



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 90

NEW YORK, N. Y., WEDNESDAY, JUNE 16, 1937

FIVE CENTS

Ascap Invited in AFM

Looking On ... AND LISTENING IN

TRENDS Proving either that show business will always be show business no matter what form it takes, or that radio is hard up for original ideas, the broadcasting game is getting more like the theater every day.

One successful new air program brings on a flood of imitations; a novelty on the Transcontinental Network is quickly copied on the Cross-Country Web; and now the two leading chains are going to present Shakespearian cycles not only day-and-date but hour-and-hour.

Program producers are considering "road tryouts" to test their material the same as Broadway does; theater tours by name radio attractions are increasing; and visible audiences are being built up steadily by a medium that should do its utmost to promote, please and protect its aural following.

The radio horizon still invites no end of conjuring, and, if present trends continue, it doesn't require a rubber imagination to visualize a day when a good proportion of radio programs will be traveling units, putting on shows in different towns each week, and presenting these shows in large studios with a charge for admission.

Many interesting potentialities suggest themselves here.

At any rate, if there is to be a scrambling of stage and radio, and if studio audiences are to expand, let it be on a radio-stage partnership basis for all-around benefit.

Reverting to the topic of new ideas, one reason for the sad deficiency on this score is due to the present discouraging system.

It is the free-lance production men who keep radio fresh and alive, yet these
(Continued on Page 2)

Pushing Sales

Philadelphia — WDAS has a sponsor who not only tries to sell merchandise to his listeners, but offers to give them a 15 per cent commission on all sales made to customers who are brought into the store by the said listeners.

Advertiser in question is Reinhardt's, electrical appliance merchant.

PHILCO GIVING CARTER COAST-TO-COAST AIRING

Boake Carter on July 5 will inaugurate a coast-to-coast series of news programs for Philco, aired over 60 CBS stations on Mondays, Wednesdays and Fridays, instead of the five-a-week schedule as at present. Same time period, 7:45-8 p.m., will be retained. It is also rumored that Carter will alter his style of news presentation, leaning away from the personal opinion angle.

Present series is aired on 23 stations
(Continued on Page 4)

Jeanette MacDonald Set For Vick's New Series

Jeanette MacDonald, star of the screen and stage, has been signed by Vick Chemical Co. to head its radio show for 1937-38. Miss MacDonald succeeds Nelson Eddy. Program is scheduled to return to the air in September, with the time and network as yet unannounced. It is believed, however, that sponsor will remain on CBS. Orchestra and ad-
(Continued on Page 4)

Sunoco Test Program In Foreign Language

Sun Oil Co. (Sunoco products) enters the foreign language field with a test program in Jewish over WBNX. Account, placed through Roche, Williams & Cunyng Inc., Chicago and Philadelphia, consists of daily announcements for an indefinite period on Abe Lyman's established Jewish programs which have been aired over WBNX at 1:30 p.m. for five years.

Radio Dizzy from Surveys, PACA Convention is Told

New Campaign Planned By Wash. State Apples

Wenatchee, Wash.—Radio advertising will be part of next year's campaign planned by Washington State Apples Inc., of which Major C. E. Chase of this city is secretary-manager. Organization is now completing a \$200,000 sales promotion on the state's apple crop.

Musicians' Federation Anti-Disk War Opens Way for Music Men to Affiliate with AFL Union

Slur!

Montreal—In connection with a proposed amendment to the Quebec Liquor Act making it illegal to serve music with beer in taverns, a ruling by the Quebec Liquor Commission says: "Radios will be tolerated—they are not music."

Louisville—Strenuous measures to curb the inroads of phonograph records and electrical transcriptions proposed by the "Supplement to the President's Report" to the 42nd Annual Convention of the American Federation of Musicians, now in progress here, leaves the way open and virtually contains an invitation to Ascap and all other music writers and publishers to become affiliates with the AFM, and of course the AFL.

That Ascap would probably prove
(Continued on Page 3)

STATE OF PENNSYLVANIA PREPARING CBS SERIES

State of Pennsylvania is preparing a show for 10 half-hour weekly coast-to-coast broadcasts over CBS this summer. Program is part of Governor Earle's campaign to bring vacationers to the state. Shows will either have musical background emanating from New York or dramatic features coming from Philadelphia.
(Continued on Page 4)

WIND Gets Exclusive On U. of Chi. Football

Chicago—WIND of Gary and Chicago yesterday bought exclusive rights to next fall's University of Chicago football broadcasts. Price was not disclosed. This is the first agreement of its kind made by
(Continued on Page 4)

NEW H'WOOD STUDIOS FOR DON LEE NETWORK

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee Network will build new Hollywood studios or lease the present NBC quarters to take care of increasing coast originations for Mutual chain, it was stated yesterday by Lew Weiss, head of Don Lee web. Weiss is leaving for the east to confer with Mutual executives regarding fall production schedule here.

