



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 79

NEW YORK, N. Y., TUESDAY, JUNE 1, 1937

FIVE CENTS

Van Cronkhite Absorbs Rep Firm

WESTERN ADV'G MEET SETS DAY FOR RADIO

West Coast Bureau, RADIO DAILY

Los Angeles—Harrison Holloway, manager of KFI-KECA stations here, will have charge of Radio Departmental Day of the Pacific Coast Advertising Club convention at Utah Hotel, Salt Lake City, June 13-16. Radio Day will be June 15. Some 60 members of Southern Calif. ad clubs will leave on special cars June 12.

Program for radio day follows:

Anne Director, in charge of radio division, J. Walter Thompson office, San Francisco, "Radio Establishes Itself"; E. P. H. James, sales promoter (Continued on Page 3)

NBC Engineers Discuss Problems of Television

Discussing solution of some of the problems encountered in NBC's television studios, by O. B. Hanson, NBC chief engineer, writing in the current issue of the RCA Review, foresees "an American television service of stupendous proportions built with the help of dozens of sciences.

"It would be necessary to include optics, electronics, lighting, motion pictures, radio engineering, acoustics, air conditioning, photography, etc.," says Hanson.

His article also dealt with NBC's electrical equipment for control of (Continued on Page 7)

Mutual Ohio Linking Scheduled for Sept. 26

Affiliation of WJAY and WHK, Cleveland, and WKRC, Columbus, with Mutual System has been set for Sept. 26. WJAR, former MBS station in Cleveland, joins CBS at about same time.

WABY All-Nighter

Albany—An all-night schedule for stay-ups and milkmen, running continuously from 1 to 7 a.m., has been inaugurated by WABY, the NBC-Blue network outlet. Extensive tests have revealed that quite a number of listeners are awake between these hours, the station states. At 7 a.m. the regular schedule will get under way.

Radio Gets Salute

West Coast Bur., RADIO DAILY

Los Angeles—Radio industry has been picked by the L. A. Chamber of Commerce for this year's annual "salute," which features the organization's dinner and installation of officers. Dinner will be held at Warner Bros. studios and aired over KFWB the night of June 10. John Dolph, assistant to Donald W. Thornburg, v.p. in charge of CBS on the coast, is chairman. Harry Maizlish, KFWB manager, is in charge of entertainment.

KGLO, MASON CITY, IA. JOINING COLUMBIA NET

KGLO, Mason City, Ia., owned by the Globe-Gazette Co., publishers of the Mason City Globe-Gazette, will become affiliated with CBS this month, it is learned. Station is a 100-watt operating on 1210 kcs. Lee P. Loomis was in town early last week and set the deal with CBS officials. Rate will be \$125.

KGLO is located in the northern part of the state and will enable CBS to render a better coverage of this territory.

Western Mass. Icemen Planning to Use Radio

Springfield, Mass.—Western Massachusetts Ice Dealers Ass'n, at a meeting in the Hotel Clinton last week, decided to use radio for the first time to exploit the advantages of ice refrigeration.

Roesler & Howard Inc. Becomes Division of Van Cronkhite Associates Inc.-- Take Over All Contracts

SEPARATE RATE CARDS FOR NBC RED AND BLUE

For the first time, NBC is issuing separate rate cards for the Red and Blue networks. The two new cards, No. 23B and No. 23R, effective July 1, now include 19 stations added since last card was issued, Dec. 15. Rates are the same on the new cards with the exception of WOAI, San Antonio, which takes the new rate of \$260 per evening hour.

New cards have the same information formerly on combined card and (Continued on Page 3)

Columbia Reorganizes Events and Talks Dep't

CBS has reorganized its special events and talks departments and consolidated both into a department of public affairs. Paul White, formerly head of special events, is in charge.

Sterling Fisher, head of the department of talks, reports to White, who in turn is responsible to Lawrence Lowman, CBS vice-president in charge of operations.

In the talks division are the "American School of the Air", "American Church of the Air", "Talks", the quarterly publication and all other radio speeches, such as the (Continued on Page 7)

Stockholders of Roesler & Howard, Inc., only foreign language radio representatives, have voted approval of a plan which allows VanCronkhite Associates Inc. of Chicago to absorb the station rep firm. Deal will see Roesler & Howard identity completely dropped, with the station rep firm becoming a division of VanCronkhite Associates.

George Roesler will be employed by John VanCronkhite's firm as manager of the foreign language station (Continued on Page 3)

BIG 10 FOOTBALL GAMES ALMOST GET A SPONSOR

Chicago—Exclusive sponsorship rights to Western Conference (Big Ten) football this fall were almost sold for a figure said to top \$100,000, but deal fell through when Illinois declined to join. One of bidders was Wilson & Co., packers. Northwestern, Chicago, Indiana, Purdue, Iowa, Ohio State and Wisconsin were reported for the idea. Several of these will now sell rights individually. Iowa is said to have Maytag interested. Michigan may again get Chevrolet.

Jack Haley is Signed For Gen. Foods Show

Jack Haley, stage and screen comedian, has been signed by Benton & Bowles agency to head a General Foods show starting in September. Entire show booked by Sam Lyons of Lyons & Lyons.

★ THE WEEK IN RADIO ★

... They're Still Unitin'

By M. H. SHAPIRO

OF all the organizing and signing last week, perhaps the CBS contract with the American Guild of Announcers & Producers is most important. . . . AGAP is not affiliated with any outside organization such as AFL or CIO and the negotiations were peaceful. . . . WHN's case went to the National Labor Relations Board. . . . On the Coast NBC workers organized their own union, unaffiliated. . . . In Boston John Shepard 3rd defended the action of the Colonial network in stating its own position, just before the CIO was to go on the air,

merely seeking to indicate that the CIO was on its own. . . . WIP was picketed by CIO when a speaker was denied the ether. . . .

