



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 84

NEW YORK, N. Y., TUESDAY, JUNE 8, 1937

FIVE CENTS

Mason Dixon Group Shifting Control

TAY GARNETT OF FILMS NOW RADIO PRODUCER

West Coast Bureau, RADIO DAILY

Los Angeles—Tay Garnett, top bracket director-producer, today set a precedent for successful film makers when he announced his entry into radio production. His statement that he plans to launch an extensive producing unit here follows only by a few weeks his declaration that he would go into the business of producing pictures instead of only directing them. At that time United Artists made a deal with a group of motion picture leaders for pictures to be made under the banner of Renowned Artists. Garnett, one of the founders of Renowned, now

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New Station on Air

Corsicana, Tex.—A new radio station, KAND, is now operating on a daylight schedule here. Owned and operated by Frederick Slauson and J. C. West, under the name of Navarro Broadcasting Ass'n, it has a frequency of 1,300 kilocycles and power of 100 watts. Russell D. Becker is manager; Thomas Bruce, production manager, and C. H. Cannafax, commercial representative.

MOVIE FIRMS TO CURB STARS IN RADIO WORK

Major film producers and distributors are in agreement with the exhibitors that there are many evils to be corrected in connection with the appearances of film stars on the air, and the movie firms plan to correct such evils, it was stated yesterday by Walter Vincent, chairman of the Motion Picture Theater Owners of America. Each company is to act individually, Vincent said. He declined to go into details about the steps to be taken beyond saying that film stars must possess radio personalities before they are allowed to go on the air.

Hudson Motor Program On CBS Coast Network

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson Motor Co. will go on the air over CBS coast net with a half-hour variety show to start June 15, at 8:45-9:15 p.m. PST, under a contract just placed through the Brooke, Smith & Friend agency. Lud Gluskin and a 20-piece orchestra,

(Continued on Page 3)

Eastern Radio Chain Asks Permission of FCC to Transfer Control to J. H. and J. F. Steinman

Washington Bureau, RADIO DAILY

Washington—Six eastern stations now controlled by Mason Dixon Radio Group Inc. have applied to the FCC for authority to transfer control to J. Hale Steinman and John F. Steinman.

The stations are: WDEL and WILM, Wilmington, Del.; WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa., and WORK, York, Pa.

AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

Officers and governors of the sectional Councils and Chapters of the American Association of Advertising Agencies have been elected for the year ending March 31, 1938. New officers and governors, and those continuing in office, are:

New York Council, Chairman: B. C. Duffy, Batten, Barton, Durstine & Osborn; Vice-Chairman: Theodore L. Bates, Benton & Bowles; Sec.-Treas.: Everett W. Hoyt, Charles W. Hoyt Co.; Governors (in addition to above): Ted Patrick, Young & Rubicam; Chas. Dallas Reach, Newark; V. O. Schwab, Schwab & Beatty.

New England Council, Chairman: Ernest V. Alley, Alley & Richards Co., Boston; Vice-Chairman: A. E. Greenleaf, Greenleaf Co., Boston; Sec.-Treas.: Mason L. Ham, Mason L. Ham, Advertising, Boston; Governors (in addition to above): Henry B. Humphrey, H. B. Humphrey Co., Boston; J. L. Lavin, Lavin & Co., Boston.

Atlantic Council, Chairman: Rowe Stewart,

(Continued on Page 3)

WJBK Signs Auto Union For One-Year Contract

Detroit—United Automobile Workers Union announces it has signed a one-year contract with WJBK for 15-minute programs daily plus a 30-minute Sunday morning shot. UAW says broadcasts will include addresses on unionism, labor news events, talks on workers' education and labor musical programs. Organizer Richard T. Frankenstein will be in charge of programming. Date of first broadcast will be announced later.

Foreign Language Field Attracts More Sponsors

American manufacturers are becoming more and more conscious of the foreign language market and the results to be obtained through radio programs directed to this field, according to Norman B. Furman, who recently established his own firm, Norman B. Furman Inc., spe-

(Continued on Page 3)

Three Network Programs Recessing for Summer

Last performance of the Lux Radio Theater on CBS, Mondays, 9-10 p.m., will be heard on July 5. Show will return again in the fall.

Liggett & Myers Tobacco Co. (Granger pipe tobacco), with Alexander Woollcott, will sign off the air after the July 6 broadcast.

Robert Ripley, scheduled to begin a new series for General Foods

(Continued on Page 3)

MUTUAL MAY BILLINGS 2.7% ABOVE YEAR AGO

Mutual gross billings for the month of May totaled \$133,431, an increase of 2.7 per cent as compared with May 1936. Accumulated revenue for the first five months of the year is \$917,185, up 16.2 per cent over the same period a year ago.

Discontinuance of the Feen-A-Mint and Father Coughlin programs within the past few weeks has seriously affected MBS billings.

NBC Scout to Look Over Summer Theater Talent

J. Ernest Cutting, NBC Artists Service talent scout, will comb the summer theaters this season, with a view to unearthing motion picture possibilities as well as radio talent. This is one of the first ventures of its kind by the networks.

Old CBS Shares Are Called In Under Two-for-One Exchange

In accordance with increase in capitalization voted at the annual and special meeting of stockholders in March, CBS yesterday sent notices to stockholders that certificate effecting such change was filed with the Secretary of State on Friday and

the corporation is now authorized to issue one share of new \$2.50 par value for each \$5 share held.

Stockholders are requested to bring or send the old shares to the corporation's transfer agent, New York Trust Co., Corporate Trust Dept.

Wins Without Trying

Dallas—WFAA's "Quest for Talent" program turned out to be a quest for announcers when the program of KFRO at Longview was placed on the Dallas station. After hearing KFRO's Earl Kalusch announce, WFAA offered him a job here, and he accepted. Travis Cabiness, formerly of WBAP, joined KFRO to succeed Kalusch.

Ale Hounds

Kansas City—A 32-word announcement preceding Walt Lochman's KXBY sports chat, offering six bottles of Red Top Ale free to all who phoned within 30 minutes, brought so many replies that telephone company called quits. Station handled 156 calls, while 600 more couldn't come through because lines were tied up, phone company reported.



(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

(Monday, June 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/2	167 1/2	+ 1/2
Crosley Radio	20 1/2	20 1/2	20 1/2	- 1/2
Gen. Electric	54 3/4	54 3/8	54 3/4	- 1/2
North American	25 3/8	25 3/4	25 3/4	- 1/4
RCA Common	9	8 3/4	8 7/8
RCA First Pfd.	69	69	69	+ 3/4
RCA \$5 Pfd. B.	(93 Bid)		105 Asked	
Stewart Warner	18 5/8	18 1/2	18 1/2	- 1/4
Zenith Radio	33 1/2	32 3/4	32 3/4	- 1

OVER THE COUNTER

	Bid	Asked
CBS A	55	56 1/4
CBS B	54 1/2	55 5/8
Stromberg Carlson	14 1/4	15 1/4

CBS Stations to Get Peak Volume Limiter

CBS will attempt to increase the signal intensity of its stations when the Automatic Peak Volume Limiter is installed on the control panel of the transmitters of WABC, WBBM, WCCO, WBT, WJSV, WEEL, WKRC, KNX and W2XE the latter part of this month. It is believed that the new "Ghost Engineer" will provide the stations with an increased signal intensity almost double the present power of the outlets.

The Automatic Peak Volume Limiter has been developed by the Bell Telephone laboratory engineers. The installation by CBS will be its first commercial tests.

