



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 75

NEW YORK, N. Y., TUESDAY, MAY 25, 1937

FIVE CENTS

Social Security Headache

Looking On ... AND LISTENING IN

TALENT ABUSES The life-blood of the radio is the talent that attracts listeners by its ability to entertain, and the cry of "where are tomorrow's radio stars coming from?" is repeatedly heard, yet new talent is about the most abused element in the radio industry.

Newcomers seeking to break into broadcasting find themselves up against a succession of discouragements sufficient to break the spirit of a Spartan.

If the candidate is lucky enough to get as far as the mike, he realizes there that his disillusionments have just begun.

First there are the stations who don't pay a red cent to artists on sustaining programs.

Then there are the stations who, whether or not they compensate the performers during their sustaining trials, make them sign agreements whereby the station management is able to exploit their subsequent success beyond all fairness.

Next, after the artist has finally entered the professional fold, comes the agencies who go in for the kick-back system of taking part of the performer's salary.

And there even are cases where the agency stalls indefinitely on paying the talent at all.

It is no wonder that the outlook for tomorrow's stars is so thin.

If radio wants to assure itself of a steady influx of talent in the years ahead, there must be (1) some sort of general effort to provide a more hospitable welcome for promising newcomers, (2) at least a certain fixed minimum compensation for sustaining artists, (3) elimination of kick-backs and multiple agents' commissions on salaries, and (4) more encouraging cultivation of the little acorns who must grow up into the oaks of radio.

Plows and Listens

White Hall, Ill.—Not wishing to neglect his plowing, yet anxious to indulge his yen as a baseball fan, Farmer Ford Flatt solved the problem by attaching a radio to his new tractor. With the use of ear-phones, Flatt now keeps in touch with progress on the diamond while he rides his tractor over the good earth.

FTC PROMISES ACTION ON MUSIC MEN'S CODE

Delegation of music men who went to Washington to confer with Federal Trade Commissioners returned to their desks yesterday with the assurance that the FTC will take definite action on the fair trade practice music publishers' code now under final consideration. Code is expected to be presented to the FTC in approved form the latter part of this week and a meeting called to take final action about June 8. Code has a special clause relating to bribery of radio and other artists to plug songs.

Committee which went to Washington
(Continued on Page 3)

Talent and Date Are Set For Vitalis Test Series

Joey Nash and Ray Sinatra with his orchestra will be featured in "For Men Only", 13-week test program sponsored by Bristol-Myers (Vitalis hair tonic), starting over WLW, FHN and WFIL on June 7 at 8:30-9 p.m. Efforts are being made to have Robert Taylor as the first guest star. Pedlar & Ryan is the agency.

WOMT in Expansion On Tenth Anniversary

Manitowoc, Wis.—As part of his general enlargement plan in observance of the tenth anniversary year of WOMT, General Manager Francis M. Kadow has made several additions to studio and production staff. Newcomers to the reorganized staff include: Emerson Smith, commercial
(Continued on Page 3)

Artists Are Reluctant to Pay, While Bureaus and Legal Staff Seek to Comply With the Law

By M. H. SHAPIRO

Associate Editor RADIO DAILY

Refusal of the Federal government to hand down a blanket ruling and its insistence upon passing only on specific individual cases, is keeping the question of Social Security deductions in a first class state of chaos, with neither the artists on one hand nor the networks, stations, artists' bureaus, ad agencies and sponsors on the other knowing whether or not they are following a correct method of procedure.

Artists' bureaus, as is the case with
(Continued on Page 3)

Radio-Wired School

Seattle—Built-in radios for all classrooms feature the new grade schoolhouse erected at Kirkland with WPA funds. Programs of educational, historic or cultural import can be broadcast throughout schoolrooms.

MONTGOMERY-WARD DISKS BEING RECORDED BY NBC

Montgomery-Ward, Chicago mail order house through Lord & Thomas, is using NBC recording facilities to transcribe a series of quarter-hour disks entitled "Neighbor Jim." Disks are now being produced and will be placed on local stations through the local Montgomery-Ward store.

5,000 W. Transmitter Is Dedicated by KYA

San Francisco—With Chairman Anning S. Prall of the FCC, Washington, Mayor Rossi of S. F. and Station Manager Bob Roberts among the speakers, KYA last night dedicated its new 5,000-watt transmitter. Program originated in the main studios in the Hearst building, with Walter Rudolph conducting the orchestra and various headliners supplying entertainment.

KEHE, Los Angeles, KYA's sister
(Continued on Page 3)

HOT TALK IS BARRED; WIP PICKETED BY CIO

Philadelphia—Members of United Hosiery Workers, a CIO union, started picketing WIP yesterday when the station refused to permit William Leader, a union organizer, to speak on the air last night. Union had contracted for a 15-minute spot at 10:30. Station lawyers, Fox, O'Brien, Rothschild & Frankel, scrupled.
(Continued on Page 3)

H. Huff, G. A. Robertson Will Address Texas Meet

Longview, Tex.—Harold Huff, NAB treasurer, and Graham A. Robertson, station rep of New York, are among speakers already lined up for the Texas Broadcasters Ass'n convention
(Continued on Page 3)

New Sponsor is Being Sought By Amos 'n' Andy Next Year

Chicago—Amos 'n' Andy (Charles Correll and Freeman Gosden), in reappointing Lord & Thomas as their exclusive agency, expressed themselves as feeling that their long association with Pepsodent should be brought to a happy end in favor of some other product when their present contract expires Jan. 1, it was stated yesterday by Albert D. Lasker, president of L. & T. The comedy team started as Sam and Henry on WGN in 1926, moved to WMAQ in 1928 for Pepsodent and since 1929 have been on NBC for this sponsor.

Another First

In a three-column ad in the Press-Scimitar, Memphis, W H B Q last week announced with glee that a survey of all other surveys shows it to be "the first station we know of that has never won a radio survey, except those conducted by ourselves." But 78 per cent of the station's advertisers are on renewal contracts.



