



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 80

NEW YORK, N. Y., WEDNESDAY, JUNE 2, 1937

FIVE CENTS

NBC Social Security Step

NBC FRISCO EMPLOYEES FORM PROTECTIVE ASS'N

San Francisco — NBC employees here have formed their own protective association, following at last the cue of the technicians who have been organized two years with benefits. It is the first to be formed in the city.

Called the Associated Radio Employees, it is open to all NBC workers except technicians.

Officers are John Ribbe (producer), chairman; Anita Bolton (agriculture dep't), vice-chairman; Dorothy Brown (program dep't), secretary;

(Continued on Page 4)

New Production Firm Makes Debut on Coast

Los Angeles—Blount-Laemmle Radio Productions, Inc., bows into the radio field today, with quarters occupying the whole 14th floor and penthouses at 3636 Wilshire Blvd., and with a program which will include producing shows for stations, networks and disks.

Betty Lou Blount, with four books and some 14 screen and stage plays to her credit, and former assistant on productions for Oscar Hammerstein, heads the new outfit with Mrs. Joseph Laemmle, sister-in-law of the former motion picture magnate.

Theodore Barrett, manager of the

(Continued on Page 4)

WRUF May Be Leased To Private Interests

Gainesville, Fla.—Lease of WRUF at University of Florida to private interests is being considered by the Florida General Assembly. Advertising of liquor would be barred under the terms of the proposed lease.

Payne Not Candidate

Washington Bur., RADIO DAILY
Washington — Stating definitely that he is more interested in his work with the FCC at present, Commissioner George Henry Payne, in a RADIO DAILY interview yesterday, declared he is in no sense a candidate for Mayor of New York. Payne's assertion followed published reports he had been suggested as Republican nominee.

Cin. Post Plugs Radio

Cincinnati—A campaign promoting the Cincinnati Post radio page and its editor, Paul Kennedy, has been launched, employing truck signs, office ads, car cards and a series of appearances by Kennedy over the local stations.

Campaign is significant in that two years ago all three of the city's papers had a no-radio agreement, banning even program listings. The Post, a Scripps-Howard paper, opened up preparatory to the purchase of WCPO.

HEARST-TRANSAMERICAN IN "EXPLORATORY" TALK

Emile Gough, vice-president of Hearst Radio Inc., yesterday scotched reports that Transamerican was to take over the national station representation business of Hearst Radio. Gough said that he had talked with John Clark, president of Transamerican, over the possibility of Transamerican being able to add revenue to Hearst Radio coffers, but nothing

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New Orleans Has Hopes Of Being a Radio Center

New Orleans—That this city may become a radio center and a point of origin for programs intended to cover the south and the west coast is regarded as possible along radio row here. The reports are probably the outgrowth of two incipient happen-

(Continued on Page 5)

Showdown Expected Tomorrow On Songwriters' ET Demands

Music publishers and song writers will make a final effort at settling the electrical transcription fee controversy tomorrow when their respective committees will meet again. Yesterday's session resulted in a more stormy conference in which some publishers threatened not to take any more songs after June 1.

Majority of music men committee, however, went so far as to offer the writers a flat 40 per cent of the ET

Sustaining Artists Are Being Classified While Network Awaits Ruling—Memo to Sponsors and Agencies

WEEK OF CELEBRATION IS UNDER WAY AT WHB

Kansas City—Seven-day celebration of WHB's fifteenth anniversary got under way Sunday with gala doings here and nationwide interest injected via Mutual network, with which WHB is affiliated. Don Davis, president of WHB Broadcasting Co., and John Schilling, station manager, arranged the entire week's program, which winds up Saturday with a big anniversary party in the Arena of the new \$6,000,000 Municipal Auditorium seating 15,000.

Special programs and community events will be aired throughout the week. Releasing of "birthday balloons" from the roof of the penthouse studios will be a daily feature. Dick Smith, announcer, will describe the proceedings in a 5-minute broadcast each noon.

E. J. Sweeney, founder of the old

(Continued on Page 4)

W. J. Williamson Joining WKRC as Sales Manager

Chicago—W. J. Williamson, western sales manager of Radio Sales, Inc., joins WKRC, the CBS station in Cincinnati, on June 7 as sales manager. He succeeds S. R. Bateman, resigned.

While NBC attorneys are collaborating with George Link Jr., counsel for American Ass'n of Advertising Agencies, in an effort to obtain rulings on social security payments, the network is classifying its sustaining artists as employees or as independent contractors, according to its best lights, says a letter sent yesterday by NBC to sponsors and agencies. The letter continues:

"As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of

(Continued on Page 4)

RADIO TALENT MAKES UP THEATER'S ENTIRE BILL

Indianapolis—The bill of the Lyric Theater for the week of June 18 will be made up entirely of regularly heard WLW broadcasters, with a unit of native born Hoosiers as a nucleus. Manager Ted Nicholas at the Lyric and WLW officials are busy arranging details of the general exodus to Indiana. Broadcasts

(Continued on Page 5)

Stix Made Vice-Prexy In Henry Souvaine Firm

Thomas L. Stix has joined the radio producing firm of Henry Souvaine, Inc., as vice-president. Since the first of the year, Stix has been associated with Souvaine in producing the Pontiac "Varsity Show." He has been active in radio production since 1931 and was formerly president of the Book League of America.

Probe Bill Delayed

Washington Bur., RADIO DAILY
Washington—The Connery Resolution for an industry-wide radio probe, and which would have included a "lid-lifting" program regarding the FCC, has been mysteriously delayed in committee. All attempts to learn the status of the pending measure in so far as the Rules Committee is concerned have been fruitless.

and motion picture synchronization license fees, also a 10-year contract, with the proviso that the Song Writers' Protective Association eliminate Section IX of their by-laws.

Music publishers added to their committee, with Sam Fox, Saul Bornstein and E. B. Marks joining. Some of the publishers have already been paying their writers one-third of the ET proceeds. A few writers received 50 per cent.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, June 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	164 1/4	164 1/2	— 1/2
Crosley Radio				— 1 3/8
Gen. Electric	52 1/2	51 1/4	51 3/4	— 1 3/8
North American	26 1/4	25 3/8	26 1/4	— 1/8
RCA Common	8 3/4	8 5/8	8 3/4	— 1/8
RCA First Pfd.	68 3/4	68 1/4	68 3/4	— 1/4
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 1/8	17 3/4	18	— 3/8
Zenith Radio	33	32 3/4	32 7/8	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic				
Nat. Union Radio	2	2	2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	53	54 3/4
CBS B	52 1/4	54
Stromberg Carlson	13 3/4	14 3/4

Joe Penner Renewed

R. B. Davis Co. (Cocomalt) has renewed its Sunday night program for 39 weeks over CBS effective next September. The program will remain as is, with Joe Penner heading a cast consisting of Gene Austin, Joy Hodges and Jimmie Grier's orchestra. Sponsors have not yet decided on a summer show to replace Penner, who is scheduled to leave the air following the broadcast of June 27. Ruthrauff & Ryan is the agency.