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

535 Fifth Avenue,
New York, N. Y.

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

NETWORK SONG FAVORITES

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

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)		31
Never in a Million Years (Robbins Music Corp.)		30
Carelessly (Irving Berlin, Inc.)		27
September in the Rain (Remick Music Corp.)		26
They Can't Take That Away From Me (Chappell & Co.)		26
Sweet Leilani (Select Music Co.)		24
There's a Lull in My Life (Robbins Music Corp.)		21
They All Laughed (Chappell Music Co.)		21
Where Are You (Leo Feist, Inc.)		21
Was It Rain (Santly-Bros-Joy, Inc.)		20
When Two Love Each Other (Joe Davis, Inc.)		19
Johnny One Note (Chappell & Co.)		18
Let's Call the Whole Thing Off (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		18
Blue Hawaii (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros-Joy, Inc.)		17
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		17
Turn Off the Moon (Popular Melodies)		17
Where or When (Chappell & Co.)		16
It's Swell of You (Robbins Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
The You and Me That Used to Be (Irving Berlin, Inc.)		15

WMT Staff Additions

Cedar Rapids, Ia.—With the coming of graduation in Iowa colleges, Doug Grant, program director for WMT, Cedar Rapids-Waterloo, has added two new members to the staff here.

Harriet Blake, graduate of Cornell college at Mt. Vernon, takes over the duties of continuity chief, while John Palmer, present continuity writer, moves to the sales staff.

Starr Yelland, formerly with WSUI in Iowa City, joins the announcing staff of the Cedar Rapids studios. He will be heard with Bert Puckett on the baseball games and will take some of the daily news broadcasts. WMT now carries a Western League game every night with the play-by-play beginning at 9:30 p.m.

WHBF Airs "Tin Can Derby"

Rock Island, Ill.—The unique "Tin Can Derby" sponsored by the Davenport Junior Chamber of Commerce and held at the Mississippi Valley Fair Grounds, was aired exclusively by WHBF and created a good deal of interest. This derby was limited to Model-T Fords racing over a 75-mile course. Event furnished thrills and comedy. Roy Maypole observed and announced from a 50-foot flag-pole, while Woddy Magnuson, WHBF's second announcer, assisted in interviews.

"Flood Waters" Song Premiere

Ralph Story's song of the recent Mississippi disaster, "Flood Waters, Don't Knock on My Door," dedicated by E. H. Marks, publisher, to the Federal Theater Project for "its splendid service in sending theater troupes to the stricken area and keeping up the morale of the people," will have its radio premiere tonight in "Serenade at 9," presented by the Radio Division of the Federal Theater on WMCA, 9-9:30 p.m.

WFBR 15th Anniversary

Baltimore—Featured by the dramatic re-enactment of many early radio features, WFBR celebrated its 15th anniversary on the air Saturday night with a one-hour program. Raymond Tompkins, well known for his "Light on the News" program, Gas & Electric Co. feature over the station, acted as narrator. The station is said to have been the first to broadcast a speech by a President of the U. S. when the late President Harding visited Fort McHenry to dedicate a statue in 1922. The station also is said to have been the first to broadcast a parade, that of the Moose Lodge in 1923, announced by Stuart Kennard, who is still at WFBR.

Radio Bingo on WFAS

White Plains, N. Y.—Sponsored by George W. Loft Markets Inc., a giant weekly Radio Bingo Party will start June 17 over WFAS, under arrangements negotiated by B. M. Middleton, commercial manager of the station.

Anyone requesting a "Bingo Card" at the Loft Markets will be given one without cost or obligation. Listeners will check their cards against numbers called over the air during the weekly Loft broadcast. All listeners who score a Bingo will receive a handsome cash prize when submitting their cards within 48 hours to the George W. Loft Markets in White Plains or New Rochelle.

WE CAN'T GO ON THIS WAY
A TORCH BALLAD THAT CAN BE SWUNG

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

COMING and GOING

GEORGE SCHER of Lennen & Mitchell returned from a three-week trip yesterday. Visited Miami Beach and the Gulf.

BENAY VENUTA flies to Chicago immediately following her broadcast June 13. Will audition for an agency on the following day and return to New York the middle of the week.

H. V. KALTENBORN will appear before the Rotary Club of Winston-Salem, N. C., June 15.

RALPH WONDERS arrived yesterday from Cleveland and Chicago.

SYLVESTER Q. CANNON, president of the board of KSL directors, has left Salt Lake City for an eastern business trip.

A. A. SCHECHTER, NBC director of news and special events, was scheduled to leave for Bermuda this morning aboard the Bermuda Clipper.

WILBUR B. LEWIS and DOUGLAS COULTER, CBS director of broadcasts and his assistant, respectively, left town over the week-end for Hollywood.

SAM COOK, head of WFBL, Syracuse, is a New York visitor.

CECIL D. MASTIN and HARRY TRENNER, manager and commercial manager of WNBC, Binghamton, will be in town today.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town.

VANCE BABB, NBC manager of press, returned yesterday from a week on the road.

F. W. BRYANT, WBS Chicago station relations man, is in town visiting WBS offices.

WILLIAM HOPPE, head of WBS station relations department, is on the road. He is expected back by Wednesday.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, is in New York visiting clients.

TOM MARTIN of Rockwell-O'Keefe Inc. returns from New Orleans and Dallas today. DICK INGRAM of that office leaves for Pittsburgh on business the latter part of the week. BILL BURTON departs the early part of next week for Boston, to conduct a campaign in connection with the Bob Crosby opening at the Ritz-Carlton Hotel, July 8.

Testimonial for Weiss

West Coast Bureau, RADIO DAILY

Los Angeles—Lewis Weiss, general sales manager of the Don Lee network, who heads east on June 15, his first stop being the NAB convention, will be tendered a testimonial luncheon in Chicago by Percy L. Deutsch, WBS president.

After the convention Weiss will go to New York to confer with Mutual officials regarding fall programs to emanate from the west coast. Weiss will be accompanied by Wilbur Eichelberg, manager of KFRC, San Francisco.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

TAY GARNETT OF FILMS NOW RADIO PRODUCER

(Continued from Page 1)

also becomes a radio producer as well.

His first show, "World Cruise," has just been cut by Columbia Broadcasting System and offers a highly dramatic series of complete episodes which transpired when the Garnett expedition were en route around the world aboard the 100 foot S. Y. Athene.

Garnett plans to have his second show ready for audition within the next two weeks. It has been prepared for a 52-week series of 15-minute shows. It differs from the first in that it has cinematic background and atmosphere.

Robert White, widely known Chicago staging expert and producer, is connected with the Garnett company, which is under the supervision of Douglas Hodges. Others attached to the staff to date include Christopher Craig, James Vandevere and Jack Mulcahy.

Foreign Language Field Attracts More Sponsors

(Continued from Page 1)

cializing in foreign language radio advertising.

Among accounts whom Furman already has convinced to use foreign language programs are Miles Laboratories (Alka-Seltzer), D. Wroblewski & Co. (Kalvariski Vino, tonic), Guardian Loan Co., Borden Ice Cream Co., Raisen & Levine (Puritan Brand Dairy Products), David's Fifth Ave. Inc. store, and others.

Pointing out that New York City alone has three-quarters of a million Jews as well as large proportions of Italian, German, Polish and other families, where English is little understood by the parents who constitute most of the purchasing power, Furman says that programs directed to these potential buyers in languages that they understand are bound to bring excellent results.

Jewish Market Specialist

Advertisers Broadcasting Co., specializing in Jewish programs for the past five years, has found this field very profitable, the company reports. Leading American advertisers, through their agencies, make up the clientele, and WMCA is the station. Programs are designed to reach the whole Jewish family, young and old, and while entertainment is Jewish in content, the vehicle is the English language, with a commercial in Yiddish appended.

