



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 86

NEW YORK, N. Y., THURSDAY, JUNE 10, 1937

FIVE CENTS

## Civic Groups Want Time

### TIME AND NETWORKS SET ON TWO P. & G. SHOWS

Procter & Gamble has set the time and network for two of its daytime shows which were recently renewed for 52 weeks.

"Mary Marlin," dramatic sketch, moves to 10 a.m. on the NBC-Blue network and will be heard over WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WXYZ and WLS.

The Gospel Singer will be heard at 11:45 a.m. on the NBC-Red network, but will drop the following stations from its present line-up: KWK, WMT, KSO, KOIL, KLO, KGO, KECA, KFSD, KEX, KJR and

(Continued on Page 3)

### Pioneer Coast Disk Firm Now Under New Control

West Coast Bureau, RADIO DAILY

Los Angeles — Radio Recorders, pioneer Hollywood disk firm, this week effected changes in personnel and ownership, with Lou Winston's interest purchased by his former associates, and Winston withdrawing to assume sole ownership of Radio Producers of Hollywood, which has

(Continued on Page 3)

### Allan M. Wilson Joins Conquest Alliance Co.

Allan M. Wilson has joined the Conquest Alliance Co., international radio firm, as assistant to the president, C. H. Venner, Jr. Wilson, who recently arrived from the coast, is well known there as an author and a radio and advertising agency executive. With Conquest, he will su-

(Continued on Page 3)

### Dramatic Class

Cleveland—A class limited to 30 students picked by the Speech Department of Cleveland College will be given laboratory instruction in radio dramatics at WHK-WJAY studios this fall. Gene LaValle, dramatic director of United Broadcasting Co., will be instructor. Students will take part in sustaining shows.

### Road Test

Adopting the policy employed by theatrical productions headed for Broadway, Ray Sinatra, whose "For Men Only" program made its debut this week over WHN and the WLW line, is taking his show on a "road tour" of the smaller stations in order to test material as to its suitability for larger hook-ups.

### THREE CBS PROGRAMS WIND UP IN FEW WEEKS

Atlantic Refining Co., Knox Gelatine and Sinclair Refining Co. have served notice on CBS that they will terminate their programs within the next few weeks. Knox signs off June 24, Atlantic the following day, Sinclair on July 9.

First sponsor is heard Tuesdays and Thursdays, 11:15-11:30 a.m. with Ed East and Ralph Dumke. Atlantic is on the air Mondays through Fridays, 7:15-7:30 p.m. with a script show entitled "Pa and Ma." Sinclair

(Continued on Page 8)

### Zenith Radio Corp. Net Is Biggest In Its History

Net profit of Zenith Radio Corp. for the year ended April 30 was \$1,904,074, the largest in the company's history. Profit was equal to \$3.86 a share on the common stock, against \$2.46 a share in the previous year.

As a result of continued business

(Continued on Page 8)

## Socony Again Gets Yale Games, For Yankee Network and WMCA

### Joe Weber in AFM Talk Over NBC-Blue Sunday

Joseph N. Weber, president of the American Federation of Musicians, will be heard Sunday night over the NBC-Blue network in a talk on the aims of the AFM, the address coming from Louisville, coincident with the Federation's annual convention next week. A concert performance

(Continued on Page 8)

## Educational Leaders in Nationwide Move for Evening Spots on Three Major Networks—Calling on FCC

By NORMAN WEISER

A nationwide movement, instigated by leaders of educational and civic organizations, is now under way in what may eventually lead to a complete revision of policy by the three major networks. An attempt will be made by these organizations, through the Federal Communications Commission, to force the NBC, CBS and Mutual to give currently sponsored time to the organizations for the purpose of presenting unbiased and un-

(Continued on Page 8)

### L. F. MUTER REELECTED PRESIDENT OF R. M. A.

Chicago—Leslie F. Muter, president of Muter Co., this city, yesterday was reelected president of the Radio Manufacturers Ass'n, in convention at the Stevens Hotel. R.M.A. also voted amendments increasing directors from 18 to 25.

Reelected directors were David Sarnoff, RCA; James M. Skinner, Philco; Paul V. Galvin, Motorola Co., Chicago, and Arthur T. Murray, United American Bosch Co., Springfield, Mass., representing set manufacturers; David T. Schultz, Raytheon, New York; Arthur Moss, Solar Co., New York, and Phil C. Lenz,

(Continued on Page 3)

### New Television Schedule Inaugurated by Don Lee

West Coast Bureau, RADIO DAILY

Los Angeles—New sight-sound television broadcasts announced by Don Lee Television Division include: Monday, 9-10 a.m. (PST), Tuesday, 10-11 a.m.; Wednesday, 11-noon; Thursday, noon-1 p.m.; Friday, 1-2 p.m.; Saturday, 2-3 p.m. Evening broadcasts daily 6:30-7:15. The images are televised on 45,000 kilo-

(Continued on Page 3)

### TOM MIX RETURNS SEPT. FOR RALSTON-PURINA

Ralston-Purina Co., St. Louis (cereal), has signed a 52-week contract with NBC for the return of the Tom Mix program to the air on Sept. 27. Series will be heard over 23 Blue network stations, Mondays through Fridays, 5:45-6 p.m., with a repeat for listeners in the mid-west at 6:45 p.m. Gardener Advertising Co., St. Louis, placed the account.

### McCosker to Get Degree For His Service in Radio

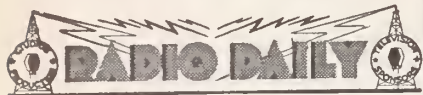
Alfred J. McCosker, president of the Bamberger Broadcasting Service (WOR), will receive an honorary degree of Doctor of Law at the John Marshall College of Law on June 16. Similarly honored that day will be

(Continued on Page 8)

### Summer Tryouts

Harmon J. (Hi) Alexander, scripter for "Blubber" Bergman and other comedians, is taking a leaf from the stage by trying out some of his fall shows in his own theater at Camp Copake, Caryville, N. Y. With a complete musical comedy cast of 35 and a full orchestra, Hi is playing with program ideas and with three types of comedians.

(Continued on Page 8)



(Registered U.S. Patent Office)

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## FINANCIAL

(Wednesday, June 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 <sup>3</sup> / <sub>4</sub>	168 <sup>1</sup> / <sub>2</sub>	168 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
Crosley Radio				— <sup>7</sup> / <sub>8</sub>
Gen. Electric	54 <sup>1</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>4</sub>	53 <sup>1</sup> / <sub>4</sub>	— <sup>1</sup> / <sub>4</sub>
North American	24 <sup>7</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>4</sub>
RCA Common	8 <sup>7</sup> / <sub>8</sub>	8 <sup>7</sup> / <sub>8</sub>	8 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	67 <sup>3</sup> / <sub>8</sub>	67 <sup>3</sup> / <sub>8</sub>	67 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA \$5 Pfd.	(92 Bid)	105	Asked	
Stewart Warner	18 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>2</sub>	— <sup>1</sup> / <sub>8</sub>
Zenith Radio	34	33 <sup>1</sup> / <sub>2</sub>	34	+ <sup>1</sup> / <sub>4</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	
Majestic	3	3	3	
Nat. Union Radio				

### OVER THE COUNTER

	Bid	Asked
CBS A	27 <sup>1</sup> / <sub>2</sub>	29
CBS B	27	28 <sup>1</sup> / <sub>2</sub>
Stromberg Carlson	14	15

## G. E. Group is On Tour Introducing 1938 Radio

A group of men representing the General Electric radio division has left on a two-week cross-country tour to make presentations of 1938 General Electric radio receivers to distributors throughout the country and to outline advertising and promotion plans to them. Party included E. H. Vogel, manager of General Electric radio set division; C. M. Wilson, sales manager of the radio set division; A. Brandt, advertising manager of the division; C. T. Wandres, sales manager of the radio tube division; P. B. Zimmerman, general sales manager of the appliance division; T. K. Quinn, president of Maxon, Inc., and Tom Erwin, Maxon account executive.