Study of foreign progress as compared to U. S. advances in television will be the network pastime this summer via its engineers and representatives. . . . not a few major web exes have booked passage. . . . Amos 'n' Andy will leave Pepsodent after Jan. 1, and the events in connection thereof are considered not a little important to Lord & Thomas agency. . . . Social Security apparently is no

(Continued on Page 2)

Treaty Spurs Exports

Washington Bur., RADIO DAILY

Washington—U. S. exports of radio and wireless apparatus, including tubes, increased 33 per cent in the first year of the Canadian-U. S. trade agreement, the State Department reveals. Exports last year totaled \$2,433,000, against \$1,855,000 the year before, a rise of \$578,000.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Getchell Agency Changes

J. Stirling Getchell, formerly president of the agency bearing his name, is now chairman of the board, with Walter W. Templin, one time executive vice-president of Pepsodent Co., coming in as president of the agency.

Thomas F. Dougherty is the new general manager, a post which has been vacant since February when William A. Blees resigned. Dougherty comes from the legal field. Blees is now with Geyer, Cornell & Newell Inc.

Addition of new members to the agency involved no change in ownership, Getchell said.

WTAQ Sprucing Up

Green Bay—Extensive improvements are under way at the studios of WTAQ, located in the Bellin Building. Commercial staff has moved into a recently completed suite of 12 rooms on the eighth floor of the building, while the penthouse studios are being entirely rebuilt with the most modern studio equipment being installed.

Program department plans a feature broadcast of festivities attending the formal opening.

Issuing Radio Registry

Under the title of the National Radio Registry, a new guide of "Who's Who" in the radio field will shortly begin as a monthly publication, according to announcement by the Wales Advertising Co. Personnel of all branches of radio, also listings of radio aspirants, will be included. Distribution will be free to agencies, stations and program builders.

The Script Library
A DIVISION OF RADIO EVENTS, INC

535 Fifth Avenue,
New York, N.Y.

*A Radio Script for Every
Sustaining and Commercial Need*

★ THE WEEK IN RADIO ★

... They're Still Unitin'

(Continued from Page 1)

bargain to employers of radio talent, much less to the talent itself . . . an actor working on different programs is easily a headache to himself and employer, when as and if the "employer" in fact is established . . . WJBK aired the Tigers-Yankee game in Detroit while teams played in New York . . . first time other than World Series or opening game was supposed to be heard out of New York . . . especially sponsored without authorization from said Yanks . . .

Musicians' Union Meets On Mechanical Situation

Orchestra leaders and other members of Local 802, American Federation of Musicians, held a special meeting Friday in the Hotel Astor in answer to recent letters from President Jos. N. Weber, regarding the protection of the members' rights in electrical transcription and other mechanical reproduction of music.

After considerable discussion, the meeting adjourned to a later date. Consensus of opinion, however, was that the coming A.F.M. convention would put up a stiff fight against mechanical reproduction of music which is believed to keep musicians out of work. Weber pointed out that in making the ET disks of any sort, a time limit and specified usage should be agreed upon. Tightening up on phonograph record use on the air was also indicated.

WESG Staff Additions

Elmira—Glenn Williams, formerly of WKOK, Sunbury, Pa.; John Newhouse, from WFMD, Frederick, Md., and Woodrow Ott, from WRAK, Williamsport, are now on the WESG announcing staff here.

Earnest Oliver has been made local sales manager, Harold Wagner was promoted to program director, while Glover DeLaney, formerly commercial manager, goes to WFBL, Syracuse, in charge of special events.

Fitra Finishes Recording

West Coast Bureau, RADIO DAILY
Los Angeles—Fitra Productions, headed by W. H. Voeller, has finished recording a musical program entitled "Continental Cafe," with a cast of 61, featuring Ray West and orchestra, Marcel Ventura, Verna Osborne and Betty Borden. Voeller planes east shortly to audition the program.

Clair Heyer at WHBF

Rock Island, Ill.—Clair Heyer, who recently resigned from KXBY, Kansas City, to become national advertising manager of WHBF here, takes up his new duties today.

Lowell Thomas Gets Award

Lowell Thomas has been named winner of this week's Pilot Radio Weekly Award of Merit, for his Coronation broadcast over NBC.

Canada plans two 50,000-watters . . . songwriters came down to a willingness to accept 50 per cent of the ET license fees, splitting with the publishers, but the latter did not take to the idea so readily . . . Jack Lavin resigned as Paul Whiteman's manager after seven years . . . seeks a vacash . . . Edythe Fern Melrose went to Street & Finney agency as radio department head . . . More talk anent a big-shot front man for radio industry . . . which of course is not intended to step on toes of the NAB.

NBC Thesaurus Exhibit At NAB Chi Convention

NBC Thesaurus plans an elaborate exhibit, with special giveaways to visitors, at the NAB convention in Chicago, June 20-23, in the Hotel Sherman. NBC's ET service will be represented at the conclave by Frank E. Chizzini, Reginald Thomas, Gus Reiniger and Robert W. Friedham, from New York, and Maurice Wetzell and William Young, Chicago.

WFBR's Clipper Broadcast

Baltimore—When the Pan American's flying boat the Bermuda Clipper arrived in Baltimore on Thursday, WFBR was on the spot with a special broadcast. Stewart Kennard, WFBR special events man, was at the Municipal Airport with a short wave pack set to give a description of the landing. WFBR also made arrangements with Major Charles A. Masson of the Maryland National Guard to fly down the Chesapeake Bay about 20 miles from the airport, meet the Clipper and give a description of the plane's progress with his short wave set. One of WFBR's receivers picked him up. After the plane docked, Mayor Howard W. Jackson introduced Capt. Harold E. Gray, master of the flying boat to the Baltimore radio audience.