Sponsors who have used the pro-

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR
SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW PROGRAMS—IDEAS

WTAX Bees for Civic Clubs

There have been all kinds of spelling bees, but WTAX, the Jay A. Johnson station in Springfield, Ill., has started one that promises to be of unusually wide interest and productive of good results.

The station has organized a spelling match between civic clubs, such as the Lions, Kiwanis, Optimists, ABC, etc. Opening session, last Friday at 7:30-8 p.m., went over in a big way. Every participant entered into the spirit of the thing in such a hilarious way that it made exceptionally good listening. The Lions Club and the American Legion Post were first participants, and Roy Rhoades, assistant county supt. of schools, acted as master of ceremonies.

This program will be sponsored by A. Dirksen & Sons, local furniture house. It will take approximately nine weeks to get to the finals. A local jeweler has donated a handsome loving cup for the winning team.

"Air-Conditioned" Schedule

Down in Missouri, where the summer sunshine is really hot and the nights are cool, listeners of KFRU in Columbia are experiencing what the station's Program Board has designated as being an air-conditioned program schedule. Believing that music, especially in the lighter mood, is the "coolest" thing to listen to, the Program Board members revised programs to conform with this philosophy. A predominant feature of KFRU's daily schedule is "Unbroken Melodies," straight musical shows minus the usual introductions. The KFRU Saturday Nite Club, 10 p.m. to 12 midnight, features two solid hours of dance melodies with announcer breaking in only on the quarter-hours with program and station acknowledgments.

"Literature on Parade"

Literary minded of Southern California dial to KFOX, each Tuesday night at 8:30 when "Literature on Parade" takes the air. Sponsored by

Hudson Motor Program On CBS Coast Network

(Continued from Page 1)

Virginia Verrill, Three Hits and a Miss, and Clark Ross, tenor, already signed. Producer, scripters and program details not yet set.

"Prof. Quiz" at New Hour

Kelvinator on July 3 will switch the present "Prof Quiz" CBS program to the 9:30 p.m. Saturday spot, leaving the repeat as is at midnight. New spot is made available by the folding of the Nash Speedshow.

grams include Postum, Diamond Crystal Salt, Ralston, Bond Bread, Maxwell House Coffee, Silver Dust, Forhan's Tooth Paste, International Salt, Hecker's Flour, Jell-O and others.

a local book store, the program brings in-the-flesh interviews with nationally known authors. Newsy comment and publication notes and forecasts on books and writers supplements the actual interview. Among the famous authors who have appeared on "Literature on Parade" are: Lloyd C. Douglas, Eleanor Wilson McAdoo, G. B. Stern, Edwin Corle, Clifford Knight, Harold McCoy and Don Blanding.

WTMJ's "Kut-up Kollege"

A new comedy show, "Kut-up Kollege," has gone on the air at WTMJ, Milwaukee. Show features some plain and fancy fun led by WTMJ's venerable "Professor" Harry Ford, Ph. D. D. (Droll Doctor of Philosophy). His hecklers are drawn from the station's tried and tested comic staff . . . Russ Leddy as Tim O'Brien, Maurice Kipen as Ginsberg, Jean O'Day as Goldie Twitch and Chris Axelsen as Olaf Yonson. The dizzy Park Avenue Hillbillies form the "Kut-up Kollege Band." Walter Grebe, director of the "band" and Droopy Stark, washboard stylist, also have parts in the show. This curious class will convene Monday nights at 10:15, when all good little kiddies should be in bed.

Disked Musical Salutes

WFBL, Syracuse, has inaugurated a series of musical salutes by various communities in Central New York, presented by special electrical transcriptions made with its portable transmitter and recording equipment. The outfit is mounted in a covered wagon trailer, which visits the various villages and "cans" the programs for future use. Greetings from the mayor or representative of the town visited are included in each broadcast.

Library on the Air

Public Library of Long Beach, Cal., has started a trio of broadcasts over KFOX, offering book discussions in informal conversation. Members of the library staff and a newspaper-woman hold the talks.

Three Network Programs Recessing for Summer

(Continued from Page 1)

(Huskies) July 16 on the NBC-Blue network, will air the final Bakers Broadcast for Standard Brands on June 27. Latter program, with Ozzie Nelson orchestra, will probably return in the fall. J. Walter Thompson has the account.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

(Continued from Page 1)

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Maude Eburne for Radio

West Coast Bureau, RADIO DAILY

Los Angeles—Maude Eburne, stage and screen character actress, makes her radio debut soon in a serialized version of "Beacon Lights", originated and dramatized by Harrison and Jon Slott. Jon Slott, co-author of this feature, also is scripting "White Fires" for CBS.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

D. E. Kendrick, Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be granted.

Curtis Broadcasting Corp., Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified, be denied.

WKBY, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited, be denied.

Weco Plans Branch Offices

Seattle—Weco Radio Productions, recently formed by J. R. Lunke to specialize in building of transcribed radio programs for spot broadcasting, plans to open offices soon in San Francisco and Los Angeles. Headquarters are at 315 Seneca St. here. Dudley E. Williamson is production manager.

The firm also is national representative for Seattle Recording Studios Inc., disk makers.

WSPR Celebration

Springfield, Mass.—WSPR has just celebrated its first year on the air. Salutes from Mutual, Colonial and Yankee networks, and the airing of a special "March of Progress" program depicting chief events of the year, were part of the celebration.

Aunt Patty's Children's Hour, conducted over WSPR by Norah Adamson, also celebrated its first birthday Saturday.

B. H. Darrow Joins WBEN

Columbus—B. H. (Uncle Ben) Darrow, founder and director of the Ohio School of the Air, joins WBEN, Buffalo, on Sept. as educational director under a three-year contract. Darrow will teach radio education at Southern Methodist University, Dallas, during the summer.

Shell Show to Recess

Shell Eastern Petroleum Products (gasoline) sponsor of the Saturday night Shell Show on NBC-Red network, will fade for the summer after the June 26 program. Series will probably return to the air in the fall. J. Walter Thompson is the agency.

WDBO Appoints Raymer Rep.

Orlando, Fla.—WDBO, the CBS outlet here, recently appointed Paul H. Raymer Co. as its national representative.



● ● ● Jack Lavin, who after resigning as Paul Whiteman's mentor, announced that he would vacation before announcing future plans—has been drafted from "retirement" by Ben Marden—and will attend to the destinies of Mickey Alpert's orchestra exclusively...Ray Henderson and Lew Brown will return to the music publishing business together... Though Stuff Smith and band are en route to the coast and "52nd Street", they will be notified that they aren't in the flicker and that the spot had been given to a piano-pounder...Charles Carlisle auditioned for Young & Rubicam...Barry Wood has been set for some Chevy Transcriptions... Irving Mills' son, Richard, had the knot tied Sunday to Shirley Heller, Jackie's singing sister, in Pittsburgh. They will reside in Brooklyn...Dave Rubinoff's daughter, Ruby, will wed Bob Clayman, Pittsburgh ork leader... Attorney David J. Wolper will wed Sylvia Sirota at the Savoy-Plaza tonite...Vincent Travers, who leaves the French Casino shortly, phoned his fiancée, Olive Mallett, trans-Atlantic yesterday a.m.... Lily Pons' "comic" number in her next flicker will be "The Widow in the Little Grass Skirt".