## 11 Daily News Periods Now Scheduled by WSGN

Birmingham—News broadcasting has been given a boost by WSGN, the number of periods being increased to 11 a day.

## Unusual Mail Response

Louisville—It isn't news to read that radio fans write in for gifts, but it's news when they write to the tune of 1,204 in one day from 14 states, including 203 counties in the proven primary listening area of any 50,000-watt radio station. And that's the story told by WHAS for the four days ending June 5.

On June 1, during the "Early Morning Jamboree", heard over WHAS 7-8 a.m. Monday through Saturday, the emcee offered a fan picturing the ten young people who make up this lively program. The mail count on June 2 numbered 71. On June 3, requests jumped to 471. On June 4, that number doubled, and June 5 found the mail bags stuffed with 1,204 fan requests.

Both the product and the talent are newcomers to WHAS. "Early Morning Jamboree" was heard for the first time April 26, and consists of Sunshine Sue and her Rock Creek Rangers, musicians and singers; the Texas Rangers, four male voices, and the father and child appeal, Little Betty and Gordon Sizemore. The sponsor (Stuart's Dyspepsia Tablets) took the air May 17 offering a trial package of their product. On the sample offer and the fan offer for the three weeks' period the total mail count ending June 5 was 2,354. Stuart's shares the hour with three other products of the Consolidated Drug Products.

The answer: Good Talent. Build your programs to suit the hours, and don't let your listeners down on your product.

## Radio Club Will Witness Technical Demonstration

A discussion and a demonstration of the technical side of radio will feature the regular monthly meeting of The Radio Club of America to be held at the WOR studios tonight at 8. Included among the members of the club are such important engineers as Charles Horn, director of research and development at NBC; A. B. Chamberlin, chief engineer of CBS; J. R. Poppele, chief engineer of WOR; Professor E. H. Armstrong, Columbia University, and Professor Louis Hazeltine, Stevens Institute.

Poppele will speak on the general aspects of "Broadcasting Studio Operating Equipment and Technique," and will be followed by other members of the WOR engineering staff, each of whom will discuss in more specific fashion the activities of his particular department. They will be P. B. Harkins, traffic engineer; E. J. Content, equipment engineer; Harold Hadden, master control supervisor; Shirley Davis, maintenance engineer; Charles Singer, supervisor of the transmitter, and Ray Lyon, recording engineer.

Following the talks the members will attend the "Music for Today" broadcast, featuring Morton Gould, and view an actual demonstration of technical operation. The symposium will conclude with an open meeting for questions.

## Mutual System to Air Dallas Expo Opening

A complete description of the opening day of the Greater Pan-American Exposition, Dallas, will be aired over Mutual System on Saturday at 8-9 p.m.

Mutual also has arranged to broadcast several of the big sporting events scheduled in connection with the exposition.

KMA Gets Contract After Test Shenandoah, Ia.—After a six-week test with five 15-minute programs weekly over KMA to test this market, Armour & Co., through its Omaha office, has signed for an additional 13 weeks over the station.

## Swing Club Celebration Gets Overtime on CBS

CBS will keep its entire network open one-half hour overtime Saturday when a special anniversary program of the Swing Club is aired from 12 mid.-1:30 a.m. This marks the first time in the history of the web that a regular sustaining feature has been allowed to air past the regular sign-off period. Pick-ups from all over the country have been planned for the broadcast, with the high-spot a pick-up of a swing band from France. Special preparations have been made to accommodate an audience for the show, and many of the swing acts will be heard from the CBS playhouse in New York.

## Winchell Set Through '38

Walter Winchell renewed for another year by his sponsor, Andrew Jergens Co., will continue his Sunday evening broadcasts through December, 1938. Winchell is currently heard over an NBC-Blue network of 37 stations at 9:30-9:45 p.m., with a repeat for the west coast at 11:15-11:30 p.m. over 14 stations.

Winchell, now in his fifth year of broadcasting for the same sponsor, has, in the past, vacationed during the summer months. Under his new contract, however, the columnist is scheduled for a straight 52 weeks of broadcasting with no time off. The program is currently originating from the Hollywood studios of NBC, with Lennen & Mitchell Inc. as the agency.

## 17<sup>1</sup>/<sub>6</sub> HOURS TO CALIFORNIA

United flies you fast, direct to either LOS ANGELES or SAN FRANCISCO . . . visit both . . . no extra charge. 3 daily coast-to-coast flights, including luxurious overnight Mainliner at 5:55 p.m. CHICAGO: 3 non-stop flights daily.

★ UNITED AIR LINES ★

## COMING and GOING

SAM PICKARD, CBS vice-president and lessee of WGST, Atlanta, is in New York.

DON GODDARD, NBC news and special events division, and JAMES COSTELLO, of the continuity staff, are in Washington today arranging details of the Boy Scout Jamboree broadcast. They will return to town on Saturday.

SAM HENRY, WBS sales promotion director, leaves tomorrow for a two-week training period with the National Guard.

A. A. SCHECHTER, NBC news and special events director, arrived back in New York yesterday afternoon from Bermuda aboard the flying boat Bermuda Clipper.

EDWARD A. KLAUBER, CBS executive vice-president, returned to his desk yesterday after an extended vacation.

PAUL WHITE, CBS director of Public Affairs, and BOB TROUT, CBS special events announcer, will arrive in town late this afternoon from France aboard the Manhattan.

JOSEPH N. WEBER, president of the American Federation of Musicians, arrives tomorrow in Louisville for next week's AFM convention.

NELSON GAGE, sales manager for the Chrysler Corp., arrives tonight on the Manhattan from abroad.

MRS. MORTON DOWNEY, the former Barbara Bennett, is another passenger on the Manhattan.

MRS. MARTIN JOHNSTON is en route to Hollywood.

MATTY ROSEN and WILLIAM MILLER of Artists Syndicate of America, leave today for Chicago to be gone a week.

HARRY G. OMMERLE of the program service department of CBS leaves Saturday for Hollywood, where he will produce the new Chesterfield series beginning July 2.

PHIL BAKER leaves for Hollywood on July 5. MARTIN SPECTOR left for Montreal on business last night.

LANNY ROSS will be in Pittsburgh on Saturday where he will be honored guest at the Music Festival that night.

ABE LYMAN and orchestra leave for Lexington, Va., for a one-nighter at Washington and Lee College.

ANDREW DUQUES, soloist of the NBC symphony, sails today aboard the De Grasse for Europe.

NORMA JEAN TWIGGER, whose father is news commentator on WCAE, Pittsburgh, sails Saturday for England to be gone two months.

HERBERT R. EBENSTEIN, president of the Universal Radio Corp., planes to the coast tomorrow to confer with studio executives on programs now in the course of production. He will be gone several days.

E. P. H. JAMES, sales promotion manager of NBC, is in Lancaster, Pa., today addressing Rotary Club luncheon. He returns tomorrow and leaves over the week-end for Salt Lake City to talk at Pacific Coast Advertising Club convention.

JEAN MASSON, French manager of Station Luxembourg, arrives today from the coast and sails tomorrow from Boston on the Samara for France.

# JERRY COOPER

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## "TIME" A HIT ABROAD; MASSON'S NEW STYLE

Cabled reports on the acceptance of the "March of Time" program on Radio Luxembourg are to the effect that the first show was a tremendous success and as such an innovation to the station's vast audience as the program is here.