(Registered U.S. Patent Office)

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 22, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		34
Never in a Million Years (Robbins Music Corp.)		32
There's a Lull in My Life (Robbins Music Corp.)		32
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		30
September in the Rain (Remick Music Corp.)		27
Where Are You (Leo Feist, Inc.)		27
They Can't Take That Away From Me (Chappell & Co.)		24
Sweet Leilani (Select Music Co.)		23
It Looks Like Rain (Joe Morris Music Co.)		22
Too Marvelous for Words (Harms, Inc.)		22
Let's Call the Whole Thing Off (Chappell & Co.)		21
That Foolish Feeling (Leo Feist, Inc.)		21
They All Laughed (Chappell & Co.)		19
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Blue Hawaii (Famous Music Corp.)		16
How Could You (Remick Music Corp.)		16
It's Swell of You (Robbins Music Corp.)		16
Was It Rain (Santly Bros.-Joy, Inc.)		16
Wake Up and Live (Robbins Music Corp.)		16
Boo Hoo (Shapiro, Bernstein, Inc.)		15
Sweet Is the Word for You (Famous Music Corp.)		15

COMING and GOING

HOWARD FILL, executive of WSFA, Montgomery, is in New York.
PHIL LALONDE, manager of CKAC, Montreal, is in town with MRS. LALONDE.
HARRY BUTCHER, CBS vice-president in Washington, is visiting New York headquarters.
CLAY MORGAN, **WAYNE RANDALL** and **E. P. H. JAMES** of NBC and **FRANK MULLEN** of RCA went to Philadelphia yesterday for the RCA eastern distributors meeting.
HELEN BRATTRUD, secretary to Don Higgins, CBS press chief, sails Saturday for London aboard the Britannic for a five-week vacation.
WALLACE WEST, CBS press, is back at his desk from a trip to Russia.
H. S. GARDNER, chairman of the board of Gardner Advertising Co., arrived yesterday aboard the Queen Mary, completing a world tour begun last January.

JOHN G. RAINE, general manager of Ascapi; **HARRY FOX**, general manager of Music Publishers' Protective Ass'n; **EDWARD B. MARKS** and **SAM FOX** are back from Washington.
ED SPENCE of WBAL, Baltimore, is in New York.

LONARD KAPNER, general manager of WCAE, Pittsburgh, is California-bound on a three-week vacation.

KATHRYN RAND leaves Saturday for Philadelphia to open at the Arcadia there.

GLORIA WHITNEY leaves Friday to spend the Decoration Day week-end in New England.

HANS KINDLER, cellist and conductor of the Washington Symphony Orchestra, sails today aboard the Lafayette for France.

HELEN GLEASON, singer, and **LEO ERDODY**, musical director of World Broadcasting System, leave for the west coast July 1. Miss Gleason will fulfill motion picture commitments and Erdody, her manager, remains in Hollywood four weeks before returning to WBS headquarters in New York.

ARELENE FRANCIS arrived in New York yesterday after a trip from Honolulu on the China Clipper.

New Greensboro Agency

Greensboro, N. C.—A new advertising agency under the name of Morton, Advertising, has been established here by Frank P. Morton, with offices in the Security Bank Bldg. Morton, who will be general manager, was formerly with Carl J. Balliett advertising agency, and later advertising and sales manager of South-eastern Hotels Co. and Textile Chemical Products Co. William Stack is the art director.

New firm will specialize in business and industrial accounts, going in for more intensive development of old markets as well as locating new ones.

Tornado Hits WMT

WMT, Cedar Rapids-Waterloo, was saved from considerable loss in transmitter equipment last week when a freakish tornado struck near Marion, Iowa, where the vertical radiator is located. The tornado caused thousands of dollars of damages when it flattened barns, houses, killed many head of livestock, uprooted dozens of power lines and resulted in injuries to at least one person.

The freakish wind was headed directly toward WMT's new transmitter house and towers, when it suddenly swerved, missing the station equipment, and loosened itself on all sides.

Station was without power Tuesday forenoon and could not broadcast until workmen rebuilt nearly half a mile of highline carrying power to the transmitter. Charles F. Quentin, technical supervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers.

Garbisch Joins R. & R.

Edgar W. Garbisch, v.p. of J. Stirling Getchell, Inc., has resigned from that agency to join Ruthrauff & Ryan in an executive capacity. The Socony Vacuum account, which was handled by Garbisch, remains with the Getchell agency. Garbisch is a son-in-law of Walter Chrysler.

NBC Memorial Day Program

NBC's "Magic Key" Memorial Day program will feature an "Ode to Memorial Day" by Arthur Guiterman, with music by Frank Black, to be read by Walter Hampden. George M. Cohan, now traveling about France, will be interviewed from there by John B. Kennedy.

Night Baseball on WNEW

KNEW will broadcast the night baseball games between Newark and Syracuse on Thursday, Friday and Saturday, 9-11 p.m. Programs, sponsored by General Mills for Wheaties, have caused the station to cancel all sponsored shows now heard during the two-hour period. Attempts are being made to offer afternoon spots during the three days, or additional time added to the present contract to compensate for loss of time. Earl Harper will be at the mike for the ball games.

Amateur Trophy Presented

Actual presentation of the William S. Paley Amateur Radio Award took place at a luncheon at the Waldorf-Astoria Hotel yesterday when the president of CBS handed over the trophy to Walter Stile, Jr., of Coudersport, Pa. Part of the proceedings were broadcast via CBS at 2:30-2:45 p.m.

Among those present were Anning S. Prall, chairman of the FCC, who praised the work of the 'hams'; Paul Kesten, H. K. Boice and other CBS vice-presidents and executives and small gathering of newspapermen.

Fenster Joins Paull-Pioneer

Hy Fenster has resigned from Irving Berlin, Inc., to join Paull-Pioneer, music publisher.

FINANCIAL

(Monday, May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167	168	+ 1/2
Crosley Radio	22 1/4	22 1/4	22 1/4	...
Gen. Electric	54 7/8	53 3/4	54	- 1
North American	26 1/8	25	25 3/8	- 1/4
RCA Common	9 3/8	9 1/8	9 3/8	+ 1/8
RCA First Pfd.	69 7/8	69 1/8	69 1/8	+ 5/8
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/4
Zenith Radio	34 3/4	32 1/2	33	- 1 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	+ 1/8
Majestic	3 3/8	3 3/8	3 3/8	+ 3/8
Nat. Union Radio	2 1/8	2	2	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54	55 3/4
CBS B	54 1/2	56 1/2
Stromberg Carlson	14 1/2	15 1/2

New Play Series on WHN

"Millstream," weekly series of chapter plays dramatizing lives of folks who began in small towns, debuts tonight over WHN as a Tuesday 8:45-9:15 p.m. feature. Albert F. Brown is the author, and cast includes Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Florence Schilling, Louis Krugman, Joan Danton, Jerry Blake and Lucy Forbes.

Glatstein Married

Cincinnati—Harvey Glatstein, WCKY plant engineer, was married Friday to Lillian Gutman of Erlanger, Ky. WCKY staff members gave them a silver service as a wedding gift.

RADIO EVENTS, INC.
 AN INDEPENDENT PRODUCING GROUP
 SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
 New York, N. Y.

From script to production—
 that extra something that's good radio

RUSTY HINGE
 recorded by Chick Webb on
 Decca No. 1273-A



**The Tavern
 RADIO'S
 RENDEZVOUS**

MAKE THIS YOUR
 LUNCHEON—
 DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

RADIO UP IN THE AIR OVER SOCIAL SECURITY

(Continued from Page 1)

the legal departments, are doing the best they can to comply with the law. Apart from the fact that considerable additional help is at work in the accounting departments, the individual cases cropping up daily are no end of a headache for all concerned. With no precedents to go by, no one in authority wishes to take arbitrary action, make any unqualified rulings; in short, any move means sticking one's head out.