● ● ● Baseball fans torn between the desire to listen to the double-header baseball games on WHIO, Dayton, O., and the thrilling finish of the Indianapolis Speed Classic, had "their cake and ate it"...The finish was flashed during the ball game and fifteen minutes later a transcription made at the close of the race, covering the finish, interviews, etc., was aired between the ball games... Continuing the baseball theme here, Ernie Smith says Claire Morrison, KYA, Frisco technician, was the first radio man to announce a play-by-play description. This was in 1925 when Claire did the Coast league games in Frisco's old recreation park...A. E. Nelson, manager of KOA, Denver, didn't let Breen and DeRose, "Sweethearts of the Air", who were visiting the city, get off without giving the pair a real western goodbye with a program promoted from Union Depot and some of the station talent aiding in the show.

● ● ● Patricia "Honeychile" Wilder has been signed to be the "comic relief" on the Jack Haley-Log Cabin show...Has it been printed that Louise King (one of the King sisters) and Alvino Rey, also with Horace Heidt's band, were married?...Ozzie Nelson's vocalist, Shirley Lloyd, has been optioned by Joe Rivkin at Columbia Pictures. Also optioned is Jean Dillon, cute singer at the Paradise...Benay Venuta's trip to Chi next week is to audition for a Chi agency the 14th...Vivian Ray is under CBS contract... "Sharkey's Bananas", the swing band in the Village bought by Ted Husing, is being acclaimed around town as the hottest swingsters here...J. Ernest Cutting, NBC talent scout, will take the air Saturday night, talking on "The Search for Talent" and how raw material must be handled for perfect development. In addition to Cutting, top-notch NBC artists will also be heard on this show...The Grace Moore-Vincent Lopez show for Nash fades the 26th...At the shake-up in that music firm, an exec will resign to form a new company with one of the biggest men in personal representative field.

● ● ● WWVA, Wheeling, W. Va., learned that their audience recognized announcers by the following tag-lines... "West Va.'s Most Powerful Voice of the Air" means Walter Patterson... "In the Heart of the Thriving W. V. Panhandle District" identifies Wayne Sanders... Bill Thomas is known by "The Friendly Voice from out of the Hills of W. V."... Paul Myers via "At 1160 on Your Dial"... Paul Miller breaks with "West Virginia's Friendly Voice", but Cliff Allen tops the list with "Your Friendly Broadcasting Service to the Tri-State District".

PROMOTION

Free Radio Scripts

KFOX, Long Beach, Cal., in cooperation with Mountain View Dairies is giving away free radio scripts as a promotion scheme for the program of Hal Nichols and His Mountain View School Kids, heard daily except Sunday at 6:30 p.m. Program informs listener he may have copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the items of commercial announcements, sound effects and cast lines.

Many of the program's fans are children, so invitation is extended for them to get a script, produce their own program, then tune in to the actual broadcast of the show and compare their production ideas with those of the station.

Max Becker Agency reports very satisfactory results on distribution.

WDNC Airs Popeye Club

In a tieup with the Carolina Theater, Durham, N. C., WDNC each Saturday morning broadcasts a 15 minute session with the weekly convened Popeye enthusiasts directly from the stage of the theater. Contests are held and prizes awarded each week and, with interest running unusually high among the local kiddies, the morning matinees are bidding fair to become a week-end highlight in the Durham entertainment field. Following each broadcast, Manager Noble Arnold presents a complete screen program designed especially for the children and featuring Popeye shorts and cartoon novelties. Joe Edmondson, assistant manager of the theater, has acted in the past as emcee for the programs.

GUEST-ING

LESLIE HOWARD, in "Monsieur Beaucaire", on Lux Radio Theater, June 21 (CBS 9 p.m.).

PAT O'BRIEN, HENRY FONDA and MARGARET LINDSAY, in "SLIM", on "Hollywood Hotel", June 25 (CBS, 9 p.m.).

BUNNY BERIGAN and orchestra, RUTH BRADLEY, SANDOR SVED, MARGARET BRILL and THE SOUTHERNAIRES, on Magic Key of RCA, June 13 (NBC-Blue 2 p.m.).

EILEEN CREELMAN, N. Y. Sun movie editor, on "Movie Pilot", June 11 (WEAF, 7 p.m.).

LILLIAN GISH, on Show Boat, June 10 (NBC-Red, 9 p.m.).

ALFRED KREYMBOURG, on "Exploring the Seven Arts", June 9 (WQXR 9:45 p.m.).

ALAN ROBERTS, tenor, on Katzman's Dinner Music, today (WINS 5:30 p.m.).

DR. W. E. AUGINBAUGH, on "Vanishing New Yorker", tomorrow (WMCA 8:45 p.m.).

HI-FIDELITY SOUND SYSTEMS

Maintained and Installed
NATIONAL RECORDING CO.
2 W. 46th St., N. Y. C. Tel.: ME-3-3860

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

OSA JOHNSON said she'd rather "face a herd of wild elephants than the mike"...That was before her rehearsal for a guest shot on the Shell show... The little lady who so compactly combines courage of a virile variety with a de luxe order of femininity "upped" to that infernal device and tamed it, as was anticipated....After her next African jaunt, scheduled to begin the end of June, and the new jungle flicker, Osa plans to take the ether in large doses, via a commercial program...She's not sure whether it will be of the lecture type, or a dramatic serial, replete with native singing, and spine-chilling adventures with jungle beasts....It might even consist of recipes for exotic dishes, of which she has a large collection, garnered in the various quarters of the earth, or bestowed by the lions she's encountered in drawing rooms instead of in the wilds... Sponsor could easily be any one of several food products companies... According to Mrs. J., all the canned and tabloid comestibles used are American in origin and manufacture... She has pictures to prove it... Claims she'd like radio because it would mean a restful period at home... Which is what you'd expect a cosmopolite who nonchalantly tackles the jungle in smartly tailored English slacks and satin lounging pajamas for the P.M.s to think of a mere civilized contraption....

▼ ▼
Jack Dempsey's will be the scene of a Colorado "Old Home Week" celebration come Thursday, with May Singhi Breen and Peter De Rose, newly returned from that state, in attendance, and Jean Dickenson, a Denver lass, representing her natal town... The menu to be typically Coloradan, with a Pike's Peak confection for dessert... Janice Gilbert, teens-age thespienne, did such a swell job on Thursday's Floyd Gibbons show she'll do a repeat this Thursday... A flicker contract is being dangled before Janice's nose and she or her manager will probably sign....

▼ ▼
Marguerite Powers, of KOL's continuity dept., is busy guest-conducting the "Washington Woman's Radio Hour" over the Seattle station Mondays through Fridays... Ruth Ferry, concluding her WICC broadcast season June 29, has piled up a record of 280 new ditties presented since her 1935 debut, and 66 single repetitions..

RADIO PERSONALITIES

No. 42 in the Series of Who's Who in the Industry

B. T. (BEVO) WHITMIRE, manager of the Greenville News Piedmont Company's NBC station, at Greenville, S. C., the textile center of the South, has had an interesting career. He graduated into radio from the newspaper field after education at the Georgia School of Technology,



Uses self as barometer of what's interesting.

Atlanta, and Columbia University, New York. Whitmire entered newspaper work as a reporter and took up the press camera as a sideline. He was recommended by his editors for the Pulitzer journalism prize for spectacular coverage of a tornado disaster at Six Mile, S. C., and in the course of 12 years in journalism handled everything from police court to state legislature. Once his photography nearly cost his life. Taking a picture of an aquaplanist, he was thrown from the deck of a speedboat and was caught by the whirling propeller. Another time he was passenger in an automobile that plunged at 70 miles per hour off a boat landing into the waters of 15-foot deep Waccamaw river in Georgetown County. Although injured, he got out of the car and then dived back to the sunken machine five times successfully rescuing his three companions from the submerged vehicle. For this he has been recommended for a Carnegie Hero Award.