Bob Burns Married

Los Angeles—Bob Burns and his secretary, Harriet M. Foster, were married here Monday.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME 3-1270 New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. (One day late this week due to Holiday).

Selection	Publisher	Times Played
Where Are You (Leo Feist, Inc.)		33
September in the Rain (Remick Music Co.)		30
Never in a Million Years (Robbins Music Corp.)		28
There's a Lull in My Life (Robbins Music Corp.)		28
They Can't Take That Away From Me (Chappell & Co.)		27
Love Bug Will Bite You (Santly Bros.-Joy Co., Inc.)		25
Let's Call the Whole Thing Off (Chappell & Co.)		22
It Looks Like Rain (Joe Morris Music Co.)		22
On a Little Dream Ranch (Shapiro-Bernstein, Inc.)		21
Carelessly (Irving Berlin, Inc.)		19
Sweet Leilani (Select Music Co.)		19
Where Or When (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		17
Turn Off the Moon (Popular Melodies)		16
Blue Hawaii (Famous Music Corp.)		16
The You and Me That Used to Be (Irving Berlin, Inc.)		15
Boo Hoo (Shapiro-Bernstein, Inc.)		13
Wake Up and Live (Robbins Music Corp.)		13
Toodle Oo (Shapiro-Bernstein, Inc.)		13
Sweet Is the Word for You (Famous Music Corp.)		12
You're Precious to Me (E. B. Marks Music Co.)		11
Swing High, Swing Low (Famous Music Corp.)		11
I'm Hatin' That Waitin' Around (Harms, Inc.)		11
Was It Rain (Santly Bros.-Joy, Inc.)		11
Too Marvelous for Words (Harms, Inc.)		10
Little Old Lady (Chappell & Co.)		10
It's Swell of You (Robbins Music Corp.)		10

Sam Hayes in New Spot Over CBS on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Sam Hayes, pioneer newscaster on the coast, and for some six years known as the Richfield Reporter, with nightly news reports on the coast net, wanted more money and was released a month ago, being replaced by two local announcers. Now he comes back on the air June 6, on CBS, at the same time used by the Richfield Reporters on NBC. Under the new deal, he will be sponsored by the Bank of America, with a 26-week contract.

Fred Yeates, who has written Sam Hayes news for Richfield from the start of the program, and who remained on when Hayes finished, this week resigned from Richfield, to go with the new Hayes broadcast. Wayne Miller, publicity director of KHJ and Don Lee net, resigned at the weekend to succeed Yeates on the Richfield job, and Seymour Peiser takes the publicity office with Don Lee.

Lohr Coast-Bound

Lenox R. Lohr, NBC president, left for the coast last night and is expected to remain there for about two weeks. First stop is Hollywood, where he will probably endeavor to speed up construction of new studios.

Lud Gluskin Re-Signed

Lud Gluskin has been re-signed as musical director for an additional 13 weeks on the Campbell Soup program, heard Wednesdays from 8:30-9 p.m. over the CBS network. Program features Ken Murray.

Sign Claudette Colbert For Series Next Fall

International Silver (1847 Rogers), through its new advertising agents, Young & Rubicam Inc., has signed Claudette Colbert for a series of guest appearances on a half-hour dramatic show which will emanate from Hollywood this fall. Program will have a CBS evening spot.

Renew Rippling Rhythm

John H. Woodbury Inc. has renewed Rippling Rhythm Revue featuring Shep Fields, Frank Parker and Bob Hope, for 13 more weeks, effective July 11. Program is heard Sunday evenings over an NBC-Blue network. Lennen & Mitchell has the account.

There is some doubt as to how long Frank Parker will remain on the show. Parker has been set for the Wednesday night Chesterfield spot over CBS, with no starting date divulged yet. It is rumored that the Chesterfield and the Rippling Rhythm programs are scheduled for a switch to the coast this summer. Bob Hope, Shep Fields, Lily Pons and Andre Kostelanetz all are scheduled for picture work.

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.

COMING and GOING

GLADYS SWARTHOUT and FRANK CHAPMAN sail today aboard the Normandie for France.

SHEILA GRAHAM, Hollywood columnist and aircaster, is another passenger aboard the outgoing Normandie today.

CHARLES ADLER and GEORGE KELLY, members of the Yacht Club Boys, arrived in New York yesterday.

TEX RITTER, hillbilly air star and picture cowboy, leaves Hollywood on June 18 for a personal appearance tour handled by the William Morris office.

MARION CLAIRE, opera singer, leaves Hollywood shortly for Europe to appear on the concert stages of France and Austria.

BERTHOLD NEUER, vice president of Knabe Pianos, leaves for Europe aboard the Normandie today.

DONALD FLAMM and HARRY HERSHFELD returned from their Bermuda cruise yesterday.

A. B. SCHILLIN, head of the Schillin Advertising Agency returned yesterday from Virginia Beach with MRS. SCHILLIN.

WILLIAM CARD, assistant NBC sustaining chief, back at his desk after Utah vacation.

ANNA LINDSEY, NBC news and special events staff, sailed for Europe last Saturday aboard the Britannic.

DON SEARLE, manager of WIBW, Topeka, is a New York visitor.

AIMEE VERRILL, mother of Virginia Verrill, left last night by plane for Hollywood, where she will rejoin her daughter.

EDWARD ROECKER planned to Harrisburg, Pa., yesterday where he was the guest of Gov. Earle.

VANCE BABB, manager of NBC press department, and JESSE BUTCHER left on Monday for a tour of NBC stations and calls upon radio editors in Buffalo, Cleveland, Columbus and Detroit, to be gone about a week.

JOHN H. HARTLEY of NBC special events and DAN RUSSELL, announcer, are now in Bermuda preparing the equipment aboard the Bermuda Clipper for the flight to Port Washington this Saturday. Flight will be aired over NBC.

MRS. MARTIN JOHNSON, returning to New York today from Atlantic City, leaves tonight for Utica and Binghamton, and will be back in town Saturday for a radio booking. She flies to Los Angeles next Monday, returning about June 12 and sailing June 16 on the Normandie en route to Africa.

JERRY BELCHER will be in Detroit for his next Sunday "Our Neighbors" program over the NBC-Blue network.

CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday from Los Angeles.

Films Get Radio Author

W. M. Musselman, author of "Dick Tracy," "News of Youth" and other radio shows, has been signed to do scenarios for 20th Century-Fox.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

RADIO NEWS FEATURES THAT ARE MAKING MONEY

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN**—*plus* news features that **DO A SELLING JOB**.