General procedure of the networks is to merely take out artists' bureau commissions, leaving the Social Security deductions for either the advertising agency or the sponsor on occasion. Counsel for the American Association of Advertising Agencies is currently seeking a ruling from Washington as to who should be regarded as the "employer."

Majority of artists state they are free-agents and "independent contractors." The latter classification has been allowed by the State of New York in its Unemployment Insurance deductions where an artist wishes to distinguish a sustaining job from a commercial. Federal government so far has refused such a ruling.

Artists Up a Tree

Young actor on commercials queried by this reporter said his Social Security deductions are taken out, but he has yet to fill out a card and receive a number. Another actress who does both commercials and sustainings didn't mind deductions on the former because there was an employer, but squawked plenty about deductions on sustainings. Deductions were made, she said, for the first two months, then a lull; suddenly a huge lump sum was deducted on past commercials and sustainings.

Bookkeeping department, said the artists' bureau, had enough trouble keeping the state and Federal deductions straight, and neither he nor anyone else wanted to establish any ruling. She was referred to the legal staff. Where the artist in question is directly employed by the network or station, matter of deductions are comparatively simple, it would seem. Yet when the act is sold for even a guest shot, actual employer may eventually be ruled as the sponsor.

Mere deductions are easy considering the fact that the organization forwarding the deduction must contribute twice as much out of its own

NEW PROGRAMS—IDEAS

Farm Reporter on KSFO

"The Farm Reporter," a new program devoted to service for the farmer, has started as a 7:30 a.m. daily except Sunday feature over KSFO, San Francisco. Ira L. Smith, appointed agricultural director of KSFO, will be directly in charge of the program.

Aside from news and notes about the various Farm Bureaus in Northern California, the broadcast will carry vital daily information about markets, quotations and other matter of specific interest to farmers, poultry raisers and ranchers.

Activities of farmers' clubs and news of farm folk also will be included in the 15-minute program.

New Type Police Broadcast

WIRE, Indianapolis NBC outlet, starts a new type of police broadcast this week when an airing of the "show-up" goes on tomorrow, at 7 o'clock.

Cooperating with local police officials, the program will be handled by two detective lieutenants who will aid in questioning prisoners in regular "show-up" fashion. No staff announcer will be used on the program and no attempt made to provide any sort of continuity. Prisoners will not even know their answers are to be aired and talk will go on air unexpurgated.

Unique Job Series

"The Other Man's Job" is the title of an interesting new series of programs starting this week over KDAL, Duluth. The program comprises a series of interviews with persons having unique jobs—at least unique in the area served by KDAL. For the

5,000 W. Transmitter Is Dedicated by KYA

(Continued from Page 1)

station in the California Radio System, which now totals six stations, and KFBK, Sacramento affiliate, broadcast special salutes.

Installation task, involving a \$100,000 investment, was in the hands of Paul Schulz, chief engineer. Plant will operate 5,000 watts daytime and 1,000 nights.

WWL Technical Staff Shifts

New Orleans—J. D. Bloom, Jr., has been appointed chief engineer of WWL, CBS outlet here, with Edward DuTrel as chief transmitter operator and Francis Jacob as chief control room operator, in a three-way change of the technical staff.

pocket. Periodic checkup is expected to bring to light the artists who failed to fill out Social Security cards.

Although the government regards an orchestra leader as the employer of his men, the A. F. of M. is seeking to change the ruling.

first four broadcasts, the interesting personalities lined up by KDAL include a diver, the chief government meteorologist, a man whose business is operating a fish hatchery, and the man who is in charge of operating Duluth's aerial lift bridge. Others equally as interesting are being lined up. The series will continue for several months, once weekly.

"Guess Who?" on WTMJ

Dandy little game being played by WTMJ (Milwaukee) listeners these days. "Guess Who" is the title of the program and it's heard Wednesdays at 3:15 p.m. The trick: Announcer asks a character a series of questions by which listeners try to identify the famed person the character represents. It's like charades. Prizes are given for correct answers. The stunt has whipped up quite a bit of interest, lots of mail.

Sunday Church Hour

WMBH, Joplin, Mo. recently established a church hour on Sunday mornings, 8:15-9:15, for the churches in the communities surrounding the city. Different churches are invited to hold services. The ministers in churches in towns and cities within the primary area have been invited by personal letter to arrange dates for their broadcasts. This program is well received. It is sustaining.

Music Without Words

"Night Dreams," presented over KSL, Salt Lake City, on Fridays at 11:30 p.m. MST by Gene Halliday, is a 15-minute organ music show devoid of announcements. Gene composed his own theme, "Night Song," for the new program, which is already showing a good response.

H. Huff, G. A. Robertson Will Address Texas Meet

(Continued from Page 1)

June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary-treasurer. Robertson will talk on "why independent stations don't get more national business".

Senator L. J. Sulak, who introduced a copyright bill in the state legislature, also will speak.

WCKY Orders Transmitter

Cincinnati—New 10 kw. transmitter ordered from RCA by WCKY will be shipped on June 9, L. B. Wilson, president and g.m. of the station, has been advised. New equipment is expected to be in operation by July 1.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St. Telephone
New York City BRV 9-8265

HOT TALK IS BARRED; WIP PICKETED BY CIO

(Continued from Page 1)

tinized the script, advising it packed too much fire to be aired, and station cancelled contract. Largest hosiery strike town ever saw is waged by union and radio time was sought to present strikers' side. Union even bought newspaper ads to publicize radio message. Eight pickets in front of building carry signs reading: "WIP is unfair to labor." "WIP won't let labor speak its mind." Marks second time a local station was picketed by labor groups. During longshoreman strike, WCAU was picketed because of unsympathetic remarks made by Boake Carter on his broadcast.

Ben Gimbel, WIP president, had no statement to make.

WOMT in Expansion On Tenth Anniversary

(Continued from Page 1)

manager, formerly with the Central States Broadcasting Co.; Merrill Inch, traffic manager, former Drake University continuity chief; Bill Sears of Milwaukee, news editor; Everett Cobb, special events man from WTAQ, Green Bay, and Announcer Bob Hanson.

Included in the celebration of WOMT's decade of service is a special merchandising and commercial drive that will bring the station a new transmitter, vertical antenna, and remodeled studios.

F. T. C. Promises Action On Music Publisher Code

(Continued from Page 1)

ington comprised John G. Paine, general manager of Ascap; Harry Fox, g.m. of MPPA, Edward B. Marks and Sam Fox. Paine accompanied Fox due to the fact that, as MPPA chairman of the board, he had worked on the code originally.

Sign for NBC Thesaurus

KICA, Clovis, N. M., and KMJ, Fresno, will take the NBC Thesaurus library beginning June 1. WWVA, Wheeling, W. Va., has renewed its contract for the service.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC
New York City

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★
**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

GUEST-ING

LESLIE HOWARD, on Eddie Cantor program, May 30 (CBS, 8:30 p.m.)