As a reporter and as assistant city editor of the Greenville Piedmont, he had an unflinching nose for news. He used himself as a barometer. If a group of facts interested him, he reasoned they would be interesting to the general public. It worked. When he assumed executive control of WFBC in 1933, he applied the same line of reasoning. If a program interested, amused or entertained him, it would be interesting to the general public. Again the plan worked. Unique special events broadcasts have caught and held much public interest. News programs are among the most important offerings of WFBC and have been since the station first went on the air May 20, 1933. WFBC was a pioneer in this connection, and discovered long ago that radio news, properly handled, increased newspaper circulation for the papers owning and operating the station. Since Whitmire has been with WFBC it has grown from a 100-watt independent to a 5,000-watt full time affiliate of NBC. Revenue has increased five fold.

ORCHESTRAS - MUSIC

GLENN MILLER and the boys will take over the Roosevelt Hotel in New Orleans, June 17, following Lennie Hayton.

Al Goodman, "Hit Parade" bandleader, has been appointed honorary musical adviser to the President Players at Swan Lake, N. Y. He'll be consulted on each musical production presented there.

Ray Sinatra and the band have been signed to star in a picture for Republic.

MCA is arranging a series of one-nighters in Northern California for Paul Pendarvis with the okay of Palace Hotel in Frisco who will re-book the band as soon as the city's hotel strike ends.

The summer evening popular concert to be given by the Associated Glee Clubs of America in the Great Stadium on Randall's Island, N. Y., will be aired June 12 at 10-10:45 p.m. over the NBC-Blue. One thousand glee club men, representing various organizations in the East will compose the male chorus in the Spring Sing, New York's first "pop" concert. Carol Deis, NBC soprano, will be heard in several solo numbers as

the only feminine note in the otherwise all-male concert.

Frank Du Bord, erstwhile pianist with the Paul Whiteman outfit, has signed with the Greater Texas and Pan-American Exposition, opening in Dallas, June 12, to appear with the show "Road to Rio".

Nano Roderigo and ork, heard over NBC at various times in the past few months, will have a permanent 8 o'clock spot Mondays over WJZ, effective next week.

Henry Busse and his lads are the newest in the parade of bands now aired via WHN over the WLW Line from Cincinnati. They're heard Thursdays, 8:30-9 p.m.

Benny Fields, whose option has been taken up by Jack Mills, has just made two more Variety Recordings: "Image of You", "Happy Birthday to Love", "You're My Desire", and "What a Fool I've Been".

Buckeye Lake, Ohio summer spot, will feature name bands during the summer, booked through the Cleveland office of CRA. Scheduled list of attractions includes Austin Wylie and ork, July 11-16; Les Brown and

AGENCIES

R. H. CROOKER, executive vice-president of Campbell-Ewald Co., has been named acting president, due to the continued illness of Henry Ewald, president.

GEORGE WEBER JR., vice-president of the Pacific Coast agency of MacWilkins & Cole Inc., has been placed in charge as resident Seattle manager. He succeeds at Seattle Wayne R. Leland, who has returned to Portland headquarters in order to specialize in production and copy of the agency. Considerable expansion in Seattle is planned.

MARY PENTLAND ADVERTISING AGENCY of Portland, Ore., has been merged with The Izzard Co., national ad agency at Seattle, although present offices of the former will be maintained in the Fenton Building while operating under the Izzard name. Harold R. Stone of the Izzard staff is being dispatched to Portland to be co-manager there with Miss Pentland.

BAXTER M. EASTBURN, former advertising manager for several department stores and at one time associated with the Sparrow Advertising Agency has opened an agency in Atlanta under the name of Eastburn & Spiegel.

Will Welcome Ad Men

An address of welcome to the delegates by Mayor Fiorello La Guardia is being planned for initial meeting of the Advertising Federation of America convention to be held in New York, June 20-23. An official reception and an address by Grover Whalen are also scheduled. A "Breakfast Clinic" to discuss radio will be held at 8:30 a.m. on June 22, with Jacob Albert of Detroit presiding.

his Duke Blue Devils, July 19-24, and Blue Barron and his boys, July 25-27. Deal handled by Stan Zucker, manager CRA Cleveland office.

Maestro Eddy Duchin, playing at the Chi Palmer House, has a clause in his contract which says he may have four days off around the first of July to flit to New York. Marjorie Oelrichs, his wife, is expecting an heir or heiress about that time

Art Shaw and the band, now featured at the Willows, Pittsburgh spot, and airing via WEA, have been held over two weeks.

Ferde Grofe, American composer of note, will conduct NBC Symphony Ork in a program of his own most characteristic compositions June 15, during a short wave broadcast to Italy, to be heard by American listeners at 4:05 p.m. over the NBC-Blue.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City



MUTUAL net figuring on using Hollywood talent, and originating more programs out of KHJ this fall, according to Lew Weiss, general manager for Don Lee Mutual, who heads East June 15 to take in the convention in Chicago, after which he will confer with Mutual officials with reference to the expansion program for the fall. With Weiss will go Wilbur Eischelberg, manager of KFRC, San Francisco.

Harry R. Lubcke, Don Lee television chief, went on his vacation this week, taking his new baby daughter to San Francisco to see her grandparents for the first time.

William Peck has been appointed field representative for Electro Vox and Air Check, in downtown Los Angeles. Bert Gottschalk, owner, will continue to watch over the Hollywood field.

James A. Tierney, from the New York offices of Texas Co., here to supervise the commercials and represent the Texas company for the summer Cantor show, taking the place of George Vos, who has gone East while Tierney is here. Vic Knight here to assist Cantor in producing.

Sophie Tucker, Gus Edwards, George Jessel, Eddie Peabody and a group of other stars not yet announced will strut their stuff in a radio studio—but their entertainment won't go out on the air. KFVB has given the use of its studio theater to The Helping Hand society for Tuesday, and the artists will help the charitable organization raise funds at the show which will be a benefit.

Frederick Stark, Don Lee maestro, heading for Yosemite for a two week vacation, with David Broekman taking over the Stark baton for the Friday pop concert and the Sunday evening Hall of Song.

Union Pacific Stages has launched a three times weekly Aloha California program, using the portable microphone to interview passengers departing from California by bus. Master of ceremonies plants his mike at the bus 15 minutes before departure time, picks travelers to ask where they're going, why, and other questions intended to give a human interest slant. Program aired over KEHE, placed by Beaumont & Hohman, out of Chicago.

Drawing from the personal record library of the store's president, Music Shop of Hollywood has started an hourly program, five days a week, over KFAC, to bring unusual local and foreign concert hall music not ordinarily heard over the air.

John Livingston, formerly with Free, Peters & Co., station reps, and E. L. Bengston of KLZ, Denver, joined sales staff of KEHE and California net.

Lew Weiss, Don Lee net manager, moved to a swank new Georgian home in Westwood Village.

Clarence Muse was m.c., with the

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 40 of a Series

WFBC—Greenville, S. C.

1,300 Kc.—5,000 watts day, 1,000 watts night.

B. T. WHITMIRE, Manager.

W. S. LINDSAY, Commercial Manager.

WFBC has had one of the fastest growths of any station in America. On May 20, 1933, it went on the air with 100 watts power, serving all the limited area that 100 watts will serve. Owned and operated by the Greenville News and Piedmont Company, publishers of South Carolina's leading newspapers, the small station received valuable publicity and had unlimited resources at its command.

Frequent newspaper broadcasts and a fair degree of program showmanship put WFBC into the good graces of its service area within a short time. Its frequency was 1,200 Kilocycles; equipment RCA all the way. One year later growing pains set in. The FCC granted application for 1,000 watts day power and 250 watts night on 1,300 Kilocycles. A new RCA type 1-D transmitter was installed.