Ross Federal Appointments

Roland P. Brown, for six years sales manager of the R. L. Polk & Co. marketing research division, has been appointed director of sales promotion for Ross Federal Research Corp. Ross Federal also has promoted Charles H. Seaman to field sales manager, controlling 31 branch offices.

Bob Nolan at WIOD

Miami—Bob Nolan, lately of WLW, has joined WIOD as program direction and production chief. He also will offer his own program, "Serenade In the Night," with Earle Barr Hanson, musical director, accompanying.

RUSTY HINGE

recorded by Chick Webb on
Decca No. 1273-A

ROY MUSIC CO. 2
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

CHESTER RACKEY, NBC audio facilities engineer, is en route to Great Smoky National Park, where he will spend his vacation.

CY NEWMAN and FRANK MENKE will go to Kentucky to broadcast the Latonia Derby for CBS on June 12.

JOHN G. PAINE, general manager of Ascap, sales June 19 for Europe. He will confer with representatives of Ascap and affiliated societies in England and France.

ABE LYMAN and his orchestra have left town on series of vaudeville and one-night stands.

MAIDA and BUDDY HEATTER, son and daughter of Gabriel Heatter, have left for a one-month trip to Mexico.

JACK ARTHUR leaves immediately following his WOR airing June 7 for Dallas, where he is contracted to sing at the Pan-American Exposition for the summer.

REGINALD ALLEN, newscaster and announcer of WBT, Charlotte is on a two-week vacation at his home in Hartford.

JOHN M. WHITMAN of the engineering staff of WBT Charlotte is on a month's vacation on the Pacific Coast.

W. H. VOELLER president of Fitra Productions Hollywood planes east soon to audition programs for eastern accounts.

JOE KEELY emcee of the National Barn Dance will attend the Colorado Pharmacal Association's affair in Colorado Springs June 16.

DR. FRANKLIN DUNHAM, NBC's educational director, will address Ithaca College on June 11 and the student body of Wellesley Hills High School in Massachusetts, June 12.

JIMMY KEMPER, NBC baritone, spent several days in Atlantic City preparing new air scripts.

SIDNEY SLON, WLW actor, with MRS. SLON, left Cincinnati Friday for Canada to sail on a freighter for England for a three-month vacation.

EDWIN H. "BUDDY" MORRIS, head of Warner music firms, is on the coast recuperating from a mastoid operation. Present plans call for his return to New York June 20.

RICHARD KOUNTZ, Witmark Standard department head, is back in New York after a business trip to the west coast.

E. P. H. JAMES, NBC sales promotion head, has left town for a week's vacation.

LEO FITZPATRICK and G. A. RICHARDS, executives of WJR, Detroit, were in New York late last week.

HOWARD PETERSON, owner of WOW, Omaha, is in Hollywood for a visit.

STAN LEE of Major Bowes' office was at WEEL, Boston, last week conducting auditions.

ROCCO VOCCO, general manager of Music Publishers Holding Corp., has returned from a five-day trip to Washington, D. C.

MARY ELLIS sails tomorrow for England on the Aquitania.

RALPH WONDERS, who is in Cleveland for the Great Lakes Exposition, will arrive in Chicago today for a business conference and then return to Cleveland.

JULIUS F. SEEBACH, JR., program director of WOR, leaves on a three-weeks' vacation today. He will motor to Georgia where he will sojourn on his extensive farm.

E. R. CULLEN, assistant operating engineer for NBC, sails on the S.S. Normandie, Wednesday, June 2, at the request of the French Line to survey the huge ship's radio equipment and instruct the staff operators in broadcasting technique. He also will inspect all facilities on board for possible studio locations. He will confer in Paris with French Line officials and return to New York on June 28.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

VAN CRONKHITE ABSORBS ROESLER & HOWARD INC.

(Continued from Page 1)

rep division. Understood VanCronkhite Associates took over all contracts of Roesler & Howard.

An immediate campaign is being launched by VanCronkhite to line up national business for foreign language stations. Firm believes there are unreached millions which national advertisers have never reached mostly because they have never known about the advantages of foreign language stations to reach the millions of loyal foreign language speaking people in America.

VanCronkhite Associates also has a division of radio news features along with a division of radio news counseling. John VanCronkhite, the president, is also president of the Association of Radio News Editors & Writers.

Meyerson on Coast for RCA

West Coast Bureau, RADIO DAILY

Los Angeles—Harry Meyerson, with RCA for the past eight years in the east, arrived in Hollywood last week to take over managership of RCA's Hollywood Recording Service (records and transcriptions) in place of W. Arthur Rush, who resigns June 1 to become Pacific Coast executive in charge of CBS Concert Artist Bureau, particularly in placing contract artists in motion picture work.

Meyerson was formerly studio manager for RCA's Phonophone Recording Service, in New York.

Baker Disks Get Results

Boston—"Adventures of Sonny and Buddy," Biddick-produced transcription series in 100 episodes, has had unusual success when sponsored by bakers and candy companies in the western states, according to Kasper-Gordon Studios, New England distributors. One sponsor reported 220,000 bread wrappers obtained in first seven weeks of broadcast. Negotiations for eastern seaboard sponsorship are now under way.

Summer Scripts

A group of scripts, light in character, for summer broadcasting, will be included in the June catalog issued by Script Library division of Radio Events.

CBS to Present New Drama

"Red-Head Baker," a new radio drama by Albert Maltz, will be presented by the Columbia Workshop over CBS on June 13 at 7-7:30 p.m. It deals with juvenile delinquency.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

NEW PROGRAMS—IDEAS

"Junior Opportunity Revue"

The "WBAL Junior Opportunity Revue," conducted by Don Hicks and Walter Linthicum, was inaugurated on WBAL Sunday, 8-8:30 a.m. WBAL will use this program as a means of offering juvenile talent of Baltimore and vicinity an opportunity to appear on radio, as well as win valuable prizes.

