

NEW BUSINESS

Signed by Stations

KPO, San Francisco

General Mills (Sperry flour), "Gloria Gale" sketch, through Westco Adv'g Agency, S. F.; Bulova Watch, time signals, through Biow Agency, N. Y.; Tillamook County Creamery Ass'n, live quarter-hour, through Botsford, Constantine & Gardner, Portland, Ore.; Richfield Oil, "Richfield Reporter," through Hixson-O'Donell Adv'g Inc., Los Angeles.

KVOR, Colorado Springs

Storz Beer, spot announcements, through Buchanan-Thomas, Omaha; Derby Oil Co., Wichita, Kas., daily sports review, through Potts-Turnbull, Kansas City; Coca Cola Bottling Co., "Refreshment Time," three programs weekly; Kerr Dry Goods Co., Oklahoma City, "News from Home."

KGO, San Francisco

Procter & Gamble, "Ma Perkins" disks, through Blackett - Sample-Hummert, Chi.; Petri Cigar Co., announcements, through Emil Brischacher & Staff.

WOW, Omaha

Emerson Cigar Co., one-minute spots before and after 5:45 p.m. News Tower; Kentucky Club, spot preceding 9:30 p.m. News Tower.

WSPR, Springfield, Mass.

Driekorn Baking Co., "Speed Benson," 15-min. disks produced by Quality Bakers of America.

KJBS, San Francisco

Rainier Brewing Co., daily spot announcements, through Lord & Thomas.

KMOX, St. Louis

International Harvester Co., spots announcements, Monday through Friday.

Yacht Cup Broadcasts Turned Out a Fizzle

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starting with preliminary airings a week ago Saturday and continuing several times daily through last Thursday, and the amount of time devoted to the race were out of proportion to the listener interest, it was stated.

Expenditures for yachting experts to help on the commenting also is regarded as having been a waste of money, because the experts used so much nautical and technical language that few tuners-inners knew what they were talking about. On top of this, the nature of the event did not embody the necessary action and excitement to justify such intensive coverage, according to the reactions.



● ● ● A mighty baseball battle takes place next Sunday at 5-5:30 p.m. in Fancher's Field, Pound Ridge, N. Y., when George Bye's Prehistoric Sluggers meet Lowell Thomas and his Nine Old Men... With Bye will be Gene Tunney, pitcher; Westbrook Pegler, catcher; Michael A. Connor, Deems Taylor, Stanley High, Frank Buck, Hendrik Willem Van Loon and Heywood Brown... Thomas will pitch for his team, also has Frank Hawks, catcher; Lanny Ross, Prof. Gregory Mason, John Barclay, Capt. Jimmy Doolittle, Stoopnagle and Budd and H. T. Webster... Umpire will be Katharine Cornell... This is the second of a series of diamond encounters by celeb aggregations... P.S. A soft ball will be used.

● ● ● Jane Pickens will be guest of honor Saturday night in the Georgian Room of the Hotel Piccadilly, where Jenö Bartal is music director. Norman Brokenshire's comeback via WOR is becoming the talk of radio row.

● ● ● The marquee of the Paramount Theater advertises "Phil Spitalny and his WORLD-FAMOUS All-Girl Band"... modest-like... which remind us of the story Jack Pearl related just before sailing abroad with the Jack Bennys... It was a decade or so back when Al Jolson made the first talkie—and radio was a one-station proposition on your crystal sets... Jolson encountered Pearl after the grosses were coming in from the "Jazz Singer"... "Jack," said Jolson, "this picture business is a great thing. For a time the name of 'Al Jolson' was known to Broadway and a few other cities in which I played... But with this picture business it's different. Today the name of 'Jolson' is known to every inhabitant in the United States!... Not only that, but over in China, across the Pacific, the yellow race is acquainted with 'Al Jolson.' Imagine, even the Chinese"... To which Jack Pearl shrugged his shoulders and said: "That's fine—but who wants to KNOW Chinamen!"... Wonder what Jack Robbins will say to Murray Baker when the latter returns from his honeymoon?... The other day a newspaper published a photo of the Bakers and said that "Baker is a music publisher"... What does Jack Robbins do, anyway?