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY**—that **ENTERTAIN**—that **DO A SELLING JOB**.

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION

HEROES OF THE WEEK

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

THE NEWS OF THE WEEK

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

YOUR BASEBALL REVIEW

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

THE WORLD OF SCIENCE

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

TWENTY YEARS AGO

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

THE FOREIGN NEWS REVIEW

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

BAFFLING CRIMES OF THE WEEK

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

(Available in foreign languages.)

Write or Wire

VAN CRONKHITE ASSOCIATES, INC.

360 North Michigan Ave.

Chicago

State 6088-6040

' ' R A D I O ' S O N L Y N E W S C O U N S E L L O R S ' '

NBC SEEKS TO CLARIFY SOCIAL SECURITY ISSUE

(Continued from Page 1)

the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employee of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

"1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our stage conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent. Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employees of the particular sponsor or advertising agency.

"2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a 'complete package', i.e., where we are paid to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as between NBC, the advertising agency and the sponsor, NBC is the employer, if anyone of them is.

"3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us."

NBC Frisco Employees Form Protective Ass'n

(Continued from Page 1)

James Lyman (auditing dept), treasurer.

Board of mediators in all collective bargaining: Louise Landis, (press), Don Thompson, (program), Glenn Tycer, (sales), Lucille McAdoo, (advertising), and Archie Presby, announcer.

Group plans to remain independent of AFL and CIO.



• • • The report that Milton Berle had been snatched from RKO by Warner Brothers is erroneous and is to be discounted as just so much blah!...The one signed by Warners was Irv Brecker, Berle's gag-man, who was signed under Mervyn Le Roy's banner and starts in October to be lifted to a producership shortly thereafter...Carl Ravell's CBS wire was yanked from the Lexington with no one knowing the exact cause... Carl Glick, a Radio Events' author, who is considered an authority on Chinese life in Uncle Sam's country, has had another mystery novel published, "The Sitting Buddha"...Johnny Green's vocalist, Jimmy Blair, was known to New Yorkers as Buddy Blaisedall when he was a sustainer... Mr. and Mrs. Jesse Crawford open at the Congress in Chi next week with their orchestra... Ben Bernie remains east until Nov. 1... Jimmy McConnell, manager of KDKA, Pittsburgh, Artist Bureau, booked the Kadians 275 miles away from Pittsburgh—the most remote engagement filled by local talent.

• • • Havoc broke loose in the studios of KUOA, Siloam Springs, Ark., the other day when, four minutes before a news broadcast, the aircaster went to the room housing the UP teletypes and discovered the door locked and the key misplaced... There was no other way to gain admittance to room... However, an engineer remembered a trap-door long discarded and climbed into the printing room... The new wrinkle in presenting one of the oldest sports in the world was used by WLBC, Muncie, Ind., in building up the broadcast of the light-heavy championship bout of the World... The station aired the weighing-in ceremonies... Jake Higgins, special events announcer, interviewed the champ, contender, mayor, state athletic commissioner and others, aiding the attendance at the gate... Lou Huston, KFOX, Long Beach, Cal., script writer who creates the madcap adventures of Hal Nichols and School Kids, has written more than a thousand chapters of this popular program, which ranks with the oldest continuous features in radio... Each show contains more than 2,000 words, so starting calculating the number of pencils used, typewriter ribbons, paper, and tell us the name of the conductor on the N. Y., N. H. & H. train!

• • • "Community Sings" may not next fall—but a straight comedy show sans public vocalizing will hold the time... Tommy Dorsey goes into the Pavillion Royal, July 1, for one week, thence into the Penn Roof... Pat Norman and Audree Collins were victimized by ptomaine poisoning over the week-end... Mike Nidoff has passed the crisis in his battle for life... Pat O'Shea, red-headed tenor with Bernie, will double as singer for Mickey Alpert at the Riviera. Incidentally, though the club won't open for another week, Mickey will do his first Mutual airing this week-end from there... Terri La Franconi has been recalled to do a turn on Hammerstein Music Hall—the first artist to do so in less than six months from a previous appearance. He was on six weeks ago... Joey Nash will sing on Gulf next month... Bernice Claire has been set for Chevy transcriptions... Frank Kelton will not return to the music business... Everett Stone, "Sammy" of the Rise of the Goldbergs, became the father of a nine-pound boy over the week-end... Gus Arnheim remains at the New Yorker all summer.

• • • P. D. Sanders, editor of the Southern Planter, a farm mag., was riding through western North Carolina and heard a farm program coming via WBT, Charlotte, N. C.... The show dealt with the budget feature of canning activities of housewives, conducted by Mrs. George W. McAllister. Sanders wrote in and asked if he might have a copy of the show and then permission was granted to publish the article, which reaches 275,000 subscribers...

WEEK OF CELEBRATION IS UNDER WAY AT WHB

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Sweeney Automotive and Electrical School, first owner of the pioneer station, was among the first speakers on the anniversary program. Manager John Schilling and Chief Engineer Henry E. Goldenberg today will discuss the inside story of radio 15 years ago. An old transcription, dug up by Schilling, and in which some currently prominent personalities appear, will be aired tomorrow. Saturday's auditorium show, which will hint at what television broadcasts of the future may be like, will have Sol Bobrov as conductor of the 44-piece dance band, Norvell Slater directing the WHB Modern Choir, and staff entertainers including John Wahlstedt, Lou Kemper, Les Jarvies, Jack Grogan, Zerlina Nash and others. There will also be dancing.

New Production Firm Makes Debut on Coast

(Continued from Page 1)

McClure Publishing Co. here, is secretary; Don Clark, formerly with CBS in New York, and producer of the California Hour series, is production chief. Earl Ross, the "Old Judge" on KHJ, will assist.

Betty Healy, former Mrs. Ted Healy, will head a separate unit to produce Spanish Language programs for Mexico and Latin America.

Joseph Black will be music director; Clifford McDonald, technical director; Al Kelly will be sales chief and Harry Mills and Norman Paige will handle publicity.

Company plans to produce shows in own stages, pipe them to stations and nets; also to cut own lateral waxes on premises, but to pipe programs to World for vertical recording.

Test cutting will start immediately, after which company will announce its production schedule.

Hearst-Transamerican In "Exploratory" Talk

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was decided. Whole meeting was more in the nature of an "exploratory talk," Gough added.

John Clark and Emanuel Rosenberg, executive vice-president of Transamerican, were both out of town yesterday. They attended the Indianapolis Races on Memorial Day. Clark was scheduled to be in New York today, but changed his plans due to the illness of his son at the family home, Manquin, Va. Rosenberg is expected back tomorrow.