Although the names of the children appearing on the program will be announced at the start and conclusion of each broadcast, when stepping before the microphone they will be identified only by a given number. Three judges will attempt to choose the outstanding young artist on each program, this to be substantiated by votes of listeners. A winner will be picked each week, with a final grand-prize winner chosen at the conclusion of the series, which will last approximately 24 weeks. Prizes will also be

given to weekly winners. Ernie Cooper will furnish the music for the programs.

"Talent Salesman"

A new type of program in which a salesman will try to sell talent to the radio audience made its bow on WHN yesterday at 7-7:15 p.m., with Bud Sweeney as the salesman and Joan Brooks, blues singer, as the talent. The broadcast will also be heard on Wednesday and Thursday at the same time.

Motoring Tips

With the motoring season in full swing, tips on driving conditions throughout upstate New York are given three nights a week by the "Road Reporter" over WSYR, Syracuse. The Automobile Club of Syracuse cooperates.

NBC Western Division Shows Further Gain

Continuing its gradual gain as a source of sponsored network programs, NBC's Western Division supplied 26 per cent of commercial program time in April, against 21.5 per cent in March and 23.6 per cent in April, 1936. Eastern Division supplied 49.1 per cent in April, against 53.1 per cent in March and 44.3 per cent in April, 1936. Central division provided 24.9 per cent, against 25.4 per cent in March and 32.1 per cent in April, 1936.

On sustaining and sponsored shows combined, the East supplied 45.5 per cent, against 46.8 per cent in March and 49.7 per cent in April a year ago; Central, 26 per cent, against 25.2 and 23.4 per cent; Western, 28.6 against 28 and 26.9 per cent.

New York continued to lead by a wide margin as the principal program source, contributing 640 hours, against 379 from Chicago, 337 from San Francisco and 108 from Hollywood.

Signed by WOR Bureau

WOR Artist Bureau has renewed contracts of Sid Gary, Eleanor Sherry, Helene Daniels and Tex Fletcher.

Paul Roberts, baritone, and Joan Merrill, contralto, have been signed by the bureau. Both will be heard on the Afternoon Varieties program.

Belmont Stakes on Mutual

For the second successive year the Mutual Broadcast System will air an exclusive account of the running of the Belmont Stakes June 5 at 3:30-4:30 p.m.

Mutual Accounts Add Stations

Two Mutual network accounts have added one station each. They are, National Silver, with Irving Kaufman, taking WBAL, Baltimore, and Varady of Vienna, Inc., taking on WHKC, Columbus, Ohio.

Western Adv'g Meet Sets Day for Radio

(Continued from Page 1)

tion manager, NBC, on "Latest Survey Data of NBC"; Donald W. Thornburgh, vice-pres. in charge on coast for CBS, on "The Future of Radio"; Ben S. McGlashen, owner of KGFJ and president Southern California Broadcasters Association, "Using Radio for Direct Sales"; Lindsey Spight, Pacific Coast manager for John Blair & Co., on "Visual Presentation of Spot Broadcasting".

Besides the speakers, there will be comedy acts arranged for by Holloway. The ad clubbers will then head on East to take in the N.A.B. convention in Chicago.

Join Consulting Engineer

Herbert L. Wilson, consulting engineer, who recently opened new offices at 260 East 161st St., had added Arthur L. Solbrig, a graduate of the Brooklyn Polytechnical Institute, and Richard H. Myers, of Massachusetts Institute of Technology, to his staff.

Wilson plans to devote his engineering services to designing of directional array antennas and field strength surveys.

I. R. Amends Registration

Washington Bureau, RADIO DAILY
Washington — International Radio Corp. has filed an amendment to its registration statement with the SEC on proposing an offering of 31,400 shares of \$1 par common to stockholders to be reserved for warrants at \$10 for a cash offering of \$314,000.

The issue will be unsubscribed but may otherwise be sold if offered by terms of post effective amendment.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

SEPARATE RATE CARDS FOR NBC RED AND BLUE

(Continued from Page 1)

also have a clarified listing of the affiliated outlets arranged alphabetically by cities, call letters, power, frequencies and time zones. Also indicated are the cities using daylight saving time. Usual discounts are present.

Red network with 85 outlets and WLW (gross rate 6-11 p.m.) is \$20,-060 for the hour; \$12,116 for half-hour and \$8.076 for quarter-hour. With WSAI, Cincinnati, instead of WLW, the rate starts at \$19,100 for the hour.

Blue network, with WLW, 90 outlets, based on \$19,200 for the hour; \$11,600 for half-hour and \$7,732 for quarter-hour. Blue web with WCKY instead of WLW, also 90 outlets, is \$18,320 for the hour.

Card reveals Northwestern Group being altered, and consolidations effected in several Supplementary Groups to afford greater choice within groups. North Mountain Group stations are now available individually. Southeastern Group has greater flexibility in arrangement for use with or without South Central Group. Other changes concern the many outlets added since the first of the year.

Florida Anti-Ascap Bill Passes Senate Chamber

Tallahassee—Florida senate chamber passed the anti-Ascap bill, 29 to 1. Measure now ready for the lower house, where it is expected to pass without strenuous opposition. Senator John R. Beacham of West Palm Beach, sponsor of the bill is chief executive of station WJNO, West Palm Beach.

WPFT Show for Carolina Net

Raleigh, N. C.—"Southland Echoes," produced by WPTF for Carolina Sales Corp., has been so well received that sponsor plans to air it over a Carolina network, including WPTF, WIS in Columbia, and other stations to be added, in behalf of Kelvinator products.