Recordings here were supervised by Jean Masson, French manager of the station whose official title is: Redacteur en chef De Radio Luxembourg. He is also "envoye special de Paris-Soir" (special correspondent).

Masson's method of recording programs regardless of what type was a revelation here. His procedure is to record on the spot a piece here and there on separate wax and then make the master recording off the various other disks, speeding it up and arranging his continuity accordingly. Experts who watched his method declare the finished product a great improvement as to final effect.

## Time and Networks Set on Two P. & G. Shows

(Continued from Page 1)

KGA. Twenty-two stations remain on the hook-up at that airing.

A repeat broadcast, to be inaugurated for the first time on this program, will be heard from 4:15-4:30 p.m. on the same web. Stations to carry the repeat include KSD, KSTP, WHO, WOW, WDAF, KOA, KDYL, KPO, KFI, KGW, KOMO and KHQ. KGIR will carry the repeat on Monday, Wednesday and Friday.

## Pioneer Coast Disk Firm Now Under New Control

(Continued from Page 1)

some 35 disk series programs in use around the world.

The new setup for Radio Recorders puts F. H. ("Shag") Winter as president; Jack Brundage, vice-president; L. K. Menkler, secretary; Erny Dummell, treasurer, and J. J. Sameth, sales and production manager.

For the time being Winston will retain quarters at the old location, but indicated that he had expansion plans which he will announce soon.

## Universal Radio to Add Names

Well-known screen and stage personalities will be added to the casts of forthcoming Universal Radio Corp. productions as a result of deals to be made by Herbert R. Ebenstein, president, who leaves tomorrow for the coast to confer with studio executives on shows now in course of production.

## Stanley Succeeds Brusiloff

Bob Stanley, violinist in Nat Brusiloff's orchestra, has been selected to take over the orchestral duties of Brusiloff, who recently resigned from WOR. Brusiloff is free-lancing, but will retain one of his WOR programs, "Jazz Nocturne."

## NEW PROGRAMS—IDEAS

### WCCO's "Vacation Varieties"

Minnesota's vacation attractions will be cleverly promoted during the summer months in a new series of broadcasts over WCCO, Minneapolis, featuring George Bradley, head of the Minnesota State Tourist Bureau, and sponsored by the Fitger Brewing Co. through the Leo Burnett Agency.

The broadcasts, heard over WCCO on Fridays at 9:30-10 p.m., will also present a varied musical group. "Vacation Varieties" is the listing.

Each week, Fitger will award four first prizes and four second prizes to the persons catching the largest muskie—the largest wall-eyed pike—the largest northern pike and the largest bass. First prize in each classification is three cases of Fitger's Beer. The contest applies to fish caught in Minnesota, Wisconsin, North and South Dakota.

Contestants will have their fish weighed and measured at any Fitger dealer. Bradley will be the sole judge for the prizes.

WEBC, Duluth; WMFG, Hibbing, and WHLB, Virginia, will also carry the broadcasts which originate at WCCO.

### New Community Sing Slant

What is believed to be an entirely new idea in the field of radio is now being presented on the "Easy Iowa Song Fest" heard over WMT, Cedar Rapids, Ia., every Sunday afternoon from the stage of the Paramount Theater in Cedar Rapids.

During the community singing portion led by Doug Grant, Benne Alter takes a portable mike and walks through the crowd holding the mike in front of someone who is singing. At the same time he gives the singer a ticket with a number on it and re-

### New Television Schedule Inaugurated by Don Lee

(Continued from Page 1)

cycles (6-2/3 meters) with sound broadcast on new frequency of 54,300 kilocycles (5 1/2 meters) with new transmitter of latest grid-modulated design reproducing sound frequencies from 40 to 10,000 cycles.

### News Features Adds to Staff

News Features Inc. has added William McAdams, formerly of Scripps-Howard and later associated with Tom Fizdale in Chicago, to its staff. At the same time William Haworth, president of News Features, announced that Emile Desvernine has been added to the editorial staff, bringing the number of writers now employed by the syndicate to 12. A west coast office is scheduled to begin operations by Sept. 1.

### Bernie Cummins to Pinch Hit

Bernie Cummins will pinch hit for Ted Weems, who is vacationing on the Varady of Vienna program over Mutual System on Sunday.

lays that number to the WMT studios where a judge is listening to the program. The judge listens to the various voices during the community singing and picks the winner. At the close of the show the winner is called up on the stage and presented with a \$5 bill.

"Smiling" Bob Leefers is also featured on the show presenting an entire new array of young radio performers. Frank Voelker, radio's blind organist, presents two solo numbers during the program from the organ and a "Question Man" broadcast with Benne Alter asking the crowd questions, are some of the highlights on the show.

Program is now being spotted right after the first show on Sunday afternoons which not only gives the station a large audience to work with but increases the "take" for the theater.

### Negro Amateur Hour Clicks

A program that has more than doubled the mail at WSGN, Birmingham, is the all-negro amateur hour which has now had four performances at 9 o'clock each Wednesday night.

Broadcast from the Cotton Club, negro night spot, with cash prizes for the winners, this idea has brought out some fine talent and has proved a feature listened to by people in every walk of life.

While one other Southern city is broadcasting a negro amateur contest, we believe that WSGN is the first Southern station to originate such a program as the other one mentioned originated in a theater and was picked up later by the radio station.

### Allan M. Wilson Joins Conquest Alliance Co.

(Continued from Page 1)

pervise production of all domestic transcribed programs and work out special merchandising features. Conquest's new production schedule and a new distribution method will be announced at the forthcoming NAB Convention.

### Join NBC Technical Staff

Edwin J. Kostello, maintenance engineer, formerly Rockefeller Center sound technician, and before that inspector for RCA Photophones, and Joseph A. Miller, transmitter engineer, retired from the Navy as chief radio man, have joined the NBC engineering staff.

### DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

## WEBS NECK AND NECK ON DAYTIME REVENUE

Daytime revenue figures for the first five months of the year as released by NBC and CBS finds them running neck and neck. CBS reported an increase of 83.8 per cent with NBC a shade behind with 83.5 per cent.

Gross daytime receipts for the five-month period are \$4,688,884 on the combined NBC nets and \$3,426,450 on CBS.

For the month of May CBS billed \$708,261 in daytime business, an increase of 141.8 per cent over May 1935. NBC had a May increase of 65.3 per cent as compared with the same month a year ago.

Revenue derived from evening bookings are up 16.9 per cent at CBS and 6.5 per cent at NBC for the Jan.-May period. For the month of May, NBC evening receipts increased 12.8 per cent over a year ago with CBS reporting a 5.4 per cent increase.

## L. F. Muter Re-elected President of R. M. A.

(Continued from Page 1)

Lenz Electric Co., Chicago, representing parts manufacturers.

Seven new conditionally elected members, subject to approval of action increasing directors, are P. S. Billings, Belmont Radio, Chicago; S. T. Thompson, Pilot Radio, Long Island City; Ernest Alschuler, Earla Radio, Chicago; H. E. Osmun, Central Laboratories, Milwaukee; Ray F. Sparrow, P. R. Mallory Co., Indianapolis; Jerome J. Kahn, Standard Transformer Co., Chicago, and Samuel J. Cole, Aerovox Co., New York.

Bond Geddes, Washington, continues as executive vice-president and general manager, and Fred D. Williams as treasurer.