WEBER & FIELDS, AL JOLSON and GEORGE JESSEL, on Hollywood Hotel, June 4 (CBS, 9 p.m.)

SIDNEY SKOLSKY, interviewed by Cecil B. DeMille on Lux Radio Theater, May 31 (CBS, 9 p.m.)

MARGARET McCRAE, on Show Boat, May 27 (NBC-Red, 9 p.m.)

KXBY Staff Promotions

Kansas City — Frank Bailey has been made merchandising manager and publicity head at KXBY, succeeding Clair Heyer, resigned, Jim Bannon, who it is announced by Hal Makelim, g.m. recently joined KXBY from KMOX as special events and news announcer, succeeds Bailey as production manager while continuing his other duties.

Earle Bachman, here from New York to spend two weeks working with the KXBY staff, is helping organize a new sales department and arranging auditions for agency reps and advertisers.

Postal Series on WINS

A new 52-week series of broadcasts sponsored by Postal Telegraph starts today over WINS and the N. Y. State Broadcasting System. Series is in three parts, with a typical American family skit, "The Meade Family," being heard Mondays, Tuesdays, Thursdays, Saturdays and Sundays at 6:45-6:50 p.m.; Louis Katzman's orchestra in "Melodigrams," with Emile Renan and Dorothy Kirsten, on Wednesdays, 6:45-7 p.m., and "Forward America," written by Ed Cleland, on Fridays at 6:45-7 p.m.

Jack Benny Laid Up

West Coast Bureau, RADIO DAILY
Los Angeles—Confined to his bed by influenza, resulting from overwork, Jack Benny missed his Sunday night NBC broadcast. Mary Livingstone (Mrs. Benny) also was out of the show and at his bedside. Phil Harris, Don Wilson, Kenny Baker and others of the Benny program, with the assistance of Trudy Wood, carried on Sunday. Benny is expected to be on his feet in time for next Sunday's show.

ONE MINUTE INTERVIEW

E. F. McDONALD JR.

"Television is much farther away than 'just around the corner'. Aside from numerous technical difficulties, no practical way of linking advertising with moving pictures has yet been put into practice, and it is problematical whether the advertiser of the future can successfully link televised programs to his commercial announcements."



● ● ● E. Phillips Oppenheim's "The Amazing Partnership," a serial, was auditioned by A. & P. for a new record series planned....Movie critic Rose Pelswick's appearance on "Movie Pilot" tomorrow night is an audition for a big show with Rose at the helm, a la Parsons, and to be aired via the nets....Phil Silver, former Minsky comedian, is being air-tested this week for an established current spot....If Vincent Travers doesn't appear one night this week at the French Casino, he'll be found in Coney Island showing the sights to his fiancée, Olive Mallett, who sails Friday for Europe to visit the family before becoming Mrs. Johnny One-Note Travers....CJCA, Edmonton, Alberta, presents a one-hour show on Saturday nights especially catering to trappers and prospectors, who are miles away from civilization. Show is called, "Hello the North!"... Harry von Zell's show for Gulf with gueststars, will definitely not feature "freak acts" but legit variety artists.

● ● ● Songwriter Teddy Powell resides above Toots Shorr's "Tavern."....The other night he returned late and as he climbed the steps, weary from a day's toil, he heard melody from his room, both the pounding of his piano and the lusty voices of strangers....Teddy, though shocked at the intrusion upon his domicile, was polite enough to knock and ask if he might enter....Came this through the closed door; "Go away and come back later. We're busy!"... Teddy believed that the voice sounded familiar, so he ventured to open the door....There was Benny Davis and J. Fred Coots, rival songwriters, using Teddy's room and his piano, to play a new song of theirs to an artist—for a plug!

● ● ● Patricia Norman, star of "Hit Parade" and vocalist with Carl Hoff's band at the Biltmore, gets the coveted Eddy Duchin femme spot after skatie-eight hundred auditioned....Walter Fleishman and Harry Davis have been hired to publicize Local 802, Musicians' Union....Willie Farmer, Leon and Eddie maestro, who opens at the Promenade in Radio City's Sunken Gardens shortly, may be aired via CBS or Mutual—from NBC TERRITORY....WBT, Charlotte has three page boys all named "Joe"....KFVS, Cape Girardeau, Mo., recently received a song request from a listener, who stated he had been a dialer to that wave-length for 11 years and this was his first request. His selection was played, following which an announcement was made direct to him, asking the "faithful one" not to wait another 11 years to write in again....WMBH, Joplin, Mo., recently aired a singing pig!...But Doug Grant, program director of WMT, Cedar Rapids, has gone one better and made arrangements to air the arrival of triplets and their mother, the event being due in two weeks. The triplets, as you didn't guess, are baby robins!

● ● ● Spectators are wondering if it could have been "mutiny" on John (WOR) Gambling's part when his first ball struck Donald Flamm, prey of WMCA, at River Vale the other day during the golf tournament!...Ira Hubert of WMCA's sales force, who brought in the lowest card for his team, got himself on the "spot" by so doing....His boss now thinks that Ira goes golfing when he takes an afternoon off to "see that BIG client"....Buddy Clark, playing for Columbia with a friend whose card was in the low 70's, was foiled into passing him off as a CBS man. The guy was a "pro"....Dick Fishell, driving up in the afternoon, stopped on the way to show off the estate purchased by his boss....Bill Weisman was set to rule the entire fracas "unconstitutional"...

PROMOTION

KCKN Gives Rotary Look-In

Entertainment provided by the staff of KCKN, Kansas City, Kas., for the weekly Rotary Club meeting resulted in calls from a couple of prospective clients.

The KCKN program was a dramatization of a typical morning in the radio office, with accent on the trials, tribulations, humorous incidents, schedule conflicts, etc., that beset radio management. Station brought in a lot of community interest and closed with the actual routine of preparing and presenting an audition program for a fancied sponsor. Show was nicely gagged and very entertaining.

Later in the day, two local retail store managers called the station asking that the commercial representative come around to discuss programs.

Before the show was put on, Manager Ellis Atteberry of KCKN talked to the Rotarians about radio.

WHOM Exploitation Stunt

WHOM staged a unique advertising campaign for the Le Winter's Radio Stores of Brooklyn on Saturday. The Farfariello-Gardenia-Amato Theater Troupe, stars on the daily Le Winter's Radio Stores programs heard over WHOM, were appearing in a gala variety bill at the Academy of Music in Brooklyn on Sunday, so Le Winter's donated two radios to be given to the holders of lucky numbers distributed by the tens-of-thousands from a plan flying over Brooklyn and vicinity Saturday afternoon. Vincenzo Gardenia, juvenile star of the company, was in the plane.