Meakin and Byron Eastbound

San Francisco—Jack Meakin and Ward Byron of NBC's "Bug House Rhythm" depart by plane Friday, after their broadcast, for New York, to put on a "Bug House" presentation from Radio City on June 11. They will then spend a month's vacation in the east.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

June 2
Greetings from Radio Daily
to
Sid Schwartz
Bennett Grauer
Walter Tetley
Tony Gilman
Frank Arnold

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

SPURRED by the lurking imp, curiosity, we asked Helen King about contests 'n' things... Why it is that she and Elsie Rushmore, who's committed to Procter & Gamble by a yearly contract, reign jointly in that field, without fear of serious male competition... She claims contests are feminine in essence... 85 per cent of all entries are women... Over 85 per cent of all prizes are awarded to women... The more competitive sex, when it competes in the contest field, frequently masquerades under a femme moniker, borrowing it from wife or sister... The King gal says the lasses are better sports... Write fewer crank letters... Return to the fray again and again after failure or success... Also, they buy the product, sending in carton and label... The boy friend, according to Helen, is more likely to send a facsimile...

Most difficult contest to handle was the Nucoa (butter substitute) dealers' contest... She prefers the handwriting ones because they're easier to judge (she's a graphologist) and there are more entries... The same cranks write threatening, whimsical or psychopathic letters during each contest... She always provides sponsor with a list of these names, which seldom varies... 8,000,000 people enter contests annually, on which \$127,000,000 are spent, also annually... One letter in 5,000 contains a bribe, which mis-sive is duly turned over to the sponsor...

George Burns' Gracie Allen, unless the omens lie, has opened a tearoom in the building adjoining the exec offices of the Dreier Management Corp... Lucille Manners, Cities Service diva, will not concertize abroad despite the buzz-buzzing on that score... She'll play several local concert dates, according to NBC Artists Service but won't cross the Pond... "Today's Children", celebrating its fifth anniversary June 18, is in receipt of wooden gifts ranging from splinters to kegs, all addressed to Irna Phillips who authors and emotes in the perennial opus...

NEW PROGRAMS—IDEAS

Recalling Events of Past

Events of 10 and 25 years ago will be recalled in "Headlines of 1927" and "Headlines of 1912," a new series of programs to be heard over WCKY, Cincinnati, every Tuesday and Thursday night, 10-10:15 p.m., starting June 8.

The Tuesday night broadcast will tell what women were wearing in 1927, what the current fad happened to be, what the business outlook was and give other glimpses into the march of events just a decade ago. On Thursday night, the doings and sayings of a quarter century back will be reviewed.

Elmer Baughman, WCKY staff announcer, will act as narrator. Material for the broadcasts will come from newspaper files, books and the memories of the script writers.

Mythical Theater on Air

A script-music show written and produced by Ruth Sullivan of KCKN (Kansas City, Kas.) has taken the place of the Community Sing formerly sponsored by Gorman Furniture Co. The new show takes the listeners

"back stage" in Gorman's mythical "Theatre of the Air" for a peek at musical comedy rehearsal routine. Music, songs and novelties are interspersed with spicy dialogue between director, orchestra leader, singers, juvenile, ingenue, wardrobe mistress and stage hand.

The stage hand is a nut on sports, which permits inclusion of latest sport gossip. The ingenue is movie-struck, which gives the opening for a touch of movie news. The wardrobe mistress is the counsellor for the troupe, adding the "affairs of the heart" angle.

Animal Club for Kids

Animal News Club, a specially constructed children's program featuring Lou Rogers, writer and entertainer, started Saturday at 4:15 p.m. over WBAL, Baltimore.

Children's own stories about their pets, general news and true stories of the animal world, and colorful tales of the zoo and circus will highlight the programs. In addition, instruction about animals, of special interest to juveniles, will be given.

Radio Talent Makes Up Theater's Entire Bill

(Continued from Page 1)

probably will be made from the Lyric dressing rooms and relayed to WLW's regular circuit. And there will be a good bit of commuting done.

Indiana contingent of performers, according to a tentative schedule, will include Mary Paxton Young, Devore Sisters, Phil Davis, Durward Kirby, ex-WFBM announcer, and the Brown County Revelers.

Present plans call for a "basic show" which will perform at all shows, and a group of guest artists, whose presence in Cincinnati and elsewhere is demanded.

Tommy and Betty, the Virginians, Carl Freed and his Harmonica Lads, "Moon River," Helen Nugent, Ralph Nyland and "Famous Jury Trials" are among others slated to appear.

New Orleans Has Hopes Of Being a Radio Center

(Continued from Page 1)

ings which would affect radio stations, one of which revolves around the possibility that WWL is seeking to increase its power to 50,000 watts. According to radio talkers, a station with such power could cover the south successfully and if working as a point of origin on a chain, it could, due to its position in relation to the south and the west coast, materially reduce line charges. Manager Vince Callahan of WWL said he was working to make the city a radio center but that he could not confirm the other angles.

Concert Artists' Income Is Enlarged by Radio

Income of concert artists is being steadily increased by radio, according to a report issued by George Engles, managing director of NBC Artists Service, who reports that radio contributed \$206,184 of the \$1,100,000 earned by some 80 NBC concert artists the past year.

One concert singer drew \$44,350 from radio and five others had broadcasting fees running into five figures. Eighteen more than doubled their incomes by mike appearances.

Increasing demand by sponsors for talent of a concert or operatic caliber has necessitated a new NBC department, headed by Lawrence Fitzgerald. Last year 27 sponsors used concert artists, while a few years ago only two or three sponsors were interested in such talent.

Radio appearances have boosted attendance at the recitals of concert artists, Engles added.

Early Morning Auction

Early morning bargains and entertainment of unusual character is being offered in a new program over WIOD, Miami, each weekday at 7:15 a.m. It is a radio auction and instead of the announcers telling folks what bargains are offered, the listeners tell the announcers what they'll pay for the merchandise offered for sale.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

AGENCIES

BAXTER PICKERING, until recently president of the Kelsey-Pickering Co., has formed an advertising agency under his own name. Headquarters are located in Rockefeller Center. Gayle Bishop is associated with Pickering in the new agency.

MAX GOLDBERG ADVERTISING AGENCY, Denver, headed by Max Goldberg, well-known in Rocky Mountain advertising circles, has expanded, moving into larger quarters at the same location, National Bank Building, Suite 1015-1017. The agency is now fully equipped to handle every form of advertising, including radio and motion pictures.

PAUL CAFFEY has been elected vice-president of C. Tyler Kelsey & Co. Agency was formerly known as the Kelsey-Pickering Co.

J. STIRLING GETCHELL INC. has been elected to membership in the American Association of Advertising Agencies.

DELISSER, BOYD & TERHUNE INC. has changed its name to Delisser-Boyd Inc. Carl A. Ritchie has been appointed manager of the firm's Chicago office and James J. Higgins will become the Detroit representative.