About 1,200 new models in sets are ready to go on the market, Dr. O. H. Caldwell, editor of Radio Today and former federal radio commissioner, declared in a broadcast last night in connection with the R.M.A. convention. Some are in the form of bookends, others hang on the wall, and others fit into bars, bookshelves, etc.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## AGENCIES

LENNEN & MITCHELL yesterday auditioned singers to replace Frank Parker on the Woodbury show, heard Sundays at 9-9:30 p.m. over an NBC-blue network of 37 stations. Parker, scheduled to take over the Wednesday evening Chesterfield program on June 30, will probably drop from the "Rippling Rhythm Revue" June 27. Singers being auditioned by the agency include radio names which have been associated with network sustaining shots in the past and unknowns.

DAN GREENE, formerly advertising manager of the Advertising Club News, has resigned that position to become associated with the Albert Frank-Guenther Law, Inc., advertising agency, in an executive capacity.

WILLIAM B. HAWKINS has become an account executive of the J. Clement Boyd, Inc., advertising agency in Montclair, N. J. Hawkins was formerly associated with the Abbey Press of Orange, N. J.

TALBOT JOHNS has been appointed director of radio publicity of Batten, Barton, Durstine & Osborn Inc., succeeding Doug Connah resigned. Johns was Connah's assistant and prior to this New York post he was connected with the agency's Boston office for five years. He is the son of William H. Johns chairman of the agency's executive committee.

## 11 International Airings Sets NBC Day's Record

NBC engineering department established a record Tuesday by handling 11 international broadcasts. The take-off of the Cavaliers from Bermuda, relayed to England for BBC; the Cavaliers in flight, for NBC and BBC; their arrival at Port Washington, for BBC and NBC, short-waved via W3XAL; three eclipse broadcasts from Canton Island and a two-way conversation between London and Canton Island; the usual short wave news broadcast for Argentina and Brazil; a broadcast from Warsaw, Poland, the regular South American program, "Man About Town," and a news summary for Central and South America, the latter two short-waved over W3XAL, comprised the list.

## No Strips on Radio

New Orleans—Television may still be slightly farther than around that corner, but a strip tease artist succeeded in canceling a nightly broadcast from a country night club. The LaPlace Club at LaPlace, La., took a WWL wire nightly until the seven-veiler began peeling her veils. Whereupon station canceled and WDSU took the line. WWL is owned by the Jesuit Fathers.



● ● ● Bing Crosby's Kraft Music Hall remains on the airlines throughout the summer—with the crooner taking a month's vacation during the hot spell and leaving the emceeing job in the hands of Bob Burns... Hal Le Roy's wife only had a cold—but it was reported as a more serious matter—which it wasn't. She's well again!... Helen Young, singer on the WMCA's "Grandstand and Bandstand" show, has been signed by Warners... Harry Link's daughter, Elaine, graduates from Friend's Academy today... One bandleader who has been boasting that he would never take a cut—has. Emery Deutsch has been separated from his tonsils... At the Riviera opening, William Farmer's vocalist, Gloria Whitney, obtained a promise from Judge Al Lieberman of New Jersey to officiate next September when she hopes to marry a Pittsburgh food dealer.

● ● ● "Do You Need a Job," regular Monday nite feature via WTAR, Norfolk, drops out this week in order to give local politics more time to wrangle... Opponents will line up against each other in four quarter-hour spots, one following the other. Battle is on for many city offices... What makes this a paragraph is the fact that Bob Coates, who conducted "Do You W. A. J.," is running for City Treasurer—and he hasn't an agent!... Elmer Willrich, WTMV, East St. Louis, bill collector extra-ordinary, not only collects from but also sings for at least one advertiser. On his monthly visit to the Old English Inn, the owner, who is aware of Elmer's excellent baritone voice, insists that he croon for the customers before his bill is paid!

● ● ● Fred Lightner has been given a two-appearance contract on the summer Jell-O show—with options... (Baby) Rose Marie has been booked back at the Hollywood Country Club in West End for the sceigty-eighth time this week-end... Henry M. Neely, "The Old Stager" on CBS, is achieving international recognition for his unusual candid camera photos which are appearing in class mags here and abroad... Rubinoff may not be in for his New York appearance the 20th—because of flicker complications... Tim Healy fades for Procter & Gamble this month... Blevins Davis returned from the Coronation with 200 volumes on the event for the Yale University Library... Henny Youngman encountered Milton Berle the other dawning and the latter asked if Henny was still on the air!... To which Youngman answered in the affirmative and said: "I heard you Sunday, Milton—and you should have Edgar Bergen put funnier words into YOUR mouth!"... Last night a smash premiere was held in Hollywood on "New Faces" and Berle was acclaimed as a new comedy sensation.

● ● ● Two champs met in the studios of WBIG, Greensboro, N. C., recently—one being the greatest of all—Jack Dempsey... Jack met Raymond Constantine Mutulewicz of Duke University, who holds the National Intercollegiate light-heavy title among others... Connie, his coach, Ad Warren, and Ted Mann, sports p. a. for the college, knew that Dempsey was slated to speak over the air via WBIG, so they came up, and a conference between Jack and R. C. M. was held on the air during the sports review... Congrats to Station Supervisor Joseph Lopez of WICC, Bridgeport, on his 6th year there—assigned to the task of ruling the station's destinies since it was admitted as a member of the Yankee Network in June, 1931.

## Coming Events

Today: Radio-television exposition, Moscow.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Nov. 26: Inter-American Radio Conference, Havana.

## New WMCA News Series

A new series conceived and arranged by Dick Fishell, special events director, covering sports, theater and night clubs, starts Monday at 8:55-9 a.m. on WMCA, with Powell Clark (Buddy Cantor) as commentator.

## F. T. C. CASES

### Cease and Desist Orders

The Federal Trade Commission has ordered Kolynos Co., New Haven, Conn., to cease and desist from making certain false and misleading representations in connection with the interstate sale of Kolynos tooth paste. Among representations prohibited in advertising are that Kolynos tooth paste conquers bacterial mouth allegedly caused by germs which attack tooth and gum; cleans and polishes teeth down to the naked white enamel and erases and removes tartar; gives teeth a double cleansing not to be obtained with ordinary or other dentifrices, and restores all teeth to sparkling or natural whiteness.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

WITH "Myrt and Marge" on the verge of fading from the ether, Benton and Bowles are busy as anything auditioning five or six shows with a view to selecting a successor....A versatile lass, yclept Ellen Rose Dickey, once WLS home economics director, scriptist, cook book authoress and dramactress, is on the New York scene, auditioning opus 'titled "Prattling Parkers," with tentative cast including Walter Tetley, Elsie Mae Gordon, Roy Sheldon and Ellen herself, also Ina Grange....La Grange captured coronation stamps as current contest prize and goes Gimbel-ward to collect the booty sometime this week, with well-wishers hoping that Ina, who's shy, is obliged to make a speech....Uncle Sam's second greatest baby specialist, Dr. Josephine Kenyon, who last year thumbs-downed radioffer, is exercising the ancient femme prerogative....A script's being built around her.

Happiest woman in Jersey this week is an ex-school marm on account of she won Steinnie Bottle Co. prize of two round-trip tickets to coast....Her medico had ordered change of climate, but the where-withal was lacking....Rachel Carlay, Gallic songbird with bird-of-paradise exterior, begins a week of warbling at Detroit's Fox Theater the 18th.... The flicker talent scouts'll get Rachel if she doesn't watch out....Elsbeth Eric of the "Dead End" cast is heard in "Big Sister," opposite Alfred Corn, one-time child actor who's been promoted to romantic roles.