Henry Frankel Joins WOR

Henry Frankel, booking agent, has been added to the WOR Artist Bureau. Frankel is a brother of Lou Frankel, radio editor.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



BECOME

YOUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

THE COLUMBIA BROADCASTING SYSTEM

PROMOTION

Kellogg Contest

Kellogg Co. (Corn Flakes and other cereals) is sponsoring a \$54,000 contest in which 5,148 prizes are to be awarded. The contest is a natural from the neighborhood grocer's point of view. Since \$6,900 of the total purse represent grocery order prizes, the dealer stands a good chance of cashing in on one or more individual orders of \$25 or \$50, as all entrants must give the name and address of their grocer on entrance blank. Contest is being plugged on all of the 22 radio programs under the sponsorship of Kellogg.

Who and What

"People, not geography, buy merchandise" and "Programs, not wattage, sell merchandise."

These are the legends on the title page of a new promotion piece issued by WBIG, Greensboro, N. C. The folder gives concise market data and other information on WBIG's territory.

Elder Michaux Song Sheets

In connection with the new series recently started by Elder Lightfoot Solomon Michaux, the "Happy Am I" revivalist, over Mutual network, a free song sheet is being offered to listeners who write in for the song of the week. This song is announced at each Monday's broadcast.

New WCAE Commercial

Pittsburgh—Nancy Martin, with a sax ensemble, starts a new commercial series Tuesday at 12:30-12:45 p.m. on WCAE. Orchestra includes Max Adkins, Charles Springer, Bob Miller, Ernie Lavish, Hal Davis and Joe Lesesak.

Philco Men Win Raise

Philadelphia—Pay increases of 5 cents an hour and a 36-hour week have been approved by employees of Phila. Storage Battery Co., makers of Philco radios, in settlement of their month-old strike.

RCA Preferred Dividend

Quarterly dividend of 87½ cents a share has been declared by RCA on the \$3.50 cumulative convertible first preferred stock, payable July 1 to stock of record June 10.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.



● ● ● Rudy Vallee paid Rodgers & Hart \$10,000 for exclusive vocal picturization rights to "All Points West," which takes eight minutes to do. Paul Whiteman introduced the number at his Hipp Concert... WBBM, Chicago, have ciggie lighters with their name and CBS on them!... Lucille Johnson, Chi show girl who appeared in "Red, Hot & Blue" and is now singing at the Paradise, has been signed by Warners—another Jeanette MacDonald... Sylvia Froos opens at the State Thursday... Benny Davis' trip to Bermuda was to write a story for submission to Jack Cohn of Columbia pictures, called "Star Dust Revue"... Gertrude Berg will have her children visit her in Hollywood this summer—that's why she purchased a house with a swimming pool in Beverly Hills.

● ● ● Craig Lawrence, commercial manager of KSO and KRNT, Des Moines, issued a memo to staff members that he's written to four amusement enterprises in the city, asking that the issuance of passes to station employees be discontinued and that the latter not feel obligated, since he expected all these people to spend money with the station and for the staff to support potential time-buyers... WHIO, Dayton, Ohio, is the latest to fall in the hands of candid camera fiends. Visitors to the studio break into shows on the air and demand performers and announcers to please pose in the light... Ben Moss was reading a commercial when exactly seven broke in on him.

● ● ● "Just Like Home" was auditioned by BBD&O and will become a test script... Music boys are throwing a party for Buddy Clark at the Tavern tomorrow night... Lum and Abner are talking pictures on the coast... Hildegard, Lou Holtz and Ruth Terry have been signed for the musical planned by Jack Curtis and Herman Shumlim... Bill Melia has a new set of molars—made to order!

SAN FRANCISCO

CBS here put KSFO announcer Bob Dumm in a United Air Lines Mainliner with a special mobile radio unit Friday afternoon to broadcast arrival of the Pacific Fleet steaming through Golden Gate. Besides holding a two-way conversation with Fred Waring in Hollywood, Hobart Bosworth compared S. F. 40 years ago with today. Local radio editors were along.

Bill Pabst, KFRC Don Lee-Mutual exec., still experimenting with his new program, "Contrasts". Once a musical show, Sunday eve he changed it into a variety piece.

Henry Maas, NBC sales traffic manager, was in Hollywood the past week.

Hal Bock and his wife (he's Hollywood NBC press chief) returned south after a week's visit here.

Larry Allen, manager of NBC's Artists Service, limping around after stepping on a nail that almost went through his foot.

Five harmonica players arrived at NBC here by air last week from NBC's artist bureau in New York. They will be led by Johnny O'Brien, harmonica wizard, who's being groomed for a transcontinental.

BOSTON

JOHN SHEPARD 3rd, president of Yankee network, was a Washington visitor late last week.

A. H. "Doc" Morton, head of NBC's managed and operated stations, visited the Boston and Springfield offices.

Harold Fellows, general manager of WEEI, returned last week from a trip to New York.

Felix Ferdinando and his orchestra opened Friday at the Totem Pole ballroom for a stay. Irene Janis is vocalist.

Roger Wheeler, WEEI continuity writer, expects to have his new play, "Cheerful Liar," produced in London in the near future.

Lewis S. Whitcomb, WEEI publicity manager, recuperating from a heart attack last week.

On rainy days when there are no baseball games, WAAB will air several races from Suffolk Downs, with Nelson Churchill at the mike.

"Morning Carnival," conducted each week-day on WAAB by Ruth Moss, celebrates its first anniversary June 3. At this time Ruth will interview Mrs. Ruscoe Clark, well known BBC commentator from London.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

West Virginia Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

West Virginia Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. T. Griffin, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS, unlimited.

HEARINGS SCHEDULED

June 1: General Electric Co., Belmont, Cal. CP for new high frequency station. 9530, 15330 kc., 20 Kw., unlimited.