Hardly six months more elapsed before the night power was increased to 1,000 watts. Before the third year of WFBC's operation became history, an application was granted for 5,000 day and 1,000 night power.

Then, on March 1, 1936, WFBC made its greatest stride forward. It became an optional outlet for the National Broadcasting Company. The most recent stride forward, which came about simultaneously with WFBC's fourth birthday, was an announcement from NBC that WFBC would no longer be an optional station, but a full-fledged member of the Southeastern group.

Thus WFBC has hung up this record: 100 watts independent, May 20, 1933. Four years and three transmitters later, a 5,000-watt NBC station with a new RCA high fidelity transmitter, a full half-wave Truscon vertical radiator, and a full half-wave all copper ground system, broadcasting from a new modernistically designed transmitter building located three miles South from the city of Greenville and serving one of the most thickly populated of the South's markets.

Hall Johnson choir, Leon Leonardi's orchestra and an array of talent, on a program to welcome the arrival of Congressman Gazagan and Executive Vice-President Walter White of the National Association for Advancement of Colored People, in a half hour program Friday.

Syd Dixon, sales chief of NBC's Hollywood offices, will use electrical transcriptions to make the sales talk for Los Angeles as the 1938 convention city for the Pacific Advertising Clubs Association. Dixon has arranged with Lum and Abner, Jimmy Fidler, Mayor Shaw and Chamber of Commerce officials to make a recorded plea for the convention for next year. Recordings, Inc., doing the waxing.

Herb Caen, San Francisco Chronicle radio ed, here visiting the studios.

Lewis Witter out from the Eastern offices of The Buchanan Co. (formerly Hanff-Metzger) to represent the agency on the Cantor summer show.

Pinky Tomlin has a new tune, "You're Priceless," which Santly Joy and Select will publish.

John Dolph, assistant vice-pres. on the coast for CBS, home with the flu.

Hanley Stafford, winner of the Freeman Lang trophy for radio's best speaking voice four years ago, back from New York, and spotted in on the staff of Union Oil's "Thrills" program, Frederick C. Dahlquist, producer.

Ed Lindsey added to sales staff of American Radio Features, program and transcription firm.

Transcription Co. of America will enlarge present quarters, July 1, adding a group of four executive offices

and reception suite. During summer months, staff will ready the fall output of transcriptions in script form, start recording in September.

Lorena Lowery, Radio programs division, Walter Biddick Co., leaves June 23 on the Mariposa to visit radio stations in Honolulu, Australia and New Zealand.

May transcription sales for Earnshaw Radio Productions, Hollywood, included 13 short stories to KERN, Bakersfield, and WDEL, Wilmington, Del., and 13 Crazy Quilt disks to KTSM, El Paso, Texas.

Station 3HA, Melbourne, Australia, has bought Green Valley Line transcriptions from Walter Biddick Co. Leonard Kapner, of WCAE, Pittsburgh, visiting Ford Billings, California net chief.

Howard Way, formerly with WOR and WEAJ staffs in New York, goes on at KMPC as vocal director, Leo Tyson, general manager announces. He will work with Oliver Alberti, station's musical director, in producing a new style series of ensemble singing.

When Bing Crosby opens his Del Mar Turf Club on July 3, NBC will put 45 minutes of it over the nationwide Red net, starting at 3:45 p.m. PST. Clem McCarthy will be brought out from New York to handle the mike, and Hollywood friends, in both radio and movies, will be on hand to help Bing get the new venture off to flying colors.

KFI-KECA building a new office for use of announcers. Heretofore, they have had desk space here and there around the studio. The new set up will give them privacy to study scripts, work on their announcements.

Table Products Company has



WGN's variety show, "Melodies from the Sky," with the Harold Stokes orchestra, Kay Nelson, Phyllis Novak, Pete Johnson, Arthur Wright, the Four Shades of Blue and a Glee Club, return to the visible show schedule tomorrow night. It's a Mutual network show.

Tom Shirley, announcer and actor, added to cast of CBS "Romance of Helen Trent."

John Harrington starting a nightly news review at 6 p.m. over WBBM edited by Arch Farmer. John, like Pat Flanagan, his fellow broadcaster, must make a swift dash from the ball parks where they broadcast each afternoon to the studios after the game.

MacDonald Carey gets the role of the First Nighter in Campana's show of that name. Don Briggs played it in Hollywood but movies kept him in the west when the show moved back here.

Lee Hassell and Sally Foster of the WLS Barn Dance crew both going to have their tonsils out at the same time soon.

Cy Pitts, former Carnation Contented tenor here, coming out from New York this week to get the rest of his duds. He has a job singing at Radio City for NBC.

Mel Merkley, formerly with Horace Heidt and lately with Fred Waring, handling publicity for the Drake Hotel.

Eddie Conrad, the Russian of "You Can't Take It With You" cast, auditioned as the "mad maestro" at NBC with support by Sylvia Clark, Clark Dennis and Roy Shield's music.

William W. Durgin is new copywriter at Lord & Thomas. Came from Thompson-Toth, Cincinnati.

Agnes Seward of NBC press department on vacation — motoring down Kentucky way.

Happy Jack Turner set something of a record other night at the Peru (Ill.) Country club by playing requests—200 of them—from 11 p.m. to 7 a.m. Then he told his hosts that he would have to shuffle back to Chicago for his 10:30 a.m. broadcast for Meyercord's. Program has shifted from WENR to 10:30 a.m. Thursdays on WMAQ.

signed for 13 weeks on KNX and KSFO for a share of the Monday and Thursday Fletcher Wiley participating program, to advertise Duchess Salad Dressing.

"Hollywood in Person," General Mills noon time daily program which used a trailer studio to broadcast from the movie lots, will fold Friday of next week.

KEHE will put Los Angeles radio editors on the air as a weekly interview feature in "Listen Ladies" program. Bernie Milligan (Ray-D. O. Fan byline) on the Examiner will start the series June 14.

★ Program Reviews and Comments ★

"SPOTLIGHT REVUE"

Sustaining

WOR, Mondays, 3-3:30 p.m.

BRIGHT VARIETY PROGRAM ALONG FAMILIAR LINES AND ENTERTAINING.

Though in no way departing from the general run of variety shows, this new half-hour made its bow yesterday with enough informal liveliness and entertainment value to make it welcome. Benny Davis, songwriter and discoverer of talent, fills the emcee spot satisfactorily. Leo Freudberg's orchestra provides the musical background very capably.

Different guests are to be presented weekly, and the first show had Rose Marie, grown up from "Baby", who did nicely with "The You and Me That Used to Be" and "I've Got Rhythm"; Leo Fuld, whose singing of "Come Back to Sorrento" in Italian was grand, and Beatrice Joyce, former Radio City Music Hall prima donna, who also registered well. Harry Mack is the announcer.

"Downbeat on Murder"

Latest presentation of the Columbia Workshop, aired Sunday at 7-7:30 p.m. over WABC and the CBS network, was an uncomfortable melodrama by Charles Tazewell. Written especially for radio, it told about a German musician who is henpecked and heckled by his wife and poaching relatives until he is driven to murdering them. A musical score by Bernard Herman accompanied the drama, the sounds being employed to whoop things up to the climax.

Despite some commendable elements of experimentation, the Columbia Workshop isn't likely to get far with drama of this type. First of all, it is not sufficiently down to earth to interest and hold a wide audience. Secondly, in this particular case, the German accents made it hard to understand all the dialogue without more straining than can be expected of listeners. Third, the radio can take a hint from the stage on the limited appeal of drama that is fantastic, deeply psychological, depressing or ultra-novel in technique. The Columbia Workshop may be said

to correspond to the arty branch of the stage—the Little Theaters, which went in for the more or less high-brow drama, and which never got to first base in general public favor.