Air Tour of KDAL Studios

As a "get acquainted" gesture, KDAL, Duluth, recently took its listeners on an "air tour" of its studios. An extension mike was used to tour the entire business offices, studios, announcers' booth, control room and press-room. The staff members were caught at work at their various jobs and gave "minute interviews" explaining their functions.

WSGN Production Manager

Birmingham—T. O. White, widely known advertising and merchandising man of this city, was recently appointed production manager of WSGN, the Birmingham News & Age-Herald station.

Henry P. Johnston, director, has inaugurated a complete merchandising and service department at WSGN, modeled after those operated by the largest stations in the country.

6th Year for "Witch's Tale"

"Witch's Tale," WOR dramatic show, celebrates its sixth anniversary on the air this Thursday. Alonzo Deen Cole, actor and writer, and his wife Marie O'Flynn, are the only members of the original production still with it. Others now in the cast include Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MMARGARET WHITEMAN, according to some, may be Maestro Paul's new manager....It seems she now signs his checks intended for the trade....He and Elsa Maxwell of party-throwing fame produced something extra-special in the way of a test recording for the new Vitalis program....Maryllin Miller, who hails from down Baltimore-way, to do her first RKO flicker on location at Annapolis this week...."Hammerstein Music Hall" will have her as co-guest with Alfred (Babes in Arms) Drake tonight....Famille Draper going mike-conscious these days, with son Paul scheduled to deliver a tap dance of symphonic music on Sunday's "Magic Key" and Muriel taking over Margery Wilson's spot on "It's a Woman's World" on June 8, in lieu of the sophisticated program originally planned for her....Midge Smith, Eve Love's tutelary deity of the typewriter, is Texas and Zeke Canova-bound....Peggy Wood offers her dramatic, vocal and scrivening talents on a new program over the NBC-Blue network on Wednesdays and Fridays, 2:45-3....Helen Myers, Oklahoma City Junior Leaguer, debuts tonight at the Rainbow Room and the Grill, to be aired with Emery Deutsch....The Myers lass plays the piano and sings.

▼ ▼
Martha Dulin, WBT hostess, earned local plaudits as the lead in the Charlotte Little Theater presentation of "Biography"....with Reginald Allen, WBT announcer, and Forney Rankin of the WBT Farm Program both assisting....Marie Mitchell, KSL's P.B.X. operator, subbed for a gal with a bad memory on just two minutes' notice and won a figurative but fragrant laurel wreath....Marguerite Brill, Pittsburgh's harp-playing social-registerite, contracted to NBC, is scheduled for dramatic auditions....La Brill and her harp, sighted posing for the NBC photographic department, are both photographic in the degree superlative.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA



"THERE WAS A WOMAN"

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

INTERESTING DRAMATIZED HISTORICAL EPISODES ABOUT FAMOUS WOMEN.

Originating from NBC's Chicago studios and authored by John M. Young with the research assistance of Bessie Boynton, this promises to be an interesting series. Initial presentation, which was acted by an excellent cast, dealt with Peggy Shippen Arnold, the loyal wife of Benedict Arnold, and traced her career from the time she married the older Arnold despite objections from her father to her death in England where she still held to the belief that Arnold had tried to act for the best.

Templeton Fox as Peggy Arnold, Phil Lord in the role of Peggy Shippen's father and Bob Griffin as Arnold gave distinguished performances.

"Lenox Avenue"

Highlight of "Everybody's Music" program last Sunday on WABC-CBS Network, 3-4 p.m., was the world premiere of "Lenox Avenue," first of the compositions in the Columbia Composers' Commission series. Authored by William Grant Still, the new work is a "musical essay" in 11 scenes dealing with Negro life in Harlem. After a brief introduction by Henry M. Neely, the regular commentator of the "Everybody's Music" program, Juano Hernandez, took over as narrator, a role which is an integral part of the new musical composition.

Through the medium of a little talk and much music, which was in a symphonic jazz vein with emphasis on the symphonic, the Still work depicted Harlem scenes embracing a little flirtation, a fight when the husband of the flighty wife comes along, boy dancers in the street, a drunk, church worship, a rent party and other incidents of joy and sadness, all making for an interesting piece of musical entertainment. Though somewhat mild in a descriptive and interpretative way, it had plenty of rhythmic quality. Continuity was written by Verna Arvey.

Howard Barlow, conducting the orchestra, did the new musical work full justice. Other items on the program were Rossini's "Italians in Algiers" and Mendelssohn's "Midsummer Night's Dream" nocturne.

Sunday Night Party

The former Sealtest Saturday Night Party became the Sunday night party this week over WEA-F-NBC-Red Network, 10-11 p.m., with James Melton continuing as emcee, Jane Pickens as feminine vocalist, Donald Dickson for additional singing, Tom Howard and George Shelton in their

usual comedy, and Jimmy Durante and Sibyl Jason as guest stars. It was a pretty good show on the whole, although Durante wasn't near as funny as on his former radio appearances when he had better material, and little Miss Jason wasn't audible enough to register fully. The singing end of the show was okay, and Dolan's orchestra did good duty.

"The Scene Changes"

One of those all too rare programs without a lot of blare and needless talk made its appearance Saturday at 8:30-9 p.m. on WJZ-NBC Blue Network, with San Francisco as point of origin. It was a sort of musical voyage embracing a variety of changes of scene—mood, tempo and type, musically speaking—the various changes taking place gracefully without a lot of jarring gag-line introductions by the announcer. Vocal work was judiciously interspersed. Effect of the whole was pleasurable, soothing and a great relief from the general run of musical programs. Ernest Gill's orchestra, Jeane Cowan, Zarova, the Three Cheers and an Argentine trio were the talent.

Colonel Jack Major

One of the most genial half-hours of an afternoon, or even of an evening, is provided by Colonel Jack Major over WABC-CBS network on Mondays at 3-3:30 p.m. His brand of Kentucky humor has individuality and originality that is well away from the routine Joe Miller stuff found on most variety shows. And his "whopper" yarns are humdingers. Among current sustainings, he is one of the best candidates for sponsorship.

Quiz Congestion

A congestion of question and answer programs has come about on Saturday evening. At 7:30 to 8 o'clock on that night, while Uncle Jim and his Question Bee are holding forth on WJZ-NBC Blue Network, the Answer Man is bucking him over WOR. And at 8 p.m. when these two get through, Professor Quiz and Arthur Godfrey start in with their ace ask-me program over WABC-CBS Network.

Clyde Barrie

A fine baritone voice is displayed by Clyde Barrie, young Negro vocalist, in his series of WABC-CBS Net-

Donald Peterson

PRODUCING
JUNIOR G-MEN of AMERICA
WOR—6:30 P.M. M.W.F.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS DENIED

Cadillac Broadcasting Co., Detroit. CP for new station. 1140 kc., 500 watts, daytime.
Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.
W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited.
Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime.
WNRI, Newport, R. I. Mod. of CP. 1200 kc., 100 watts, 250 watts LS., unlimited.
E. Anthony Sons, Inc., Pawtucket, R. I. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.
KWBG, Hutchinson, Kan. CP to make changes in equipment, antenna, move transmitter, increase power and change frequency.
KFPM, Greenville, Tex. CP to change frequency, increase power, change hours of operation, make changes in equipment and move transmitter.