June 3: WATR, Waterbury, Conn. CP for change in frequency and power to 1290 kc., 250 watts, unlimited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 100 watts, 250 watts LS, unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 100 watts, 250 watts LS, 1210 kc., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts LS, unlimited.

Clarence A. Berger & Saul S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

June 4: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS, unlimited.

Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION

Chas. Porter & Ed. T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime, be granted.

Vass Family Signed by Bernie

The Unique Singing Vass Family have been signed to appear on the Ben Bernie show for 13 weeks. Deal was set by the Herman Bernie office.

KDKA Program for NBC-Blue

Pittsburgh—Another KDKA program, Strollers Matinee, goes on NBC-Blue network starting tomorrow at 12:30-1 p.m.

GUEST-ING

ERIN O'BRIEN MOORE and FRANKIE THOMAS, in "The Breaking Point", specially written by Agnes Ridgeway, on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

CHARLIE RUGGLES, NATALIE BODANYA and McCLELLAND BARCLAY, on Bing Crosby show, June 3 (NBC-Red, 10 p.m.).

BILLIE BAILEY, on Fred Allen program, June 2 (NBC-Red, 9 p.m.).

JOSEPH KNITZER, Violinist, on "Everybody's Music," June 6 (CBS, 3 p.m.).

WALTER O'KEEFE, return date on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

JACKIE HELLER, on Broadway Melody Hour, tomorrow (WHN-WOR, 8 p.m.).

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

DEE COLLINS started coastward Friday... She'll collect her young son and daughter in Oklahoma City, then continue west... Gretta's Palmer's wedding reception Friday afternoon was an intimate and dignified affair, attended by a limited few... Buda Baker will not be heard on the WNEW Vivian Shirley program as scheduled... Buda's going to be out of town at that time and can't make it... Marian Sayers, flicker-singer, in town, having deserted the pix pro tem... She's casting interested glances airward... That warbling gal, Doris Kerr, carries a vicarious torch when she introduces Will Hudson's latest lament, "You're My Desire," next Friday at 5:30 over CBS... Delmar Edmondson, "Heinz Magazine of Air" ed., almost missed his cues 'other day when the "Hour of Charm"-ers guested on that program... He had to keep running back and forth between the 22nd floor studio and the 21st where the gals were... Doing a "cherchez la femme" multiplied by 30...

▼ ▼

WJR's femme commercial editor, Ruth Franklin Crane, wearing new laurels these days, on account of she was named director in the Women's Advertising Club of Detroit... Virginia Wallace, KCKN, Kansas City's gal commentator, whose "Women in the News" features news highlights and sartorial sidelights, rates particularly pretty poses on account of she started as private sec to the proprietor of a chain of hosiery shops... Jeanine Macy, once of WLW, returns to the airwaves via WHN in an offering titled "Macy and Her Men," the men being a male octet...

▼ ▼

Frank Sullivan's contention of tomorrow on the "Heinz Magazine of the Air" will be that the distaff side has the most grey matter... Just enough to agree with the observation?... Betty Reller of "Betty & Bob" fame began her dramatic career in London as leading lady of a Royal Academy of Dramatic Art production... with George Bernard Shaw, Gertrude Lawrence and Charles Laughton in the audience... Jessica Dragonette's saving "Music Box" tickets for Clara Dawes, niece of the former Vice-President, on account of Clara called her from Oshkosh and asked for them...



"FORWARD AMERICA"

Postal Telegraph
WINS—N. Y. State Broadcasting System, Fridays, 6:45-7 p.m.
DRAMATIZED SKIT COMPARING PAST WITH MODERN PRESENT.

In this third unit of the three-part Postal Telegraph series, a skit is presented showing the slowness of communication many years ago compared to the speed of today, and the respective effects on the lives of individuals. Script is by Ed Cleland, and a group of competent players enact the roles involved. Program also has a bit of music.

"CASSANDRA"

Sylmar Olives
KNX-CBS Pacific network, Tuesdays, 5-5:30 p.m. PST
Pacific Market Builders, Agency
EARLY CALIFORNIA DRAMATIC SERIAL IN NEW FORM WITH ORCHESTRA AND CHORUS.

This program, formerly 15 minutes, three times a week over Don Lee California stations, now is weekly half hour, over the complete CBS coast net. The new form gives more time for development of dramatic episodes and for the use of music which this week was cleverly worked into the plot with the scene laid in an early day Fiesta.

The new series starts with the adventures of an early California family living under the shadow of fear of the bandit Juan Murieta, who pops

into the story just as the Fiesta is getting under way, and the betrothal of the heroine is about to be announced.

Leads are played by Gale Gordon and Thelma Hubbard, with a cast of more than half a dozen supporting.

Johnny Murray is producing; Truc Boardman, writing. Wilbur Hatch directs KNX orchestra.

"Vallee Varieties"

Rudy Vallee, on NBC-Red last Thursday night, got a little corny on "Ain't Gonna Rain No More" arrangement, the idea being no newcomer. Sketch with Anna May Wong was so-so, but toward the close, hour picked up to some extent with Joe Laurie, Jr., who offered some Hollywood gossip in his usual deft delivery. Seems as though he might be due for another series of his own. He could handle it easy enough.

Emery Deutsch

Rather early time for Emery Deutsch, whose sustainings usually have been heard at a much later hour. Broadcast from the Rainbow Room, NBC-Red network Saturday 10:30-11 p.m., found the maestro as tuneful as ever and with an innovation in lack of clattering announcements on songs. Playing choruses only, Deutsch did about 22 in the half-hour period and utilized violin interludes and modulations in novel fashion.