● ● ● Jack Paar, youthful announcer for WCAE, Pittsburgh, was in a daze the other day, wordslinging that a stirring Sousa strain was a marital aire... When informed of his boner and that he should have said "martial," Jack replied: "That's all right some times, isn't it?"... Probably this should be attributed to the fact that Jack is to be married shortly... After waiting for 30 minutes to be seated at Benny Leonard's Restaurant the other nite, the champ finally escorts us to a table just vacated by Mike Jacobs, the fight promoter... At a table directly in front was Jimmy Johnston—from whom Jacobs was to "take" Madison Square Garden the following day... Funny how some girls in the business take themselves so seriously. Now Imogene Rose, the ork leader, decides that her career must come before marriage... Henry Spitzer has Chappel, Crawford and Marlo music companies in his vest pocket—and isn't any different because of it.

● ● ● There's a young fellow over at WNEW who took to the airwaves a short while ago commenting on the day's news in a different way... We never met the chap nor did we hear his airings. But one day, Herbie Steiner was talking LOUD in Lindy's—about a guy on WNEW called Richard Brooks—who is tops... We didn't hear him that night or the nite after. But this we did hear—from others shortly afterward: That what Herbie Steiner said originally—was so!... He deserves network recognition... We discovered that the most influential person in Westchester is Bobby Feldman... A few predictions (not plugs): That "Swing and Sway with Sammy Kaye" and Jerry Kruger's singing will be among the outstanding features that radio will offer this year!

GUEST-ING

GOGO DE LYS, who guested Saturday night on the "Hollywood Showcase" program with Lud Gluskin's orchestra, will be heard again Aug. 14 (CBS, 9:30 p.m.).

LEE WILEY and HARRY (BOTTLE) McNAUGHTON, on Harry von Zell's "Summer Stars," Aug. 15 (CBS, 7:30 p.m.).

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

CLAIRE TREVOR, SALLY BLANE, DOUGLAS FOWLEY and JUDGE BEN LINDSEY, in scenes from "One Mile From Heaven," Aug. 13 (CBS, 9 p.m.).

PHIL NAPOLEON, ork leader, on "Grandstand and Bandstand," today (WMCA, 2:30 p.m.).

CLAUDE RAINS, FAY WRAY, THE FOURSOME, and DALIES FRANTZ, pianist, on "Kraft Music Hall," Aug. 12 (NBC-Red, 10 p.m.).

ALLAN JONES, on Werner Janssen's Fleischmann program, Aug. 15 (NBC-Blue, 7:30 p.m.).

MIRIAM HOPKINS and repeat engagement of TOMMY RIGGS, added to guest list for Vallee Variety Hour, Aug. 12 (NBC-Red, 8 p.m.).

MARY BOLAND, on "Show Boat," Aug. 12 (NBC-Red, 9 p.m.).

NETWORKS TACKLE JOB IMPOSED BY A. F. OF M.

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standby units is expected to run into a possible \$3,000,000 annually if even less than 2,000 musicians are put to work at an average weekly wage scale of around \$50 a man. Networks themselves, on the basis of the owned and operated stations, will also be tapped a tidy sum.

Station relations men contacting station owners and managers to date find the general action is mostly an acknowledgment that perhaps more men should be put to work, but that the matter does not work out for them personally. Some web affiliates state most of their time is taken up with network programs and but very few spots are open for the necessitations which will eventually transistate using a house crew or standby band.

Numerous small-town stations can't see where they will be able to obtain competent musicians locally and others can't see how they will be able to afford the luxury. Most of the contacting regarding the proposed AFM rules will have to be done by letter.

AFM is also faced with the necessity of closing nearly 700 individual contracts with stations, many presumably to be set with the AFM Local in the respective towns. Networks say they are on the spot and can't fight the AFM, but that the NAB might.