APPLICATIONS GRANTED

WMBD, Peoria, Ill. CP to install new transmitter and increase power to 1 KW. night, 5 KW. day.
KGGC, San Francisco. Mod. of license to change hours of operation to unlimited. 1420 kc., 100 watts.
Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.
WAAB, Boston. Mod. of license to increase day power to 1 KW 1410 kc., 500 watts night, unlimited.
WHTT, Hartford, Conn. Mod. of CP for change in hours of operation to unlimited. 1200 kc., 100 watts.
EXAMINERS' RECOMMENDATIONS
Frank M. Stearns, Washington. CP for new station. 1200 kc., 250 watts, daytime, be granted.

work spots. Nice tone and flexibility, plus a good feel for the better type of music, are among Barrie's singing assets.

"Study in American History"

CBS lost no time in putting on a broadcast in connection with the demise of John D. Rockefeller, Sr., this special program being heard Sunday at 10:30-11 p.m. Highlights of the past century and especially that period of great American business progress which ushered in the Vanderbilts, Morgans, Goulds, et al, were brought out in dramatic fashion with appropriate incidental music. Earlier in the afternoon CBS also put on a commentator who highlighted the career of the oil tycoon. Evening program brought out the important incidents in Rockefeller's life, including his early jobs down to his philanthropic donations.

**CONSOLIDATED
RADIO ARTISTS, INC.**

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*

BAND OF THE WEEK
★
CLYDE LUCAS
and his ORCHESTRA
MICHIGAN THEATRE, DETROIT
WEEK OF MAY 28th
FARLE THEATRE,
WASHINGTON, D. C.
WEEK OF JUNE 11th

Philadelphia

ROSAMUND MARGARET ROSENBAUM, daughter of Samuel R. Rosenbaum, WFIL president will be married on May 25 to Lewis Adams Riley, Jr., of Mexico City.

Charlie Borelli, former director of Italian programs over WDAS, is pinch-hitting for Michael Fiorello on the WPEN-WRAX foreign language shows. Fiorello is in Jefferson Hospital.

Carlisle and London, female rhythmic piano duo over KYW, have been given a regular weekly spot on Wednesdays. They will accompany the popular balladings of Bon Bon, more frequently heard with the KYW-NBC Top Hatters orchestra.

Ben Greenblatt, KYW piano rambler, insists on playing on his own piano whenever he is on concert tour. The result is that the instrument already has crossed the Atlantic four times in addition to its jaunts to almost every state in the country.

Jean Rogers, the "voice of Hollywood" on KYW, is preparing for her annual trip to the coast movie colony to garner first-hand information about the stars.

Max E. Freedman, WPEN-WRAX announcer, is back at his post after a prolonged illness.

Sophie S. Goldsmith is adapting the Howard Pyle Wonderclock stories for a new kiddie program over WIP.

Sandy Guyer, WIP ace announcer, is paraphrasing the question-answer craze with a thrice weekly shot of his own called "What Do You Know?" Tie-in was made with the Carman Theater, supplying free movie ducats for the best question senders and answerers.

WIP has rounded up the staff talent for a new summer program, "Quakertown Varieties." Soloists include Allan Kearney, Frances Cooper, Charles Hogg, Grace and Sam Conrad, Carl Tanberg, announcer Howard Jones and Clarence Fehrman's studio orchestra.

Ray Fitzgerald, WDAS vocalist, off to Narragansett Pier, R. I., for the summer.

Laura Morgan Button, the Vogue Model School directress, launching her "It's Fun to be Charming" air show over WIP.

The Sleepy Hollow Boys leave their commercial shows over WCAU for a vaudeville tour. Pickard Family will fill in.

WCAU staff members are talking up a fishing trip on Boake Carter's yacht sometime in June.

Ed Krug, WCAU announcer handling the Boake Carter broadcasts, was confined to his home with a recurrence of throat trouble.

Joan Wallace, soprano, is the newest addition to the WDAS artists staff.

Lee Frank, WFIL dramatists, attending the stage and screen conclave in New York this week.

☆ Coast-to-Coast ☆

MR.S. IONE QUINBY GRIGGS herself is the conductor of the "Tell Mrs. Griggs" program on WTMJ, Milwaukee. The program is in connection with the column run by Mrs. Griggs in the Green Sheet, Milwaukee Journal. Heart and domestic problems are discussed in both the paper and on the air.

Earle J. Gluck, president and general manager of WSOC, Charlotte, N. C., is also very active in Naval Reserve work. Lieut. Gluck is Naval Communicatilon Reserve Commander for the 6th Naval District, and has been appointed a member of the new Naval Reserve Policy Board which is meeting this week at the Navy Yard in Charleston, S. C. It was to serve on this board that Lieut. Gluck left Charlotte, a few days ago, to return Monday. The station's head was accompanied by Mrs. Gluck and by Dick Faulkner, WSOC announcer, and his wife, Georgia Orwig.

Ruth Rettig, secretary at WHIO, Dayton, O., left last Saturday on a TWA plane for a week's vacation with her relatives in Kansas City. She also plans to return via the air-lanes.

KLZ, Denver, notes.....Norman Sorenson is substiting for Les Weelans, musical director, who is vacationing.....Captain Ozie Waters and his Colorado Rangers are making personal appearances at Civic theaters.....T. A. McClelland, chief engineer, whose daughters just recently recovered from scarlet fever, is now in the hospital himself with pneumonia....Mark Hansen is narrating a new program on child rearing, with scripts by Parents' Magazine.

Powder River Jack Lee and wife Kitty, pioneer performers over KSL, Salt Lake City, back in 1922, made a return appearance last week.

Announcers Earl Rodell and Benny Craig and Chief of Staff Frank Hennessy, combine their efforts on the Early Risers' Club at KLRA, Little Rock, Ark. Informality and eye-opening swing music are the keynotes of the program, which has a widespread mail-pull.

Airing from WRGA, Georgia, originating in a Masonic Lodge is not exactly the first broadcast from such origin, according to H. Y. Higgs, CBS engineer. Higgs recalls that he handled one for William Jennings Bryan from the St. Cecile Lodge in New York back in 1924, through WJZ, when it was a lone (RCA) wolf on 42nd street.

Jim Eberle and Victor Linfood of the special events department of WWJ, Detroit, did a swell job of covering the recent colorful tulip festival at Holland, Mich. They gave lis-

teners a bit of old Netherlands celebrating in midwest America.

Dutch Reagan, who quit WHO to accept a Warner Bros. film contract, is making the trip from Des Moines to Hollywood by car. Bill Brown is the new WHO sports announcer.