BRENT F. CAHOON has joined O. S. Tyson & Co. as an executive.

CAMERON C. STEINMAN has joined the Cramer-Tobias Co. in the same capacity.

Merchandising Dep't Is Organized by WLBC

Muncie, Ind.—A merchandising department, with complete data and information available, has been organized by WLBC. Frederic W. Ayer of Boston is in charge. He formerly was with WIRE, WIBM and WPRO.

Summer business looks well set for WLBC, with all local business re-newing.

Robert Umbach, former sports announcer at WATL, and Jack Bush, newcomer to radio, are recent additions to the WLBC announcing staff.

Kostelanetz Honored

Annual accolade of Stage, national theater, screen and radio monthly, has been awarded to Andre Kostelanetz for the year's outstanding contribution to radio.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style Priced from \$65 up

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



DON PRINDLE, scripter on the Penner show, has been set as writer on "Life of the Party" which RKO will film with Penner, Parkyakarkus, Victor Moore and Helen Broderick in featured roles.

Sydney, Australia's, 2GB has bought Buck Jones disks for 39 weeks from Raymond R. Morgan Co.

Ray Paige, ork leader, is also pretty good as an amateur yachtsman, returning from the Palos Verdes with that trophy, the Aloha cup and first prize for his class.

Lou Winston, president of Radio Producers of Hollywood, is not only back at his desk after a prolonged air trip, but beaming with the story of the first family reunion in 29 years, held in Tulsa at the home of his sister. Present were nine children, all past 35. They grouped in identical pose and positions for a 1937 version family picture, the original of which was taken in 1908.

Marion Clare, featured in "Make A Wish" with Bobby Breen, signed for Bing Crosby-Bob Burns Kraft program for June 24. Also appears June 6 as Rubinoff Chevrolet guest singer.

No summer show for Cocomalt Joe Penner, who goes off June 27, to return Oct. 3, at which time old cast will return for 39 weeks. Ruthrauff & Ryan is agency.

Lud Gluskin has renewed for 13 weeks with Ken Murray show.

The Country Church of Hollywood returns to the air, via KFAC, as a regular Sunday evening remote broadcast.

Wade Lane's "Home Folks," new Mertens & Price disk series, reported sold for 52 weeks on KSO, Des Moines, Harbach Funeral Tome, and for 52 weeks on KFOR, Lincoln, Neb. Lane, known as Foster song interpreter and authority on Foster's life, doing a special release in his series, timed with the University of Pittsburgh's opening of the Steven Foster Museum on the campus.

When Forest Lawn Memorial Association starts its summer series on KNX, June 6, with the Sunday Players series, they will dedicate the program to June Brides, open the 13-week series with the dramatization of the story of Ruth and Naomi. Dan Miner is agency.

WDAS and Ledger Swap

Philadelphia — "Evening Ledger" makes a third time for space swap with a local station, deal made with WDAS giving the sheet an hour each day, paying off for the time in space. Jerry Stone handling the period for the paper, dishing out the commercial copy aimed to stimulate circulation. Ledger has similar deals with WFIL and WIP.

Station has also consummated a swap with "Radio Press," fan weekly.

ORCHESTRAS - MUSIC

MAESTRO DICK BALLOU is featuring a new drummer boy called Billy Schultz, whom he imported from Hartford and WTIC, on his CBS airings.

Chauncey Cromwell and his Commodores inaugurated an engagement at Pinehurst Inn, Buffalo, last week, and will remain there until June 15th when they open for the summer at Sagamore, Lake George, N. Y. The deal was set by CRA.

Jack Denny and his lads, now being aired via WGN and Mutual from the Drake Hotel, Chicago, have had their contract extended for another two weeks, in addition to the four originally set by CRA.

Johnny Green and his musical contingent will offer a full hour of dance music in the modern manner in place of the Fred Astaire-Charley Butterworth programs over the NBC-Red network Tuesdays at 9:30 p.m., effective June 8.

When Carl Freed organized his harmonica band—heard from WLW and over WHN in the east—he designed two bass harps which were manufactured for him. One contains every chord on the piano and the other has nothing but single bass notes.

Leo Reisman is introducing some of his own novel arrangements in his broadcasts these days, called "Symphony-Swing."

Hugo Mariani is celebrating his sixth anniversary as leader of his orchestra.

Two orchestras will play engagements at the Castle Farms, Cincinnati. Les Brown and his Duke Blue Devils will have the early summer spot from June 21 to July 4; on the 5th Clyde McCoy and his "Sugar Blues" ork open there.

Singers Want More Pay

West Coast Bureau, RADIO DAILY

Los Angeles—With several of the big names among concert singers said to be helping the move, radio singers are reported as organizing to go out after higher pay for vocalists on the air. So far, it's all very hush-hush and hasn't reached the stage of an organized office. Singers say they feel entitled to at least half as much as a violinist gets for his work on the air.

Charlotte Sangston at WOPI

Bristol, Tenn.—Charlotte Sangston, formerly of Jersey City, N. J., is now on the staff of WOPI here. Miss Sangston, is a graduate in dramatic art, with several years experience in stage work to her credit, will announce all women's programs in addition to assuming part of the secretarial work.

Ralph Kirbery, NBC Dream Singer, is being mysterious about a song which he believes will prove an excellent theme for the New York World's Fair. He won't reveal the title or the idea until he has an opportunity to audition it for Grover Whalen and other Fair executives.

The Hal McIntyre musical aggregation is off WNBC until further notice. Hal is featured on the clarinet in the new Glenn Miller Decca pressings.

Louis Prima's brother, Leon, is busy building up a band over night to fill in at his New Orleans Penthouse. Leon tooted a trumpet before Louis and was one-half of the Prima-Shakry Bonanon team which used to make music for the roadhouses.

Maestro Al Kavelin and his boys opened at the Schroeder Hotel, Milwaukee, May 29, with airing via WTMJ.

Ellis Kimball and his "Gentlemen of Swing" made their NBC debut yesterday at Topsy's Roost, Playland-at-the-Beach, Frisco, with contralto Mary Ann Harris co-warbling with Jack Buck and Doug Von.

Dol Brissette and band opened the summer season at the open-air dance spot, Bal-a-l'air on Boston-Worcester Turnpike.

Fats Waller doing one-nighters around this section.

Reggie Childs and his ork from the New Penn, Pittsburgh, are now being fed to NBC-Blue network by KDKA on Fridays and Sundays at 12:30-1 a. m. Childs is heard on KDKA locally the other nights. Art Shaw's ork from the Willows also will be fed to the net by KDKA starting June 5.

New Studios for WFTI

Atlanta—Work is to start immediately for the Atlanta Journal's new station, WFTI, in Western Union Bldg. Transmitting station already has been erected on Clifton Road near here.