Gabriel Heatter entertained WOR's Bill Maloney at his attractive home last week-end....According to Bill, the Heatters are regular....Daughter Maida, who paints, and son Buddy, who writes, surprised the clan by leaping into their Packard and departing for Mexico and adjacent spots, to be gone a month.... Pontiac's commentating Kathryn Cravens is down in Washington unearthing interesting facts about the Capitol....WNBC's Doris Peck's Monday and Wednesday spot is now 2:30-2:45, change necessitated by racing pick-ups....Ruth Ferry, WICC lass, omitting this week's broadcast to attend Mount Holyoke alumnae reunion in Massachusetts....Virginia Smith, singing and dancing gal of Paradise-on-Broadway fame, has been set for a Columbia flicker test..



"PEGGY WOOD CALLING"

Sustaining  
WJZ-NBC-Blue Network,  
Mondays, 2:45-3 p.m.

TALENTED STAR IN FAIRLY ENJOYABLE AFTERNOON PROGRAM.

Being a writer and a singer of ability in addition to her accomplishments as an actress, Peggy Wood has the qualifications for giving radio satisfaction. Initial program, while not reaching any great heights dramatically or otherwise, was fair enough and nevertheless indicated good possibilities.

First episode in Miss Wood's series embraced a dramatized incident in connection with an auto trip which she made from New York to Hollywood and during which she had some exciting experiences.

Program is designed to be flexible, allowing for guest stars, commentating, dramatic readings, song recitals, playlets, etc., on subsequent broadcasts.

Johnny Green

Replacing the Fred Astaire-Charlie Butterworth combo finds Johnny Green and ork remaining (NBC Red 9:30-10:30 p.m.) with a group of soloists, including Trudy Wood, blues singer; Jimmy Blair, baritone; Billy Wilson, tenor; and others, including a mixed vocal chorus. Offhand, the program sounded somewhat like a tired sponsor who heard so many auditions he couldn't pick any of the prospects and lapsed into the inevitable band and singers. Anything finally to hold on to the time (and get the discount).

Opening portion of the program didn't help matters very much, what with lackadaisical introductory business and Green being no orator, ex-

cept with the baton, perhaps. Miss Wood did her share nicely and Blair was okay. As a one-hour proposition, however, even some of the better Green arrangements and renditions are apt to get lost and mixed up with an ordinary sustaining from a night spot, which aren't bad these days.

Credits by Ken Carpenter, and the one dramatized, stressed the easy payment plans for Packard models. Show itself, sold as a dance hour, needs a more positive tempo and more selling by Carpenter, not Green.

Sam Hayes

Sam Hayes, original Richfield Reporter and pioneer among big time Western newscasters, made his debut under a new sponsor this week, doing nightly news flashes over CBS California stations for Bank of America. No tempermental movie queen could have wished for better billing than he got. Sponsors name was mentioned twice — and Sam Hayes' name five times during the 15-minute period. Program opens with telegraph clickers instead of Richfield fanfare. Runs same fast-talking period with lots of fresh news packed in. Goes on at same hour that Richfield's team of newscasters air their version.

S. F. Post Office Auction

An interesting and amusing shot was aired from San Francisco yesterday at 3-3:15 p.m. over the NBC-Blue network in the form of an auction conducted by the San Francisco Post Office to clear its premises of unclaimed merchandise sent via mail. It was quite amusing as well as novel.

NEW BUSINESS

Chicago

WJJD: Drug Trade Products, through Benson & Dahl; Utilities Engineering Ins., through First United Broadcasters; Sears-Roebuck, through Dade B. Epstein; Scholl Mfg. Co., through Donahue & Coe, N. Y.; M. M. Fisher Associates, 312 yearly spots on Federal Housing; Evans Fur Co., through Auspitz Lee.

WIND: Refrigeration & Air Conditioning Institute, through Critchfield & Co.; Chicago Roosevelt Steamship Co., through McJunkin Adv'g Co.; Stony Island Motor Co., through E. H. Brown.

WBBM: Procter & Gamble (Lava soap), "Houseboat Hannah" disks, through Blackett-Sample - Hummert; Bristol-Myers Co., "Lucky Girl" serial, through Young & Rubicam.

WMAQ: Refrigeration & Air Conditioning Institute, Chi.

WLS: Western Growers Protective Ass'n, through J. Walter Thompson,

WDSU, New Orleans

Dr. Pepper Musical Clock, spots; Milwaukee Beer, disks.

KMA, Shenandoah, Ia.

Armour & Co., through Omaha office, 13 weeks of 15-minute weekly programs.

WMCA, New York

Victor H. Lindlahr, 52 weeks, through Klinger Adv'g Agency; Madison Personal Loan, addition time, through Klinger; Christian Science Radio Committee, 52 weeks.

GUEST-ING

JAMES BARTON, in "Burlesque," postponed to June 24, on Kate Smith Band Wagon (CBS, 9 p.m.)

JOE PENNER, on Jack Oakie College, June 15 (CBS, 9:30 p.m.)

RUFE DAVIS, MARIO CHAM-LEE, BILLY LYNN, DR. RAYMOND L. DITMARS and GEORGE FRAME BROWN, on Joe Cook Shell Show, June 12 (NBC-Red, 9:30 p.m.)

PAT O'BRIEN, KATHERINE De MILLE and JOSE ITURBI, on Bing Crosby show, June 17 (NBC-Red, 10 p.m.)

CONWAY TEARLE, added to "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HENRY HULL and SHIRLEY BOOTH, on James Melton Sealtest Party, June 13 (NBC-Red, 10 p.m.)

ROSE MARIE, repeat engagement, on "Spotlight Revue", June 14 (WOR, 3-3:30 p.m.).

JAN PEERCE, on Ben Bernie's American Can program, July 6 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

RUTH CROSS, on Heinz Magazine of the Air, July 5 (CBS, 11 a.m.). Also signed for same program: Antoinette Donnelly, July 7; Capt. Erskine Loch, July 9; Claudia de Lys, July 12; Alice Marble, July 16; Carolyn Wells, July 19; Crosby Gage, July 21; Dorothy Giles, July 23; Channing Pollock, July 26; Sarah Lockwood, July 28; Dale Carnegie, July 30.

LEW AYRES, added to "Last Train from Madrid" film preview, on "Hollywood Hotel," June 18 (CBS, 9 p.m.).

Complete Jell-O Summer Plans

Plans for the Jell-O summer series have been completed by Young & Rubicam, agency handling the airings. In addition to Jane Froman and Don Ross, the Tune Twisters have been set for the entire series, and guest comedians will be used each week. D'Artega's orchestra will supply the music. Fred Lightner, comedian, may also appear during the run of the show.

San Francisco; Colonial Hotel, Rochester, Ind., through Earle Adv'g Agency, Chi.; Northwestern Yeast Co., renewal, through Hays MacFarland.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



**A**NOTHER program which will seek to give new talent opportunity to reveal itself is announced by KMPS. Program will be a Saturday night half hour, titled "Gino Severi Presents." First program set Aida Mulieri, harpist, in a featured solo. Severi and ensemble, with Francis Leveque, baritone, used to round out the period.

Federal Theater Negro Chorus, under direction of Sherman T. Walker, now airing on two nets, with "Deep in the South" over KHJ and Don Lee net, and in "Louisiana Hayride" over KHJ and Mutual, nationwide.

Frederick C. Dahlquist, producer of "Thrills" for Union Oil, leaving late in June on a motor trip to contact radio editors and stations that release Union Oil program from San Diego to Vancouver, B. C.

Radio Transcription Co. of America, Hollywood, has started to record two extra programs to supplement the usual system of bloc sales. Programs are "Jerry of the Circus," written by Virginia Kand and Bob Payton, to run on a three a week schedule and "The Cinnamon Bear," written by Glan Heisch, to run six days a week from Thanksgiving Day to Christmas.