Earl Rodell, newest addition to the announcing staff at KLRA, Little Rock, Ark., was formerly with KMOX.

Margie Ann Knapp, WHN's new 12-year-old singing discovery from the midwest, will appear in the Annual Commencement Exercises of the Professional Children's School on Friday morning at the Empire Theater.

Phil Cook, whose Almanac is heard at 8-9 a.m. over WABC-CBS, plans to give his June 5 show from one of the CBS playhouses, provided enough fans write in expressing a desire to attend.

Ray McGrath, who gives dramatic readings with organ background at WELI, New Haven, has done everything from Shakespeare to original scripts. He also is a regular member of the "First Offender" cast.

Milton Brandl is handling the Early Riser's program over WISN, Milwaukee, since Neil Searles became program manager in addition to other announcing duties.

Peter MacArthur, producer of the Iowa Barn Dance Frolic over WHO, Des Moines, is doing nicely following an operation Friday for a foot infection.

Ralph Edwards is announcing the WABC-CBS Sunday morning Horn & Hardart Children's Hour, Paul Douglas having taken a vacation.

Glenn Shaw, skipper of "The Night Boat" over KLS, Salt Lake City, goes on vacation after the May 29 airing.

The alert commercial staff of Arkansas Broadcasting Co., Little Rock, sought out two young and handsome "fast talkers" in the persons of John (Parson) Shacklett, formerly with WLAC, and Bill Barnes. They are with KLRA and KGH, respectively.

The Four Modernaires, heard over NBC and CBS networks, are now at WLW, Cincinnati. The group includes Bill Conway, Harold Dickinson, Ralph Brewster and Charles Goldstein.

Foster Rucker, production manager for KFOX, Long Beach, Cal., is taking another fling at an old love—legitimate drama. Fos returned to the boards he has not trod for some weeks, to do the lead in "Accent on

San Francisco

GENE TABOR, former Oakland KYA announcer, has headed for Los Angeles.

KYA's Station Manager Bob Roberts played host at a dinner for the staff and press Friday night in celebration of the station's new transmitter.

Ken Burkhardt back in radio after several months as special features announcer on KLS, Oakland. Last worked for KROW, Oakland—before that with KLS.

Al Cormack, CBS west coast traffic chief, visiting KSFO in San Francisco while he's up here to see his family over the week-end.

KFRC, key Don Lee-Mutual net station, is first Pacific Coast air plant to put its technical staff on a 40-hour week. Lewis Allen Weiss, general manager of system, has signed a five-year pact with KFRC technicians. Negotiations were amicable.

Tom Brennan returns here from Hollywood to broadcast the Golden Gate Bridge opening ceremonies for CBS (KFOS). Networks will use planes as "overhead" coverage.

Carl Schuknecht is the new NBC field engineer for this district.

Youth" for the Long Beach Players Guild, local Little Theater considered by Hollywood as one of the best directed and talented groups in Southern California.

WSOC's "Pack Transmitter" and mobile unit have been on the "go" for the past week. A week ago, one of Charlotte's many beauty spots, the Rose Garden in Independence Park, was crowned in all its glory. When Charlotte's new Municipal Airport was officially opened with the landing of an Eastern Airlines Plane, the WSOCites were on hand to pick up the attendant ceremonies.

Buster King and Jimmy DePlacito, "The Romany Romancers", are now being sponsored over WELI, New Haven, by Quality Furniture Shop and Vellonos Jewelry Store.

The greatest array of golf stars ever to face any single microphone simultaneously participated in a "March of Champions" skit over WOKO, Albany, during the recent Northeastern New York Golf Association carnival. The CBS station gave its listeners Bobby Jones, John G. Jackson, president of the United States Golf Association; George R. Jacobus, president of the National PGA; Tony Manero, Danny Shute, John W. Fischer, Lawson Little, Harry Cooper, Horton Smith, Jim Thompson, Tom Creavy, Marjorie Harrison and Virginia Guilfoil. Harold E. Smith, general manager of WOKO, Inc., engineered the broadcast through cooperation of The Knickerbocker Press, sponsors of the carnival.



EDWARD W. BUCKALEW, who has been account executive for Barnes Chase Agency (handling White King Soap, etc), has been appointed sales promotion manager for KNX and Columbia Pacific net. Buckalew was also formerly with the Doremus & Co. agency, as manager. His coming adds to the promotion force, which already has George McCaughna in the Los Angeles office and Bob Reichenback in San Francisco.

Elza Schallert will have three tops from "Turn Off the Moon" cast on her Friday interview — Fanchon, John Downs and Eleanore Whitney.

Auto Lite Co., Los Angeles distributors of ignition systems, recording series of minute announcements at Associated Cinema. Shattuck and Ettinger agency for account.

Ken Murray's Campbell program over CBS moving from 8:30 p.m. PST start to 7:30, to take it out of clash with Fred Allen's show.

C. P. MacGregor company set in Harry Owens ork disks for a 15-minute daily KEHE program for Best Furs (H. J. Newman agency).

General Broadcasting System, Cleveland disk firm, has opened Hollywood division, with Donald C. Jones here to complete arrangements. Offices in Associated Cinema Bldg.

Samaritan Institute, recording quarter hour disk series, "The Old Judge," for southwest placement through Howard Esary, account exec of Allied Advertising Agencies.

KSL, Salt Lake, has taken 312 episodes of the C. P. MacGregor serial, "House of Peter MacGregor," for Loganknit sponsorship.

Dr. Henry J. Reynolds, retired Chicago physician, is having Associated Cinema disk his own piano and song compositions.

Benny Goodman understood to be booked in to succeed the Oakie show for Camels for the summer.

Fred Hart, manager of KGMB, Honolulu, and L. B. West, station's San Francisco office, here in conference with Columbia execs.

Myron Roth is being looked upon as a hero by the staff of William Morris Agency. Late at night, last week end, Roth was at work at his desk, saw a prowler sneak in and demanded to know what he wanted. Prowler made a sock at Roth—and Roth outmatched him, held him for the police, who lodged the intruder in the Bev Hills jail.

Bob Struble, formerly on the KFSO staff, has joined CBS production unit.

A. S. Kirkeby, president of Kirkeby Hotel Co., operating the Drake hotel, Chicago, has been spending a week looking at Hollywood talent. Through Thomas Lee Artists Bureau, he has booked the Three Radio Rogues and Kathryn Miller for the Silver Forest Room, starting June 18.

ORCHESTRAS - MUSIC

LEO REISMAN, who has an original and unplayed work by Charles Martin Leffler, entitled "Clown Intermezzo", is presenting the mss. to the Division of Music of the Library of Congress for permanent exhibition. Oliver Strunk, librarian, is particularly interested in adding the mss. to the government's collection.

Jimmy Bittick's ork is the newest Orange Network remote, now featured at the Cafe de Paree in Los Angeles. Marjorie Lewis is the vocalist of the outfit.