NBC Engineers Discuss Problems of Television

(Continued from Page 1)
both sound and video pickup and transmission and the studio for motion picture scanning.

Clarence W. Farrier, NBC television coordinator, also discussed the present status of visual broadcasting before the Advertising and Marketing Forum of the Advertising Club of New York on Friday. He said the total area of the U. S. probably will never be covered completely by television service. Studies are being continued with the 75 receiving sets installed in the homes of RCA engineers and executives in the metropolitan area.

At the Society of Motion Picture Engineers convention in Hollywood last Friday, Ralph R. Beal, supervisor of research for RCA, also delivered a paper on television, stating that the new art would borrow from movie technique at first, but later would develop an art form of its own, and that both movies and television would benefit from the new developments.

Walter O'Keefe's Column

Walter O'Keefe's humorous column in the World-Telegram starts today.

Columbia Reorganizes Events and Talks Dep't

(Continued from Page 1)
pros and cons of Roosevelt's Supreme Court plan.

Under the new set-up special attention will be paid to South American good-will via short wave and direct contact. Alberto Zalamea who broadcasts the news reports daily over W2XE, in Spanish, is a member of this department.

John Fitzgerald, who has been serving as assistant to White, will be in charge of sports and special events divisions. Jimmy Dolan, sports announcer, will also be assigned to the department. Bob Trout will continue as commentator and general assignment announcer as in the past. Charles Pooler continues with the special events department.

White and Trout are now in Paris and are expected back in New York June 10 aboard the Manhattan.

MRS. MARTIN JOHNSON

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

**ORCHESTRAS
MUSIC**

BILLY SWANSON, Boston society Bork leader, debuts in New York at Hotel Edison Green Room with a CBS airing twice weekly.

Carl "Deacon" Moore and his band have taken over the Beverly Hills Club, Newport, Ky. Spot will have a WLW wire.

Mr. and Mrs. Jesse Crawford make their debut as maestri on June 10 when they open at the Congress Hotel, Chicago, with a new novelty orchestra. Band, in addition to several unique instrumental features, will utilize a twin Hammond electric organ. Booking done by Consolidated Radio Artists. Band will have an NBC wire. Charles Carlisle, vocalist, will headline the show.

Carl Ravell has been signed to do a series of recordings for Brunswick, the first batch to be plattered June 4. Ditties are "Gone With The Wind", "So Rare", "Love Is Like A Merry-Go-Round", and "When Two Love Each Other".

Maestro Glenn Miller and the boys will play one date at the Playland Casino, Rye, June 6.

Ed Kirkeby of Consolidated Radio Artists has set Ferde Grofe as guest conductor with the Philadelphia Symphony Orchestra concert at Robin Hood Dell, June 22.

M. Gale of Gale Inc. has moved from the RKO Building to 48 West 48th Street.

Batoneer Dick Fidler is planning a series of one-nighters including Akron, Erie, Vermilion, Wickliffe, Buffalo, Niagara Falls, Uhrichsville, Bascom, Morgantown, Franklin, Pa., and Conneaut Lake.

Enoch Light and his band, recently aired via WOR, are organizing a baseball team. Enoch was a star pitcher in his college days.

Andy Jacobson and orchestra open their third season at the Lobster Claw on the South Shore in Cohasset, Mass. Andy has signed Gil Phelan as vocalist with the band.

★ ★ ★ ★ ★ ★ ★ ★

**RAY
MIDDLETON**

Now Appearing

NEW CHASE AND SANBORN SERIES

★ UNDER CONTRACT ★

TO

★ PARAMOUNT PICTURES ★

Management

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★ ★



JAMES BLOODWORTH, with KHJ continuity staff for the past year, takes the head of the department in the place left vacant when Carroll O'Meara resigned to go with J. Walter Thompson agency as writer.

"The Golden Lady", which was dramatized and drew a crowd that filled the Hollywood Bowl last year, has been adapted for radio by Warren Stokes, who presented it Sunday on KEHE, with Jack Mulhall playing the lead.

General Paint (Walters Advertising Agency) preparing to renew Colorscope disk series for a second 13 weeks, starting in the fall. KUMA, Yuma, added to list of stations running present series of 13 15-minute disks.

Leon Rosebrooks, California chain's musical director, starting a new series of weekly programs in which he will audition to find new talent, present three to four new voices weekly, with further program use of those who show talent.

"Louisiana Hayride", Federal Theater of the Air program which has been running Wednesday nights on KHJ and Don Lee net, has gone Mutual coast-to-coast, and changed to a Saturday night spot. Program uses a dramatic cast, with music by Negro chorus of 25 voices.

Don Lee net auditioning for a feminine voice to read the commercials in "House Undivided" strip program. John Conte will continue to announce, but plugs will be the special job of the successful candidate.

Kelly Anthony, assistant manager of KFI-KECA, off for Europe to visit Broadcasting House and study novel German police broadcasting system.

Decca Records just finished disk-ing nine sides by Trio Mexico, and preparing to wax Augie Goupil and his Royal Tahitians for six sides; Dick Powell in hits from his picture, "Singing Marine", for four to six numbers. Recordings Inc., doing the waxing.

Glen Gray and his Casa Loma orchestra moved into Southern California, packed dancers in at the Palomar, and sent music out over the airplanes of both KNX and KEHE. Night before opening, the bandsman and his agents tossed a cocktail party for press and guests, got reams of publicity and broke Palomar attendance records first night.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

June 1
Greetings from Radio Daily
to
Hugo Mariani
Ray Heatherton

★ Coast-to-Coast ★

ANNOUNCERS Dave Meyer and John Corrigan of WCBS, Springfield, Ill., did a unique broadcast in commemoration of National Aviation Week. With mikes placed at points of interest in every section of the Springfield Municipal Airport, they described the maneuvers of some 50 planes of all types and sizes. After the activities, the WCBS staff was treated to a flight in the famous Lockheed Electra Liner.