WFTI is being moved here from Athens, Ga. Officials of J. K. Patrick & Co. have applied for authority to build a new 100-watt station there.

Gilman in Northwest

San Francisco — Don E. Gilman, vice-president in charge of NBC's western division, left yesterday for the northwest to visit NBC stations there and to address the Washington Federation of Women's Clubs at Wenatchee on "Publicity." He will then proceed to Hollywood, where he is due on Friday, to inspect sites for NBC's new studios.



WEDDING invitations are out for John Walsh of CBS "Betty and Bob" and Roma Ricci of St. Charles for June 12.

Merrill Fugit of "Kaltenmeyer" cast to vacation in Colorado for fortnight starting next weekend.

Ruby Abbott is the new warbler with Al Trace's band at the College Inn.

NBC Night Club, which features dancing for 50 couples among the studio guests, is switching from Thursday to Tuesday nights over NBC-Blue starting June 8. Piccadilly Hall also moves to Tuesday night immediately preceding the Night Club from 10 to 11 p.m. EDST.

WIND in cooperation with Indiana State Employment bureau has launched "The Job Market".

Don Pedro, WGN violinist, whose father was a Mexican Indian, received noticed from head man recently that unless he stopped associating with the evil magic (radio) his name and those of his ancestors would be removed from the tribal records. A couple of blankets fixed things up.

Pat Barrett, (Uncle Ezra) became an Ohio Admiral last night by order of Gov. Martin Davey. He's already a Kentucky Colonel and Texas Ranger. Program originated from WTAM.

Arthur Peterson of NBC's Guiding Light here boasts that he is one of the few third generation radio performers. Both parents and grandparents are playing on Minneapolis and St. Paul stations.

Ed Kirkeby, president of Drake hotel, has signed Benay Venuta and Radio Rogues for floor show starting June 18.

Jack Fulton, Jr., Wrigley warbler, to hospital over week-end to undergo an operation enlarging nasal passages.

Willie Winn (Will He Win?), nationally known horse race handicapper, signed by WIND for nightly opinions and comments.

De Barry and Williams agency, insurance, sponsoring 15 minutes of WMAQ's Sunday morning Sunshine Hour. Program features recordings with announcements by Fort Pearson. Thro Critchfield & Co.

George Kester, Memphis vocal coach, visiting Jack Baker, Breakfast Club tenor, his star student.

"Death Valley" on WTCN

Minneapolis—Pacific Coast Borax's NBC-Blue network dramatic feature, "Death Valley Days," starring Harry Humphrey, made its debut in the Twin Cities area on St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station WTCN last week. Initial broadcast took the form of a salute and welcome to the Twin Cities.

★ **F. C. C.** ★
ACTIVITIES

HEARINGS SCHEDULED
Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
The Journal Co., Milwaukee, Wis. CP for new station. 1570 kc., 1 KW., unlimited.
Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.
The Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.
Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.
Sept. 16: Walter H. McGenty, Rice Lake, Wis. CP for new station. 1210 kc., 250 watts, daytime.
Lillian E. Kieffer, Brooklyn, N. Y. CP for new station. 1500 kc., 100 watts, specified.
WWRL, Woodside, N. Y. Mod. of lic. 1500 kc., 100 watts, 250 watts LS., specified.
Paul J. Golhofer, Brooklyn, N. J. CP for new station. 1500 kc., 100 watts, specified.
WMBQ, Brooklyn, Ren. of license. 1500 kc., 100 watts, specified.

39 Station Data Books
Issued by Petry & Co.

Standard radio market data brochures on 36 stations and three regional networks have been put out by Edward Petry & Co. The eight-page booklets, in permanent binding, cover:

WSB, Atlanta; WFBR, Baltimore; WAAB and WNAC, Boston; WICC, Bridgeport; WEBR and WBEN, Buffalo; WCHS, Charleston, W. Va.; WGAR, Cleveland; WFAA, Dallas; WBAP, Fort Worth; KVOB, Denver; WJR, Detroit; KPRC, Houston; WFBM, Indianapolis; WDAF, Kansas City; KARK, Little Rock; KFI and KECA, Los Angeles; WHAS, Louisville; WLLH, Lowell; WTMJ, Milwaukee; WSM, Nashville; WSMB, New Orleans; WTAR, Norfolk; WFIL, Philadelphia; KGW and KEX, Portland, Ore.; WEAN, Providence; KSL, Salt Lake City; WOAI, San Antonio; KOMO and KJR, Seattle; KHQ and KGA, Spokane; WMAS, Springfield, Mass.; KVOO, Tulsa; KFH, Wichita; Yankee Network, Colonial Network and The Texas Quality Network.

New Duet for "Show Boat"

Virginia Verrill, CBS singer and currently on the coast making a film, will portray the feminine lead in the revamped "Showboat" program on NBC-Red, Thursdays, when it switches to Hollywood late this month. Miss Verrill will be heard opposite Clark Dennis, another recent addition to the cast, in duets.

Wilson Bros. Trio at KVOB

Denver — Wilson Brothers Trio (Norman, Jack and Bob), formerly of WSM, Nashville and other stations, have been signed for a series over KVOB here. They present a program of rural music.

CLYDE BARRIE
CBS
Thursday 6:15 P. M.



Jack Benny

Turning his week's siege of the flu into material for his program, Jack Benny was hilarious in the first half of his show last Sunday over the NBC-Red. Second part of the show, however, was something of a let-down. It consisted of one of those highly meller murder mysteries, to be continued next week, and promises to be as terrible as the similar type mystery which Stoopnagle and Budd recently dragged out for several painful weeks.

Cantor-Howard

Leslie Howard's third guest appearance on the Eddie Cantor program provided choice entertainment, easily holding the dialers to the CBS station despite the fact that W. C. Fields in the Chase & Sanborn hour was holding forth simultaneously on the NBC-Red. Howard is equally adept as a polished thespian and as a down-to-earth comedy dispenser, proving that dialect comedians have no monopoly on effective stooging.

Walter Hampden

Of his two guest appearances over the week-end, Walter Hampden had his best opportunity as the bishop in the radio version of "Bishop's Candlesticks" on the Joe Cook Shell Show over NBC-Red, Saturday night. His other stint was on Sunday's "Magic Key" program, where he read an

Students to Run KDAL

Duluth—Students of Duluth's Central High School will take over the entire operation of KDAL on Saturday. Ten youngsters have been chosen by the school's English department. Two are girls, who will handle the "Woman's Hour." Regular staff members will stand by to handle technical details.

The affair is proving an excellent promotion stunt, getting wide publicity.