Tom Hanlon had been added to KNX staff as Night Supervisor, to take active part in production work as well as announce on special programs.

## BOSTON

Major Bowes' International Revue opens at the Metropolitan Theater today. The unit is like a traveling League of Nations, being made up of representatives of eight different countries.

Over 150 Yankee Network officials, station representatives, agency men and city officials were present at the 15th Anniversary dinner of Station WEAN in Providence. It was an unusual banquet in that there were no speeches. Instead, the usual after dinner interim, was taken up with musical entertainment by a group of Yankee Network artists.

At the head table were John Shepard Jr., chairman of the Board of Directors of the Shepard enterprises; John Shepard 3rd., president of the Yankee and Colonial network; Robert Shepard, vice-president of the Shepard Stores; Sheldon B. Hitchcock Jr. of NBC, and the mayors of Providence, Woonsocket and Fall River.

WCOP now doing an evening pick-up six times weekly from the Club Sunbeam in Swampscott, fashionable North Shore spot.

Lew Whitcomb, WEEI publicity chief, much improved. Still sticking to the bed, but he says he hopes to be back in two or three weeks.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 42 of a Series

### WFBM—Indianapolis, Ind.

1,230 Kcs.—5,000 Watts Day, 1,000 Watts Night

**ROY E. BLOSSOM, Manager**

**FRANK O. SHARP, Program Director**

**W**FBM made its bow on Election Night in November, 1924. It was presented as a public service to the citizens of Indianapolis by the Merchants' Heat & Light Co. of that city. WFBM has since been owned and operated by the successor to the M.H.G.L. Co., the Indianapolis Power & Light Co. In its early years WFBM was outstanding in civic, educational and religious broadcasts, and even with the arrival and growth of commercial broadcasting it has continued to devote a large part of its schedule to community service.

In 1926, the Indianapolis Chamber of Commerce, recognizing the important part played by WFBM in the city's civic activities, suggested the use of its own slogan, "At the Crossroads of America", as an identification of the radio station. In the ensuing years, WFBM, Indianapolis, "At the Crossroads of America", has become a household phrase to Hossier home-keepers.

The month of March, 1929, saw WFBM become a member of the Columbia Broadcasting System. Today WFBM is one of the pioneer basic outlets of the CBS network.

WFBM was inaugurated as a 500-watt broadcasting station. The passing of years has seen the station grow and expand, increasing its power and perfecting its equipment in step with the progress of the industry itself. Today, WFBM boasts of a complete, up-to-the-minute RCA High Fidelity studio transmitter equipment. The station's 420-foot vertical radiator antenna system brings an intense, high quality signal to the well-populated urban and rich rural districts of Central Indiana.

As progressively substantial in its commercial policy as in its technical establishment, WFBM was one of the original members of the NAB and one of the first radio stations to refuse its facilities to persons or products of questionable integrity. As a result, WFBM enjoys the respect and confidence of its listeners who know a dial to 1230 will bring only the highest caliber of Radio Production of local or network origin.

Roy E. Blossom has been station manager of WFBM since July, 1931. Until March 15 of this year, Blossom divided his radio administration duties with those of merchandise manager of the parent company, the Indianapolis Power & Light. Since March 15, Blossom has maintained offices in WFBM's new studios in the WFBM Building, Indianapolis. Now, full-time activity at the studio offers Blossom ample opportunity to expand many ideas toward the goal of making WFBM an even greater and more powerful broadcasting unit in Indiana.

Under the supervision of Blossom, the following department heads operate and conduct their activities with the same view of expanding and improving WFBM's position: Frank O. Sharp, program director; Walter H. Reuleaux, musical director, and Martin R. Williams, chief engineer and technical director.

## Programs That Have Made Station History

### 9. WNEW's "Make-Believe Ballroom"

**W**HEN a local radio program can sell one million dollars' worth of merchandise for its sponsors in a year, that program has made not only station, but radio history.

WNEW's twice-daily "Make-Believe Ballroom," conducted by Martin Block, has performed amazing selling jobs for every one of its many sponsors. This participation music, with the hearty good will and cooperation of leading recording orchestras, is broadcast six days a week, from 10 to 11 a.m. and 6 to 7:30 p.m.

Without offering to give anything away, WNEW's "Ballroom" program pulled 114,274 votes in a two-week orchestra popularity poll. Evidence of the recording orchestra's gratitude to Martin Block can be seen in the fact that every Thursday night the "Make-Believe Ballroom" comes to life with the name bands, broadcasting in person.

When the "Ballroom" celebrated its second year on the air with a

huge birthday party the notable guests who appeared on the program to wish it continued success represented every who's who in radio.

The million-dollar sales figure was arrived at by WNEW's accounting department in cooperation with the various sponsors of one year. The admitted totaled sales by the sponsors actually passed the million dollar mark.

These two-and-a-half hours of showmanship and music are about the only program in radio to boast of an S.R.O. sign for its sponsors. During the Winter months, at times, more than five sponsors have waited for their turn to capitalize with WNEW's "Make-Believe Ballroom."

About two-and-a-half years old, this program has skyrocketed Martin Block into enviable fame, popularity, and financial brackets which make him one of the highest paid announcers in the industry.

The "Make-Believe Ballroom" is unique as a sales medium because it



**J**ACKIE HELLER back in town and will be heard regularly as male vocalist on Club Matinee over NBC on Tuesdays and Thursdays. Johnnie Johnston will continue on Mondays, Wednesdays and Fridays.

Bob Elson, the Man on State Street, and Tom, Dick and Harry, harmony trio, have started a radio feud by calling each other "wackles" on the air. Word has not yet been defined.

Marjorie Gibson, Fanfare reporter at WLS, and John M. Thornburn, Chicago lawyer, to be married June 15. Miss Gibson will continue her broadcasting.

Louise Massey and Westerners set for four guest appearances on WLS National Barn Dance (Alka-seltzer), their alma mater, June 19, 26 and July 3, 10.

Bud Glenn (Arthur Hoerig) of WJJD Melody Kings entertaining his father who is en route to west coast from New York. They hadn't seen each other in seven years.

John Lair, manager of WLS musical library and authority on folklore, about to start on three-week vacation into Kentucky mountains to add to his folksong collection.

Evans Fur Co. "History in the Making" folded last Sunday on WBBM, but firm is auditioning for a new show.

Virginia Payne (Ma Perkins) is entertaining friends from Roaring Gap, Va., where she formerly directed the Children's Theater.

William L. Klein, for ten years conductor of the German Hour on WIND, departing on annual tour of Europe next week with 150 listeners in the party. Klein will gather new music and voices while abroad.

Gilbert McClelland, who handles pictures for NBC press department, back at work after a weekend of fraternizing with alumni at Wabash College, Crawfordsville, Ind.

can and has sold almost every product merchandised by radio. The list of the products Martin Block has sold would resemble the index of a Sears-Roebuck catalogue. They include all electrical appliances, windshield wipers, silverware, automobiles, personal loans, floor coverings, cigars, jewelry, coke, homes, cigarettes, radios, storage and moving, clothing and furs, cosmetics, health aids, shoes and hosiery, wines and beers, flowers and plants, etc.

The sales success of the WNEW "Ballroom" is credited to the salesmanship of Martin Block. Never using commercial copy, Block does all his radio selling in an enlivened, heart-to-heart manner. None of his sales talks sound like recitations or magazine ads. With a friendly manner and honest speech, Block has more than proved the success of frank selling via the air.