Special Events department of KFEQ, St. Joseph, Mo., received many favorable comments on last week's airing of Postmaster General Farley's speech from the Robidoux Hotel in that city. Farley spoke for 45 minutes.

Bill Bivens, formerly of WJSV, Washington, is now on the announcing staff of WBT, Charlotte.

Uncle Don, on his WOR program Saturday at 6 p.m., had Jerry Schwartz and Betty Hochreiner, who read their winning essays on better American citizenship.

Charley Rowe, announcer at WCAE, Pittsburgh, recently became the father of a girl.

A. J. Cutting is the new advertising manager of Tivoli Brewing Co., Detroit. H. E. Hougen, whom he succeeded, goes to Tivoli's agency, MacManus, John & Adams, as account exec.

Ross Wallace, WHO (Des Moines) sales rep., has been telling the usual fish stories since returning from an Ontario vacation.

WSYR, Syracuse, dedicated its new Aeolian studio organ last week, with Frances Kimball at the console.

A one-hour broadcast of the Door County Cherry Blossom Festival was aired Saturday by WTAQ, Green Bay.

Craig Lawrence of KSO, Des Moines, F. C. Eighmey of KGLO, Mason City, and J. O. Maland of Central Broadcasting Co., Des Moines, constitute a committee which will discuss football season schedules with Dr. C. M. Updegraff of Iowa State University. The committee was named at the recent Iowa Ass'n of Broadcasters convention, when Luther L. Hill of KSO and KRNT was elected president, while Earl N. Peak of KFJB, Marshalltown, was re-elected secretary-treasurer.

Lee Kirby, announcer, who conducts the Gulf Spray Question Box at WBT, Charlotte, has a fitting gag-line: "Let's spray that we don't have any insects."

Plans of Commander Donald B. MacMillan's 16th Arctic expedition

will be aired over NBC-Blue at 3:45-4 p.m., June 19.

WICC, Bridgeport, notes: Herbert Anderson's Chapel Echoes period being taken over during June by a former guest of the program, John Scott and the Rev. William Hains of Stamford....Bob Maguire becomes a benedict soon....Jane Westerman, formerly of WICC, also is a prospective bride....Harry Dority first of station staff to take vacation.

KCKN, Kansas City, Kas., arranged National Poetry Week airings from over 30 grade schools, all high schools and the Junior College.

George Griffin, NBC baritone, goes to Austin, Tex. next November to be featured soloist at a local celebration. George is a native of the Lone Star state. He will fly southward for the appearance.

On Sunday evening, WHO Playhouse, Des Moines, presented its 21st drama, and at the same time changed its policy of half-hour dramatic shows complete in one episode. Part one of a four-part serial written by Fran Steele, who appeared as an actor on this program some weeks ago, together with a prize contest in which Playhouse listeners will have the opportunity to win cash prizes, will be broadcast.

Jean Sablon, NBC's French troubadour, is being screen-tested by Paramount Pictures. Sablon is heard twice weekly over NBC networks.

Larry Lawrence, editor of The Milwaukee Journal's Green Sheet, formerly heard during the morning "Revolving Stage" broadcast over WTMJ, Milwaukee, has expanded his daily air column to a 15-minute program at 9:15 p.m. thrice weekly.

Clark Alexander has been added to the announcer's staff of WWL, New Orleans.

Si Steinhauser, radio editor of the Pittsburgh Press, celebrates his 20th wedding anniversary June 18.

Raymond Keene of Keene Advertising Agency, Denver, was a recent visitor at KDYL, Salt Lake City. Big news in radio for Denver area, Keene reported, is enquiring reporter broadcasts. Keene made arrangements for Salt Lake sponsorship of similar idea on KDYL.

RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.



OLGA SAMAROFF STOKOWSKI, who is in town lecturing, has revealed plans for putting her layman's course in musical appreciation on the air next winter.

Irene Bordoni, Ted Healy and Mark Fisher's orchestra opened the Coconut Grove here on Friday. They have a WBBM-CBS wire.

Raymond Johnson, headliner of "Today's Children" and "Guiding Light," will address the graduating class of the Kenosha High School (his alma mater) on June 10.

Ray McDermott of NBC sales on combined business and pleasure trip over week-end to Denver.

Richard Marvin, radio chief at J. Walter Thompson, departs today for Dallas to look after several of the agency's shows in the southwest.

Clayton Richatto is new songster on WJJD Mid-Morning Jamboree.

Albert R. Goodwin of WBBM publicity staff has resigned to join the Tom Fizdale publicity crew.

Eric Sagerquist will be ork leader for Campana's First Nighter when it moves back here Friday.

G. E. McDermott and Oliver P. Morton of NBC sales force fishing at former's Diamond T. Ranch at Steamboat Springs, Colo. Stopped off in Denver to visit A. E. Nelson, KOA manager.

Lady Esther Serenades emanating from WTAM, Cleveland, until June 8, while Wayne King appears at Billy Rose's Aquacade, and on June 15-16 from WWJ, Detroit, while he plays at park.

Stuart Dawson, free lance announcer, has shifted to WBBM as production man.

Morrison Wood handling production of "Painted Dreams" on Mutual since Ed Smith has left WGN for Minneapolis.

Eddie Simmons, WAAF program manager, vacationing with family at Winchester, Ind.

John Pierre Roche of Roche, Williams & Cunyngnam at South Bend on Studebaker business.

Al Trace to follow Keith Beecher at College Inn for the summer. Heat Waves also to be featured there.

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 McCOY

AND HIS
"SUGAR BLUES"
ORCHESTRA

PEABODY HOTEL, MEMPHIS
Decca Records—Vitaphone Shorts