NBC Visitors Set Record

Over the Decoration Day week-end, 10,665 persons took the NBC studio tour, a new high figure. Sunday's total of 5,136 was the top figure of the three-day period. Groups were escorted through the corridors at five-minute intervals. Decoration Day visitors last year totaled 8,990.

Extend "Story of Industry"

CBS has extended its "Story of Industry" series through the summer. The series will begin its airings under the new contract June 5 at 3:30-3:45 p.m. and will be heard weekly at the same time.

KFBI Extends News Service

Abilene, Kas. — Five-minute news periods are now being presented hourly, on the half hour, as a daily feature over KFBI.

Arthur Guiterman special Memorial Day verse. Besides having been for years one of the leading actors of the stage, thereby giving him an extensive personal audience, Hampden has exceptional talent, versatility and artistry which could well be utilized by radio.

Jesse Owens

Bowing into the "Good Time Society" of NBC-Blue on Monday night as the leader of his own orchestra, the famous track star registered well. Not only did he deliver a batch of snappy and tuneful music, but was right there on dialogue as well, although he didn't have many lines. Program, which formerly had Chick Webb's orchestra, continues with Juano Hernandez as the potentate, Edward Mathews, baritone, the Juanita Hall Choir and others.

"Magic Key of RCA"

A two-way trans-Atlantic talk between George M. Cohan, in London, and John B. Kennedy, in New York, was the chief entertaining highlight of Sunday's "Magic Key" broadcast over the NBC-Blue. Cohan chatted amiably and wound up with some singing. Walter Hampden's reading of Arthur Guiterman's "Ode to Memorial Day" with musical setting by Dr. Frank Black, dancing by Paul Draper, Yoichi Hiroaka and his classic xylophone, and Tommy Dorsey were among others on the bill.

WTCN Promotes Lansing

Minneapolis—Hal Lansing production manager of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station. Lansing, a veteran in radio, has been a member of the WTCN staff as announcer, chief of the announcing staff and recently as assistant production manager, since the station was taken over by the two Twin Cities newspapers in 1934. He was with Chicago stations for eight years' before coming to WTCN from WLS.

Donn Clayton, whom Lansing succeeds, resigned to resume teaching of corrective speech.

Robert Lambert Jr. in WIS Post

Columbia, S. C.—Robert D. Lambert Jr. is now chief control operator at WIS, the appointment becoming effective with the resignation of Rod Dorsey ("Colonel Staggerhound"). Other members of the studio engineering staff at WIS are John R. Brooks, George Waring and Charles Bell.

New WLBC Programs

Muncie, Ind.—"Travelling Man at the Hotel" and "The Daily Sports Parade" are new programs recently inaugurated and finding favor over WLBC.

GUEST-ING

BETTE DAVIS, EDWARD G. ROBINSON and HUMPHREY BOGART in "Kid Galahad," on Hollywood Hotel, June 4 (CBS, 9 p.m.).

BUNNY BERIGAN AND ORK, HELEN HAYES AND MARGARET BRILL, harpist, on "Magic Key," June 13 (NBC-Blue, 2 p.m.).

MRS. MARTIN JOHNSON, on Joe Cook's Shell Show, June 5 (NBC-Red, 9:30 p.m.), set by Clark H. Getts Inc.

IRVING KAUFMAN ("Lazy Dan"), on Maurice Hart's "Request Club" program, June 10 (WAAT, 5:30 p.m.).

BEN BERNIE, on Lanny Ross' "Show Boat," tomorrow (NBC-red, 9 p.m.).

WILLIAM PRIMROSE, violinist, on Magic Key of RCA, June 6 (NBC-Blue, 2 p.m.).

Knox Reeves Compiles Radio Ball Fan Survey

Minneapolis — A series of station coverage maps charted entirely on radio baseball fans has been compiled by Knox Reeves Advertising Inc., which handles the General Mills account.

The check was made on cumulative mail returns from each of more than 30 stations which broadcast baseball last year. The returns, broken down by counties, represent fan mail to stations and sponsor, and the huge return from the Wheaties Baseball Announcers' Contest conducted last summer. In their final form, these maps are valuable for indicating the commercial value of each station to a sponsor who wishes to present sports broadcasts. The present series of baseball coverage maps will be added to, and checked by a similar system this summer. Additions will be made to bring the total to 80 stations for a complete nation-wide picture of the baseball situation.

Jerry Lawrence to CBS

Jerry Lawrence, WOR announcer, has resigned, effective Saturday, and will join CBS in a similar capacity on Monday. Before joining WOR, Lawrence was with the Don Lee network on the coast.

Edmond McKenzie Joins WJBK

Edmond T. McKenzie, formerly of WTBO, Cumberland, WFIL, Philadelphia, and KPJM Prescott, Ariz., engineering staffs, is a recent addition to the rapidly growing family at WJBK, Detroit. McKenzie will handle remote control broadcasts.

CLAUDE SWEETEN

San Francisco

Lester Bowman, CBS Western Division engineer, up from L. A. over the weekend conferring with R. V. Howard, KSFO technical chief, and James Middlebrooke, construction engineer building the new KSFO transmitter.

Various Jewelers here will present a gold cup each week to the amateur announcer receiving the most votes of KYA's show the "Microphobians."

J. C. Morgan, KSFO production head, was director of pageantry for the Golden Gate Bridge Fiesta pageant "Span of Gold" produced as part of the celebration incident to the bridge opening.

Tod Powell, "S. F. Chronicle" woodsman editor, yesterday started his first regular series of broadcasts via NBC. Fish and game talks will be sponsored by Feather River Inn in Northern California.

KLS, Oakland, is now operating from 6 a.m. till 2 a.m. Station formerly opened at 7 running to midnight or 4 a.m.

KRE, Berkeley, expects to be using their new 190 foot single radiator and new transmitter on Bayshore Highway before June 15.

"Voice of Portugal" program on KLS, Oakland, doing so much biz they've contracted another half-hour daily. Now using full hour total.

"Contrasts," new KFRC variety show, so successful it will be presented over Mutual-Don Lee web at a new broadcast time, Saturdays, 7:00 to 7:30 p.m. Chester Smith supplies music, Dorothy Allen sings, Harkins and Guild sing and clown while emcee post is shared by Mel Venter and Walter Guild.

Linn Church, chief announcer with KYA for six years, has left. In KYA's Oakland studios, Bud Chamberlin, embryonic announcer, apprenticing to fill the late Gene Tabor's shoes.

Louise Landis, NBC publicity department, is on a two-week vacation to include Rio del Mar and Yosemite.

Alba Cravero, sister of Aurora Cravero, KYA staff cellist for several months, added to Musical Director Walter Rudolph's musical group.

Amateur Poets on WHN

"Today I Am a Poet," new program giving amateur versifiers a chance to spiel their stuff, starts Monday at 8-8:30 p.m. as a new WHN series.