## ORCHESTRAS MUSIC

**D**AVE OPPENHEIM, Henry Tobias and Leo Edwards are responsible for an original score for the Kay Parsons' Showboat offering on the S.S. Bear Mountain, which begins plying up and down the Hudson tomorrow. Boat will probably have a network wire.

The Ripley program will reunite B. A. Rolfe, his ork and the Men-About-Town trio, consisting of Phil Duey, Jack Parker and Scrappy Lambert with their accompanist and arranger, Will Donaldson, beginning July 16, when the "Believe-it-or-Not" broadcast shifts from its Sunday spot to a Friday eve airing at 9 p.m. over the WJZ-NBC network. They were all included when Ripley presented his dramatized and living believe-it-or-nots in 1933.

Nick Dann, second sax-wielder in the Johnny Green musical aggregation heard Tuesday evenings over NBC-Red, has just completed his medical exams, and will be adorning his name with the official M.D. any day.

Maestro Charlie Agnew and ork have been set by CRA, through Leo Salkin, manager of the Chicago office, to debut at the Log Cabin, Omaha, June 12.

Jerry Johnson and the band he batons are signed for a four-week engagement at Guyon's Paradise Ballroom, Chi.

The list of dance bands aired via WHN now includes those of Deacon Moore, Lang Thompson, Jimmy Van Orsdell and Ben Young.

Roger Wessman and the boys, who are ethered regularly over WNBC, New Britain, are shifting to Friday evenings at 8.

Batonist Larry Lee and ork, until recently at the Casino Park Ballroom near Forth Worth, Tex., have signed a contract with Billy Rose which makes them the second orchestra for Casa Manana, the Fort Worth Frontier Fiesta music hall, the main musical contingent being Paul White-man's.

The Chick Webb-William Morris tie-up for booking purposes relates only to theaters. CRA will handle that outfit's tour commitments.

Mike Riley of "Music Goes Round and Round" fame will be heard on Jack Bennett's WINS "Noonday Frolic" today in a program composed of his own recent recordings and some live work on the trombone. Several soloists from his band are part of the offering.

"Love Is Not Laughter", a musical confession, is the latest on Judson

## RADIO PERSONALITIES

No. 43 in the Series of Who's Who in the Industry

**G**EORGE ENGLS, NBC vice-president and managing director of the NBC Artists Service, was born in Alban—in 1889, and has traveled throughout Europe and America as the guiding star of such famed artists as Paderewski, Madame Schumann-Heink, Dusolina Giannini and more recently as the head of his nationwide talent bureau which supplies artists to every branch of the entertainment industry.



Has guided destinies of famous artists.....

Engles' life story would have made a welcome subject for Horatio Alger. As a stage-struck boy he got his first job at Proctor's Theater on 58th Street and Third Ave. in New York. Dressed in a lively colored uniform, he went out between the acts and changed the cards on either side of the stage, announcing the next vaudeville act. A few months later he became assistant treasurer of the theater and held this post until he was appointed executive assistant to Walter Damrosch. In 1920 he managed the affairs for the tour of Walter Damrosch and his New York Symphony orchestra through the whole of Europe. It was during the same year that

Engles organized a concert bureau of his own. A few years later he was one of the most influential men in the field. In 1928 the New York Symphony Orchestra merged with the New York Philharmonic and Engles was invited to organize an artists bureau for NBC.

In the nine years that he has been associated with broadcasting, Engles has negotiated many expansions of his company's talent activities. Now, besides being a department of NBC, the Artists Service is also affiliated with the Civic Concert Corp. Consolidated Radio Artists and Sol Hurok Inc. There are also branches of the department in Boston, Cleveland, Chicago, San Francisco and Hollywood.

Home life also plays its part in Engles' life, and he has a couple of sons worth bragging about.

## VIEWPOINTS

### Television Won't Affect Leaders of Orchestras

"The effect of television upon the orchestra leaders of today will be almost nil. The only new changes which television could possibly demand from the orchestra leader is a background of showmanship. Radio orchestras today have had the experience of night club and motion picture work with background and showmanship of the 'eye' sense, which will make the television game nothing new. It is the individual leaders whose music is not entirely responsible for the success of the band, who will have to 'work' at television. The personality of a bandleader has been reflected over the airwaves, but the band itself has never been able to show more than their music. The music will continue to be as good where it has shown itself in the past, but where the audience 'rating' has depended

LaHaye, WICC program director's list of popular compositions. Vocalist Ruth Ferry introduced it on the ether.

Dave Winstein, clarinet and sax player of note, has gone maestro and batons his own ork at New Orleans' Club Plantation. Spot has a WDSU wire.

on the individual leader, a new era will dawn."

—Ralph Watkins.

### Studio Audiences Raise Doubts About Listeners

"The widespread growth in the use of the studio audience, while adding color to the broadcast, has a tendency to introduce a worrying thought to the comedian. This little worm of doubt is: 'Are the folks back home getting as much kick out of the program as the people here in the studio?' Of course, with the excitement of seeing a broadcast, plus the influence of the comedian's physical personality, it is not very difficult to secure laughs from the studio audience. However, that is not a sure-fire indication that the listener-in is having such a hilarious time, and, after all, it is the listener-in who actually pays for the performance."

—Bob Hope.

In a survey just completed by De Paul University of Chicago, to find out what radio audiences think about programs, Rubinoff was selected as first choice in the classification of preferred musicians. Jascha Heifetz and Albert Spaulding placed second and third, respectively.

## PROMOTION

### Inducing Auto Dialers

By way of encouraging listeners to tune in while they are out riding in their cars, WHIO, Dayton, O., recently had a large ad in the Dayton Daily News, presenting a map of the area in which WHIO could be heard as clearly as in Dayton homes.

Copy accompanying the ad read, in part:

"Get the habit of tuning your car radio dial to 1260. A moonlight drive with your car radio bringing in the sweet tunes of a famous band of the Columbia Broadcasting System, is one of the swellest combinations yet invented. And then there's the possibility of picking up a thrilling news flash—WHIO through its affiliation with The Dayton Daily News is prepared to flash important news events a few seconds after they happen."

### New Firm to Specialize In Writers and Idea Men

East Coast Radio Features, Ltd., newly organized by Hugh C. Ernst, will not go into the general radio production field but will specialize in writers and idea men. Ernst plans to keep open house for anyone with an idea and unable to develop it by himself. East Coast is installing latest Fairchild-Proctor recording equipment and has full facilities for auditions as well as transcribing programs.

Among the first features to be brought out is a new type of children's program under the East Coast's "protected idea" division which will handle and develop copyrighted material on an exclusive basis. Both live talent and electrical transcriptions will be produced.

### Bob Murray in New Program

Bob Murray is the featured vocalist in a new program going on the air today over WHN at 3-3:30 p.m. under the title of "To the Ladies". Don Albert's orchestra provides the musical background, with all numbers designed for feminine appeal.

### ST. LOUIS

John Conrad, director of public relations and special events for KWK, recently married Margaret Russell, non-professional.

Ray Churchill Schroeder, who has had a long run on WIL as "Mr. Fix It," has left radio work to take a position on the copy desk of the St. Louis Post-Dispatch.

Jimmy Burke, KWK chief engineer, has gone in for aviation in a big way.

Public affairs department of KMOX, starting June 13, will present a 15-minute broadcast every Sunday from the Municipal Opera dress rehearsal stage.

Mike Zuzenak, KMOX music arranger, has gone northeast for a vacation.

## GROUPS TO DEMAND TIME FOR EDUCAT'L PROGRAMS

(Continued from Page 1)

solicited programs of educational value to the average American radio owner. Time requested will be between 7 and 9 p.m., hours when the entire family is ordinarily intact and programs reach a maximum amount of persons.