The Columbia Workshop has demonstrated that it can do some fine things, but unless it intentionally desires to cater to a limited audience it will have to present stuff that is more within the scope of popular appeal.

Shell Show

A couple of artists who should be heard more on the radio appeared in Saturday night's Joe Cook Shell Show over the NBC-Red network. Chief of these was Mrs. Martin Johnson, who told a little of her African film-making adventures. Mrs. Johnson not only has a vast treasure of colorful, exciting and unusual experiences to relate, but she also has the voice, personality and charm to make a highly interesting job of it.

Another individualist on Cook's program was Emil Boreo, the continental entertainer with a style that is different and refreshing. Louise Massey and Her Westerners also contributed musical enjoyment to the program, and among others gracing the occasion with their talents were Florence Reed and Billy Lynn.

Eddie Stanley

Taking over the head comedian spot while Eddie Cantor vacations, Eddie Stanley did a commendable job on Sunday's Texaco Show over the CBS network at 8:30-9 p.m. Stanley works in the smooth, assured style of a seasoned trouper. He doesn't go in for dialect, but has a likeable personality of his own which keeps the proceedings bright and moving along at a nice clip. So long as he gets a break in the way of material, he should have no trouble clicking.

Saymore Saymore did well in comedy crossfire with Stanley. Bobby Breen did a repeat of "Eili Eili," while Pinky Tomlin sang his new song, "Tetched in the Head."

Jimmy Wallington, Jacques Renard's orchestra and other mem-

bers of the show also were up to snuff.

Due to operating difficulties, first six minutes of the program was not heard in the east.

Walter Winchell

A new feature was initiated by Walter Winchell in his program Sunday over the NBC-Red network at 9:30-9:45 p.m. He made citations of the best film work of the week, best Broadway play, best song, book, radio program, etc. No information given as to the elements entering into making the selections, the implication being that they represent Winchell's own opinions. At any rate, picking "bests" has always been a popular stunt and Winchell no doubt can make his count for something. In the radio end, he said the week's favorite in his household was Russ Morgan's music, followed by "March of Time."

"Chase & Sanborn Hour"

This Sunday night stanza maintains the high standard of entertainment since its recent inauguration when Don Ameche, Edgar Bergen, Werner Janssen, W. C. Fields and Dorothy Lamour went on the show, plus weekly guest stars. Last Sunday Constance Bennett and Ameche offered a dramatic excerpt from "Candlelight," with Fields later ribbing Miss Bennett in his inimitable manner, and of course the feud between Fields and "Charlie McCarthy" is still on.

Ray Middleton, dramatic baritone, with both concert and dramatic stage background, supplied the vocal highlight with his rendition of "Glory Road," a type of spiritual that seems written to order for this fine singer. In such numbers, as in the case of "All Points West," Middleton's fine dramatic ability stands him in good stead. Vocally, his voice is sure-fire and fills a definite need in radio. The closing musical number, a bit of Gilbert & Sullivan, was presented in novel fashion, with Bergen's "McCarthy" kibitzing on the sidelines.

"Bughouse Rhythm"

Emanating from San Francisco, this batch of rhythm and humor presided over by Jack Meakin is a delectable dish. The edition caught Friday night over the NBC-Red was the final coast airing of the present series. This week Meakin will do his spot from New York before taking a recess. Program has an unctuous commentator who chats amusingly between servings of the rhythm, which also has a style of its own. Nice nonsense.

Dick Fishell

Recently passing his first year's mark doing the 6:30 p.m. Sports Resume over WMCA for Wheaties (Knox-Reeves agency), Dick Fishell has developed one of the best little programs of its kind. It is clear-cut, well compiled and covers plenty of ground. Baseball, racing, tennis, etc., all are embraced by Fishell in his summaries these days, and during the fall he will be at his best on football — Dick having been an All-American at Syracuse and a professional pigskin artist here.

Charlotte Buchwald

Among the always interesting WMCA programs is Charlotte Buchwald's "The Playgoer," wherein she presents and interviews leading personalities of the theater world. Last Friday afternoon's subject was picked from close to home, the subject being Alfred Hall, WMCA's own program director, who had quite a few interesting things to say about this business of entertaining the public.

Vincent Connolly

One of the more pleasant-voiced newscasters, Vincent Connolly, took the Nedick's Stores Inc. sponsorship banner on WOR last night for a Monday-Wednesday-Friday airing at 6:45-7 p.m. Program is the usual news compilation, getting its touch of difference from Connolly's style of handling.

Tied in with the new series is a contest wherein Ford cars, Philco radios and crates of oranges are given away weekly.

WSGN Local Rate Changes

Birmingham—Frequency discounts on local contracts constitute the major changes in the new rate card recently issued by WSGN, Birmingham News & Age-Herald station, T. O. White, production manager, explains. There were no increases in national rates.

The changes were made to bring WSGN local rates more in line with competing stations, and at the same time to result in greater revenue needed for recent investments in new and more efficient mechanical equipment.

Booking Montclair Hotel

Rockwell-O'Keefe Inc. will book attractions for the Hotel Montclair, effective next week, when Ralph Hitz takes that hostelry over.

Texas Expo Appointments

Dallas—James W. Crocker, director of radio for the Greater Texas and Pan American Exposition opening here June 12, has appointed Jack Lyman program director for the exposition. Announcers include Ray Lackland, Fred L. Edwards, Fritz Kuler, Gene Heard and John Hughes. Harry S. Keith, technician with the Texas Centennial last year, is chief of operations.

Plan Stratosphere Broadcast

Chicago—Ken Fry of NBC special events department is working on plans to air the stratosphere flight of Prof. Jean Piccard under auspices of U. of Minn. next week.

McDermott, Morton in Denver

Denver — Gerard McDermott, in charge national NBC spot sales, and Oliver Morton, manager NBC Chicago local spot sales, were here last week. They held several conferences with A. E. Nelson, KOA manager, listened to more than 100 auditions of Denver talent, and were entertained at several luncheons.

R-O'K. Chi. Opening July 1

Rockwell-O'Keefe Inc. officially opens its new Chicago office at 32 W. Randolph Street, July 1. Tom Thatcher will be in charge, with George Hillman as assistant. Both were formerly associated with Kenneway Attractions and Consolidated.

Columbia Bureau Bookings

Columbia Artists Inc. has made the following bookings: Robert Gibson to appear on Hammerstein Music Hall, June 22; Margaret McCrea Repeats on Show Boat this Thursday, and H. V. Kaltenborn to the Rotary Club of Winston-Salem, June 15. First two deals were set by Mack Davis.

Test Show to Chicago

Kansas City—"Across the Breakfast Table", daily script show sponsored by Household Finance over KMBC here the past 13 weeks, has been moved to Chicago by the same company for a 13-week test campaign. Arthur Church of KMBC made the deal.

San Francisco

DWIGHT NEWTON, KYA's "Uncle Harry," out with chicken pox, so Doug Montell is battling for him.

Robert Stevens, NBC tenor, guested on "California Concert" show Sunday night.

David Vaile, announcer-producer with KYA for nearly a year, made "studio supervisor," to keep tab on mikemen, skeds and important office routine.

John Nesbitt, "Passing Parade" commentator, has enrolled in voice training and speech courses in the University of California summer session. Will also work with Irving Pichel, the actor, in Greek theater productions.

Natalie Park, NBC actress, now playing comedy role in "Carefree Carnival."

Jeane Cowan, NBC song stylist and actress, leaves L. A. to rejoin her family June 19. She will continue her role in "Hawthorne House" for a while, commuting by plane or train.