Roger Wessman's ork deserts the airwaves temporarily to return to WBNC June 17 for an 8-8:30 p.m. spot. In the interim the melody-making aggregation expect to play engagements all over the state of Connecticut. The Wessman outfit, assisted by Jeannette Plante, the Berlin, Conn., savings bank employee, have made several distinctive recordings.

Hugo Mariani and his ork at the French Casino, New York, have had their contract extended until June 6. The Four Casino Boys open there tomorrow.

The Original Dixieland Jazz Band has been set by CRA for a guest appearance on the Ben Bernie show June 8.

Harold Stern and his boys follow Clyde McCoy at the Hotel Peabody, Memphis, opening June 23. McCoy moves on to the Graystone Ballroom, Detroit for an extended engagement.

Batonist Jolly Coburn and his musical outfit begin an engagement at the Claremont Inn tomorrow. This

Occidental College, for having the best male chorus, and KNX, for doing the best job of producing, have been awarded plaques by the Sperry Flour Co. after a Pacific Coast network series featuring Coast college choral groups. Art Gilmore produced the KNX program.

Fox Publishing Co. is to publish sheet music editions of the Lum and Abner theme song, "Eleanor."

KMTR will have Rudy Cornell and microphone in the lobby of the Biltmore hotel to cover "Idiot's Delight" premiere.

Walter McCreery, Allied Advertising Agencies, just back from San Francisco where he spent two weeks in the branch that opened in January, working out expansion program which will add several men to the staff. Also arranged to sponsor S. F. Six-Day Bike races for Bireley's Orange Ade.

Tony D'Orazi, radio's "cartoon man," will be piped to Mutual Don Lee out of San Diego, starting next week, with a weekly 15-minute drawing class (half comedy, half serious).

Tom Sawyer adaptation to the air will finish May 28, Carroll O'Meara

marks Coburn's first local appearance since he left the Claremont last fall and it is expected he'll again have a network wire.

The King's Jesters and H. R. H. Marjorie Whitney, have had their contract renewed for the fourth successive time at the Hotel La Salle, Chicago. Renewal is for 4 weeks, effective June 4.

Maestro Don Ferdi and ork conclude their WJZ-WICC broadcasts at the Stratfield Hotel, Saturday.

Baron Elliott's orchestra will be featured in KDKA's first program from West View Park Wednesday. Elliott will have an evening spot on the Pittsburgh station Mondays and afternoon and evening programs on the other 5 week-days.

Alfred Wallenstein on his "Symphonic Strings" program offers four selections over WOR on Saturday, all of which are first performances. "Suite for Strings" by Purcell, and "Toccatà" by Trecobaldi, will have their first radio performances in this country. The other two, "Pagina Romantica" by Martinez and "Quartette for String Orchestra" by Marshall, will be heard for the first time anywhere.

Jackie Coogan makes his debut as band leader next month, with engagements at Sacramento, Cal., June 12, and Monteca, Cal., June 19, already set. Deal was put through by Charles E. Green, president of CRA, with Fanchon & Marco in Hollywood.

The Southern Gentlemen Orchestra, under the baton of Grady Mullins, is scheduled to desert the WDNC airlines May 28, to go into the Pittsburgh Pines for the summer.

having gone agency and taken a spot with Young & Rubicam.

Dave Carter, CBS publicity, arranging for a coast-to-coast salute to the Pacific Fleet as it steams into San Francisco harbor on May 28. Fred Waring will be piped in from Warner Bros. studio, where he is making his picture, and ten minutes will be taken shortwave from a plane.

Jimmy Dorsey's ork will go on KHJ, seven night a week, during his Pan Pacific Ballroom engagement. Ballroom using two dance bands, Dorsey's and Earl Hines.

James Eakin takes head of Don Lee sound effects department, succeeding Gene Cone. Gilbert Doud added to staff as Eakin's assistant.

Ann Cook, Home Economics expert, starts a new general house-keeping program today on KECA. Title, "How to be Better Off a Year from Today." Not sponsored at start, but to be sponsored.

KMTR inaugurating a new morning 15 minute program, dedicated to the theaters, and non-commercial, in which studio gives tips on shows to see, places to go. Rudy Cornell does it.



NORMAN W. GREGG, publicity director of the Chicago office of Erwin, Wasey & Co. for the past 10 years, has resigned to establish a publicity organization under his own name.

Newest additions to cast of Sunrise Frolic for Drug Trades on WJJD are Jenny Casper, mountain yodeler; Buck Glosson and Mac Macadore; Dan Webster, vocalist. Others with the show for sometime are Uncle Irvin Viktor, Sunrise Frolickers quartet and Harry Zimmerman, organist.

Toby and Susie (Neil and Caroline Schaffner) are leaving National Barn Dance after May 29 to start touring with their own stock company.

WWVA Adds Disking Equip't

Wheeling, W. Va. — Recording equipment has been installed by WWVA, and it is planned to disk important broadcasts and to use the equipment as a check on general production of the station. Transcribing of "It's Wheeling Steel", recorded off the air in Pittsburgh for several months, will be taken over immediately by the station transcription department.

Plans Summer Campaign

Staples & Staples, Inc., advertising agency, has been appointed by Doelger's Rumson Inn, Oceanic Bridge, Rumson, N. J., to handle summer advertising promotion. A radio campaign is planned, using spots on local stations in New York and New Jersey.

Vivian Brown Back on Job

Vivian Brown of the WHN publicity department has returned to her desk after a week's absence due to the grippe.

Pope's Speech on CBS

CBS will broadcast the address by Pope Pius at the opening of the Vatican Science Building in Rome, May 31, at 1-1:15 p.m.

SEATTLE

Movie reviews of Tom Herbert have been moved from KRFC to KXA for weekly broadcasts.

As a means of rounding up old ranges for new, the Round-Up Cowboys are a feature of KJR for the Seattle Gas Co. with entertainment following Lum 'n' Abner Tuesdays.

"Cowboy Joe" Poore, ranked high by dialers over KOMO, is a native Alabaman, coming to the Coast when 16 years old.

KRSC has launched a fishing sportcase with Ted Van Thiel angling mentor telling each Friday where week-end angler may go to catch the big ones.

WMCA

leads again!

ROSS FEDERAL SURVEY SHOWS

31.69% of New York Afternoon Audience listen to WMCA, as against following percentages on other Metropolitan stations . . .

WMCA	31.69%
STATION No. 2	18.03%
STATION No. 3	14.42%
STATION No. 4	12.33%
STATION No. 5	11.01%
All Other Stations	12.52%

This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

Frankly, this percentage was a bit higher than we anticipated ourselves, but it proves what we have maintained:

1. That a good radio program will always attract a sizeable audience.
2. That WMCA knows and presents the type of program that appeals to the New York listener.

May we remind you . . .

THIS IS "NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"