ONE MINUTE INTERVIEW

DONALD W. THORNBURGH

"Of late weeks we have instituted a vigorous drive to improve late-night broadcasting. An immediate reason for this is the greatly increased use of car-radios, and another reason is our desire to make the late hours of new value to potential West Coast clients."

☆ Coast-to-Coast ☆

IRVING BERKOWITZ, 15-year-old blind organist, will appear as the guest of Dick Liebert on the latter's broadcast June 5 over the NBC-Red network. Berkowitz, blind since birth, is considered a child prodigy on the organ, and his appearance on the network will mark the first time that he has attempted to perform on the console over the air. A chorus of blind fellow students from the New York Institute for the Education of the Blind will give a recital over an NBC-Blue network Friday. A third musical group from the same institution broadcasts regularly over WNYC.

Foster Rucker, popular in Southern California for his poetry, philosophy and religious programs, is starred in "Romantic Memories," new Saturday night feature over KFOX, Long Beach, Cal. Rolly Wray assists with piano sketches, while Hal Nichols is announcing.

Billy Hoch, Milwaukee's leading boy soprano, has been signed to a 13-week contract with the "Prize Melody" Sunday program sponsored by Meier Ice Cream Co. over WISN.

Charles Phillipp, sales representative for KFRU, Columbia, Mo., becomes a benedict June 5.

John V. L. Hogan, president of WQXR, speaks over the station next Monday at 9:30 p.m. on "Building a Better Radio Service."

Lemuel Q. Turner and his girl friend, Martha Brown, funny folks on the Iowa Barn Dance Frolic over WHO, Des Moines, left Sunday for a two-week vacation in Oklahoma. They expect to call on Gene Loffler, former WHO announcer, now at KTUL, Tulsa. Another WHO staff artist, Louisiana Lou (Mrs. Eva Conn), leaves June 12 to visit her home in Jackson, Miss. She will sing at a number of Veterans' Hospitals enroute.

Mrs. Joe Finch, wife of the chief technician at KVOD, Denver, is recovering from a major operation performed last week. The "gang" sent her flowers.

"Early Risers" program which formerly started at 7 a.m. over WISN, Milwaukee, now says good morning at 6 a.m. Milton Brandl is announcer.

Max Cole, U. of Mo. journalism graduate, is a new addition to the staff of KFRU, Columbia, Mo., handling announcing and continuity assignments.

Criterion Theater on Broadway, where Victor Moore in Paramount's "Make Way for Tomorrow" has been held for an extended run, will have another radio favorite, Charles Win-

ninger, in its next film, Warner's "The Go-Getter," starting tomorrow.

Earl J. Glade, managing director of KSL, Salt Lake City, was speaker at the postmasters' convention in that city.

Among the altar-bound at KSL, Salt Lake City, are Monte Wilson, transmission technician, and Caroline Woodmansee, actress, who will be Mr. and Mrs. in a few days, and Stan Reese, who says he's stepping off in September with Helen Gaddy.

The Hidden Valley Gang and the Jolly Jesters, radio artists of WSAW, Allentown, Pa., making personal appearances at Lakeview Amusement Park, in Royersford, Pa.

Stanley High, radio commentator and writer, making the rounds at Atlantic City, N. J., starting his nation-wide tour for Reader's Digest.

Bert Horswell has resigned as director of WHBL, Sheboygan, Wis. He leaves the station in mid-June.

Art Eisler, pianist with the WISN studio orchestra, won first place in a recent audition conducted by the Musical Arts Society of Milwaukee for a professional appearance at the Athenaeum this Fall.

WSPR, Springfield, Mass., has renewed its Transradio Press contract for one year, and its contract with Standard Radio Co., transcription laboratory, for one year.

Mrs. Lee Authier, secretary to Wayne Henry Latham, program director of WSPR, Springfield, Mass., is on a vacation motor tour.

"Salina Booster Programs," in which KFBI, Salina, Kas., is giving local amateur talent an opportunity along with the other talent to appear on sponsored programs, has aroused considerable interest in those parts.

William Reilly, new to radio, has been added to the Weed & Co. staff in Chicago to fill the vacancy caused by M. J. Thoman's recent assignment as head of the new Detroit branch of the station representative firm.

Dwight Bruce and John C. Wiley have filed petition in Savannah for a charter as Colonial Broadcast Inc.

Jack P. Morison this week resumed his duties as an announcer and commercial manager for WOPI, Bristol, following completion of special duties during the past six months with the U. S. Army, in which he holds a captain's commission.

Frank Siedel, Ohio State journalism school graduate, and formerly of WHKC, is an addition to the writing staff at WCAE, Pittsburgh.

Philadelphia

Alexander W. Dannenbaum, president of WDAS, is in University Hospital convalescing from a recent operation. Has a radio installed at the bedside and is conducting some of his executive duties from his hospital room.

Leslie Joy, station manager of KYW, planning a Maine vacation. He and Mrs. Joy will drive up thru New England, leaving latter part of July.

Clarice Mayer, KYW's woman reporter, heard each evening, adds a daily afternoon broadcast to her schedule.

Pat Stanton, WDAS general manager, will take unto himself a wife, Mary DeMey, the latter part of July.

Gem Products Co. renews a daily airing of Transradio News, Howard Jones commentating, for Gem Laundry Soap over WIP.

Larry Vincent, singer heard nightly over WCAU the past six months, adds an 8:30 a.m. spot besides his 11 p.m. period.

Sleepy Hollow Boys returned to WCAU after a two-week tour.

Charlie Borelli, former radio entertainer, turns time seller, joining the sales force at WPEN-WRAX.

Harold Davis, WDAS program director, is spotting his new vocal find, Joan Wallace, on the air this week for a weekly series.

Frances Carrol, WIP songstress, is appearing with Doc Daugherty's orchestra at the 31 Club.

Dave Tyson, WFIL announcer, is vacationing at Atlantic City, and at same time appearing at the Steel Pier as Daddy Dave, kiddies entertainer.

Nathan Fleisher, director of Jewish programs over WDAS, celebrates first year with the station.

Ed Robson doing the man-on-the-street interviews on the "Radio Press" periods over WDAS.

24-Hour Celebration For WOPI's 8th Year

Bristol, Tenn.—A special 24-hour broadcast will mark the eighth birthday of WOPI on June 15. W. A. Wilson, vice-president and general manager, is making elaborate preparations for the event, highlighted by a studio birthday party starting at 8 p.m. and continuing until 2 a.m.

A special birthday anniversary booklet is being issued as a souvenir to visitors, and Wilson is inviting the Governors of Tennessee and Virginia, as well as senators and other notables, to attend the celebration.

RALPH KIRBERY

"The Dream Singer"

69 WEEKS

LIPTON'S TEA

N.B.C.