calendar" at KXBY after a two-month vacation.

Jack Starr, KMBC sportscaster, is handling news broadcasts during Erle Smith's vacation.

KCKN's "Noon Hour Clock", broadcast daily for Falconer Furniture Co., recently went on the air for the 900th consecutive time.

Signed for Chevy Disks

Columbia Artists Inc. has signed Patti Chapin and Ruth Carhart for appearances on the Chevrolet disk series. Miss Chapin will record on Aug. 30 and Miss Carhart on Sept. 13. Henry Cox set both bookings.

Table with 7 columns (SUN, MON, TUE, WED, THU, FRI, SAT) and 4 rows of numbers (1-7, 8-14, 15-21, 22-28) under the heading BIRTHDAYS.

Greetings from Radio Daily August 25

- Zinn Arthur, Celia Branz, Edward Davies, Bob Crosby, Ken Christie, Norman Kaphan