First intimation of organization leaked out last May when John W. Studebaker, Commissioner of Education, fired the opening guns at a convention of educators in Ohio. The Writers' Congress, which officially recognized radio for the first time at their annual meeting last Sunday, has approved the movement. William Hinckley, chairman of the National Council of American Youth Congress, has expressed a willingness to co-operate with the leaders of the movement. American Federation of Churches, National Advisory Council on Radio in Education, National Committee on Education by Radio and the Progressive Education Association, one of the most powerful organizations in existence, have all been contacted, and plans to organize them are now being formed.

Leaders of the movement have stated that their demands will be presented to the FCC as soon as the present organization is perfected. Their three-way platform is as follows: Time on the three major networks on a sustaining basis, programs of an educational and spiritual nature and minimum of expense to be paid.

## Zenith Radio Corp. Net Is Biggest In Its History

(Continued from Page 1)

improvement, Zenith resumed dividend payments by declaring two dividends of 50 cents each. None had been paid since 1929.

## CBC Program on Mutual

Tonight's "Evening Prelude", Canadian Broadcasting Corp. eastern network program, will also be heard in the U. S. via Mutual System. Eileen Waddington and Roland Todd, organ-piano duo, are heard in the program, aired at 6 p.m.

## ONE MINUTE INTERVIEW

STAN SHAW

With the cost of time continually on the upgrade, I see all radio stations in the near future capitalizing on the wee hours of the morning. Surveys have repeatedly astounded station and agency officials with amazing figures on the actual and potential audience to radio programs between the hours of 2 and 7 a.m.

## ★ Coast-to-Coast ★

THE annual convention of the National Education Association, to be held June 26 to July 1 at Detroit, will be marked by five broadcasts over the NBC networks. Originating in the studios of WWJ and WXYZ, NBC affiliates in Detroit, the program will include talks by noted educators attending the convention and a dramatic presentation by the Antioch College Players. NBC activities at the convention will include an address by Dr. Franklin Dunham, NBC educational director, before the seventh general session, July 1, on "Radio Education in America," and the display of an NBC exhibit, the first at an educational meeting, on the technique of sending and receiving broadcasts.

WNBC, New Britain, Conn., has started a daily two-hour Sports Program, 3-5 p.m., featuring actual running descriptions of the horse races at Agawan Park, Springfield, Mass. Hal Goodwin conducts and peels off sports flashes in between races via Transradio's teletype and WNBC's sports department. American Airlines' John Owen Briggs switches over to 7:15 p.m. Tuesdays, with New Haven chiming in on the aeronautical proceedings.

Bob Maguire, newsman at WICC, Bridgeport, will be a benedict when he returns from vacation, which starts Saturday.

New Canaan's Andy Weuhler is back at WICC from a Canal cruise to accompany Clarence Sherwood on varying schedules.

Al Jolson will feature an original dramatic sketch, "Redemption," written for him by Ray and Beth Buffum, on his next Tuesday show over the CBS network.

Betty Garde and Ray Collins, who won anonymous glory this season as

## WTNJ Adds Trans-Radio News

Trenton—Four news broadcasts featuring Trans-Radio Press flashes will be broadcast daily by WTNJ starting June 14, at 8 and 9:45 a.m. and 5 and 7:30 p.m. The Fischer Baking Co., whose Children's Opportunity Contest concludes June 13, will be the sponsor for 26 weeks. Neff-Rogov Inc. is the agency.

This, with Graeme J. Meisel's news comment for a Trenton jeweler, will give WTNJ five news broadcasts daily. Meisel's comments are strictly state and city editorialisms.

## Carol Bruce With Ork.

Carol Bruce has been signed as featured vocalist with Lloyd Huntley's orchestra and will be heard with that band over the Mutual network beginning tonight. MCA set the deal.

supporting players with eminent stage and screen guest-personalities, are to be made stars in their own right by Kate Smith on her Bandwagon program of June 17 over the WABC-CBS network. They will make their respective bows as "big-league" kilocycle names in a play called "The Boss."

Morris Goldman, commander of the Veterans of Foreign Wars, Kings County, in an address over WVFW, launched the "Battleship for Brooklyn" campaign. Each week outstanding members of the campaign committee, composed of prominent persons, will appear on WVFW in connection with the campaign.

Frank Siedel, newcomer to the writing staff at WCAE, Pittsburgh, wrote and edited 12 NBC network shows under the title of "Men Who Made America."

Holly Smith of the team of "Just the Two of Us," heard over WBT, Charlotte, is the proprietor of a camera supply business which he opened recently. Holly, in addition to being an expert photographer and a much-in-demand radio entertainer, also is a good carpenter.

Mrs. Lillian Overholt, sister of Evelyn Ross and Maybelle Alberti (Do-Re-Mi trio), died a few days ago at Coventry, Conn. Tom Overholt, husband, also survives.

Harry Dority, control manager of WICC, Bridgeport, on leave for a few weeks, took in the Annapolis commencement.

Paul Block, newspaper publisher, was heard over WWSW yesterday from the graduation exercises of St. Francis College, Loretto, Pa., where the honorary degree of Doctor of Literature was conferred upon him.

## WSGN's Model Airplane Contest

As a feature of the National Air Carnival held in Birmingham on June 5-6, WSGN, The Birmingham News-Age Herald station, promoted a contest between boys who made their own motor propelled model planes. Entries from all over the State of Alabama were on hand Sunday morning at 10 o'clock to compete for the silver cup offered by Evans Motor Co. of Birmingham. The contest was full of thrills, one model plane crashing into the facade of the Administration Building at the Municipal Airport.

## Hanson to Leave Hospital

O. B. Hanson, NBC chief engineer, is recuperating nicely from his appendicitis operation and is expected to leave the Norwalk Hospital on Monday.

## SOCONY GETS YALE GAMES FOR YANKEE NET, WMCA

(Continued from Page 1)

with Bob Hall furnishing the color. Opening broadcast will be heard on Oct. 2 when Yale meets Maine. Sponsor, however, has agreed to allow two of the games to be aired over the networks as sustainers—the Princeton and Army games. W1XER, the 500-watt station owned by Shepard in Boston, will carry the games to Yale graduates in foreign lands.

Last year Atlantic Refining had the rights to the games in the New York area and used WOR. Atlantic still holds an option for Saturday afternoon time on WOR, but is undecided what games will be broadcast over the station.

Socony-Vacuum station contract calls for a minimum of seven games. J. Stirling Getchell Inc. has the Socony account.

## Three CBS Programs Wind Up in Few Weeks

(Continued from Page 1)

is featuring Babe Ruth in a series of baseball stories on Wednesdays and Fridays, 10:30-10:45 p.m. Series started in April and is folding right in the middle of baseball season.

## McCosker to Get Degree For His Service in Radio

(Continued from Page 1)

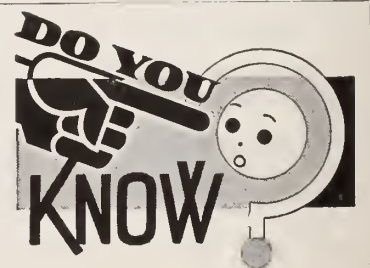
Mrs. Franklin D. Roosevelt and Orwin W. Kays.

McCosker will be cited as "one who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education—press and radio."

## Joe Weber in A.F.M. Talk Over NBC-Blue Sunday

(Continued from Page 1)

by the Louisville Civic Orchestra under the direction of H. Leopold Spitalny, NBC conductor, also will be heard on the program, which is scheduled for 10-11 p.m. EDST.



Radio receiving sets in Cuba rose from 595 in 1926 to 34,673 in 1936.