Armand Girard, NBC baritone, ends his Friday night song spot on KPO for "Tums," sponsored by Lewis-Howe Co., on June 11. Bennie Walker's Saturday morning "Tillamook Kitchen" for Tillamook Creameries bows out July 2.

Ned Tollinger, "Carefree Carnival" emcee, got a card from Van Fleming, NBC producer of the show, stopping at Panama on a nervous break-down cure trip.

Dick Deasy went to work yesterday at KYA, which plugs the gap left by Linn Church's leaving. Deasy formerly was at KSFO as operator-announcer.

WNOX Promotions, Additions

Knoxville—R. L. Anderson of the WNOX sales staff has been promoted to continuity chief. He will also do some commercial announcing along with his new post.

New personnel added to the station payroll include Paul Allison, announcer, and Harry Grimes, secretary to O. L. Smith, commercial manager.

ONE MINUTE INTERVIEW

A. RALPH STEINBERG

"Today, an entire radio show of up to a half hour can be recorded on one side of a single 12-inch or 16-inch record. And this is not our limitations. But a few weeks ago we demonstrated before the Franklin Institute in Philadelphia a record 12 inches in diameter that played one hour, two minutes and forty seconds on one side! Some day, even longer periods of time will be played on one record. Maybe an entire opera, novel or drama."

★ Coast-to-Coast ★

GRADY COLE has started a new thrice weekly program over WBT, Charlotte, as the Castleberry Commentator, sponsored by Castleberry Food Products.

"Rhythm in Song," new program going over the WLW Line from Cincinnati, is reported meeting with fine response. Talent includes Jeannine Macy, Four Modernaires, Three Spades, a girls' sextet and a boys' octet.

WDNC, Durham, N. C., which on Saturday gave the first airing of the Duke University commencement exercises, this week does the same with University of N. C.

Jack Howell of the sales staff of KRLD, Dallas, is vacationing in New Orleans.

Louise Hill Howe, director of the Radio Playhouse, KSL, Salt Lake City, is back on the job after a 10-day illness.

Baltimore's Gavel Club will be aired weekly starting today at 6:35 p.m. over WBAL. Club members are presidents and secretaries of the city's leading clubs.

WIRE, Indianapolis, had to call off its broadcasts from the Marion County Jail when the county sheriff refused to let prisoners participate.

Ralph Nelson, director of special events at KCKN, Kansas City, Kas., is handling the newly added Star Radio script show, "Good Morning, Neighbor," which is tied in with community happenings as much as possible.

WLW Radio Revels, which made a hit with Cincinnati theatergoers recently, have been booked for two more weeks of personal appearances, at the Colonial, Dayton, starting Friday, and the Lyric, Indianapolis, week of June 18. Fritz M. Witte directs the show, with cast including Frim Sisters, Tommy Riggs, Helen Nugent, the Virginians, Carl Freed

and his harmonica lads and Brown County Revelers. Red Barber, WLW sports announcer, will appear at the Dayton run. Joseph Ries, educational director, plans to be in the Indianapolis engagement.

Following the recent lead of Manager Frank Jarman and Engineer Bob Stratton, at least two other members of the staff of WDNC, Durham, N. C., plan to middle-aisle it during vacation. They are Al Harding and Lew Brown.

WBT, Charlotte, tonight will broadcast the 100th anniversary of Davidson College, one of the oldest Presbyterian schools in the country.

Thompson Bartlett, CBS announcer, is commuting between Chicago and Milwaukee to act as master of ceremonies for the amateur shows presented from the stage of the Riverside theater in Milwaukee each Monday night. Al Buettner, who has been conducting the tryouts, leaves shortly for the coast. Bartlett was formerly with WISN, Milwaukee.

LaRange and Margery Jarvis, Rhinelander, Wis., are now broadcasting daily over WEAU, Eau Claire, as the "Rambling Cow Girls."

Douglass W. Merservey, formerly in charge of advertising for a division of the du Pont Co., will join NBC in an executive capacity with the program department on July 1.

Palmer Greer, formerly of WHIO's engineering staff, has joined WKRC, Cincinnati, in a similar capacity.

Among out-of-town guests at Saturday night's ball in the Municipal Auditorium to wind up WHB's full-week celebration of its 15th anniversary were John Henry, KOIL; Reggie Martin, KFAB; Mr. and Mrs. Clarence Cosby, KWK; Tams Bixby Jr., KBIX; Martin Munzer Jr., Luckey-Bowman, N. Y. Mr. and Mrs. Jess Kirkpatrick, WGN; and Herb Hollister and Jack Todd of KANS.

PITTSBURGH

One of the most ambitious tie-ups ever made in Pittsburgh is current with the Stanley Theater's showing of the locally broadcast Wilkins Radio Amateur Hour winners.

WWSW will broadcast the outdoor Pop Concerts of Victor Saudek's Little Symphony orchestra from the lawn of the Hotel Schenley this summer.

KDKA's Strollers Matinee was received so well over the NBC network that they will feed the program twice weekly.

Special additional radio space has been allotted on Wednesdays and Saturdays to Si Steinhauser, Press radio editor. Radio features fill extra columns.

BIRMINGHAM

Bill McCane, commentator for WBRC, is now in charge of this station's "Movie Broadcast" program, a daily feature of the "question and answer" nature.

Fred Smith, for many years layout man for The Birmingham News & Age-Herald, in the composing room, recently signed with WBRC to handle the "B. C. Sports Review," daily feature. Smith will continue his regular work with the newspaper.

Don Campbell, time salesman for WBRC, was recently elected to the board of directors of the Birmingham Lions Club.

Evelyn Culverhouse, one of Alabama's outstanding vocalists, has signed a contract with WBRC, and is heard at 5 p.m. Tuesdays.

New Orleans

P. K. EWING, general manager of WDSU, is due back here this week after a hearing in Washington in which WDSU is asking for authority to operate another station on 250 watts. WDSU has network ambitions again, planning to join one of the two majors in the fall and if so it apparently does not wish to lose the local business and is preparing for a supplementary station accordingly.

WSMB, present outlet for both NBC networks, is also reported after another station wavelength, and Vince Callahan, general manager of WWL, was to be in Washington this week where it is expected that this CBS outlet's request for an increase to 50,000 watts may come up.

WBNO is asking the FCC for full time on its present band, while WJBW's present owner, Charles Carlson, is asking for full time for his station, which shares time with WBNO.

Not to be outdone, Southern Broadcasting Co., claiming a managerial contract with Carlson to run WJBW, is reported to have an application with the FCC to get Carlson's power and run a station of its own.

KANSAS CITY

KXBY recently added a Sunday night narrative feature, "Adventures of a Leatherneck," in which Sergeant Whitehouse of local U. S. Marine recruiting station tells his war experiences.

A heavy electrical storm put WDAF off the air for about 15 minutes one day last week.

John Lewis Wood, who recently came from KFAB to join KXBY, is airing a daily quarter-hour of pop songs and range tunes.

With exception of a quarter-hour inquiring reporter program and a news airing, KXBY's entire Saturday night time, 7 to midnight, has been turned over to dance music.

Jerry Burns, formerly of WHAS, has joined the staff of KXBY to replace Jim Banon as special events and news announcer. Banon resigned to go to the coast. In addition, KXBY has added T. J. Coffey to the sales staff.

CONSOLIDATED RADIO ARTISTS, INC.

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America's Leading Radio and Dance Orchestras

BAND OF THE WEEK
"Miracle Music"
JESSE CRAWFORD
and his
ORCHESTRA
Featuring Helen Crawford
Opening Congress Hotel, Chicago
June 10th—NBC Network.