VanCronkhite Adds Five Members to Staff

Five staff additions, including some celebs, have been made by VanCronkhite Associates Inc. and its Radio Features division.

Johnny Evers, of "Tinker to Evers to Chance" baseball fame has joined
(Continued on Page 8)

WJNO to Celebrate

West Palm Beach, Fla.—WJNO, whose first anniversary is July 31, will have several reasons to celebrate. Its power increase to 250 watts is doing a swell job. Summer tourists are plentiful. Several new national accounts have signed with the station, and the summer outlook is fine. George A. Hazlewood is g.m.

Salt Lake City—Broadcast advertising has become the most surveyed and most investigated medium of advertising known, with numerous and varied results, and the present great lack in radio circulation data is uniformity, not information, declared Harry Anderson, sales manager for the NBC Pacific Coast Division, one of yesterday's speakers at the Pacific Advertising Clubs Ass'n
(Continued on Page 8)



(Registered U.S. Patent Office)

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FINANCIAL

(Tuesday, June 15)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 165 | 163 1/4 | 165 | + 2 1/8 |
| Crosley Radio | 19 | 18 1/2 | 19 | + 1/4 |
| Gen. Electric | 51 1/2 | 49 7/8 | 50 7/8 | + 1/2 |
| North American | 22 3/4 | 22 1/2 | 22 3/4 | - 1/8 |
| RCA Common | 8 1/4 | 8 | 8 1/8 | + 1/8 |
| RCA First Pfd. | 65 1/4 | 64 1/4 | 64 1/4 | - 1 1/4 |
| RCA \$5 Pfd. B | | | | |
| Stewart Warner | 18 | 17 1/2 | 18 | |
| Zenith Radio | 31 1/2 | 31 1/4 | 31 3/8 | + 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 15 1/2 | 15 3/8 | 15 1/2 | + 1/2 |
| Majestic | | | | |
| Nat. Union Radio | | | | |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| CPS A | 26 | 27 1/2 |
| CBS B | 25 1/2 | 27 |
| Stromberg Carlson | 12 1/2 | 13 1/2 |

CBS and Library Ass'n In Shakespearian Tieup

Chicago—Frank Rand of CBS has made a tieup with the American Library Ass'n in connection with the forthcoming series of Shakespearian plays to be presented by CBS. In addition to Shakespeare displays in libraries, the deal may result in some of the libraries placing radio receiving sets in their lecture halls for groups of listeners.

Edwards Quits CRA

Gus C. Edwards, general manager of Consolidated Radio Artists Inc., has resigned. No successor has been named yet by Charles E. Green, CRA president.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

17-Hour Show for One Sponsor

St. Louis—Something in the way of radio history was made here Saturday when KMOX aired a 17-hour show on behalf of a single sponsor, St. Louis Dairy Co., to celebrate the opening of its newly enlarged dairy plant. Jimm Daughtery Agency placed the show, which included one full-hour, nine 30-minute, two 15-minute programs and a two-hour baseball game. Started at 7 a.m. and ran through midnight.

Principal talent included Jack Fulton, Celestial Choir, Ben Feld's Orchestra, Harry W. Flannery, Josephine Halpin, Mid-Day Minstrels, Pappy Cheshire's hillbilly band, The Rhythm Band with Joe Karnes, Marvin E. Mueller and Maurice Cliffer in "The Pulse of the City", a radio version of "Dark Angel" with Dolly Orton and Marvin Mueller, Venida Jones, Shumate Brothers, Lorraine Grimm, Al Cameron, Frank Cooley, Junior Radio Parade and Don Phillips. France Laux announced the baseball game.

LOOKING ON

... AND LISTENING IN
(Continued from Page 1)

toilers not only get little or no recognition for their labors, but they have such a struggle to even obtain a hearing for their ideas that most of them give up in disgust.

Too many sponsors and their agents would rather copy a current hit program than try a novelty of their own.

Give the new idea men a break by cutting out the red tape nonsense, and see what happens.

Earl Bachman Returns From K. C. Assignment

Earl Bachman, contact man for Ferguson & Aston, station reps, is back in New York from a four-week stay at KXBY, Kansas City. Bachman went out to aid on promotional work with the intention of remaining two days, but was kept there the additional time by Hal Makelin, recently appointed station manager. Bachman reports business on the upswing and the new studios as being up-to-the-minute.

WBNX Russian Program

"Russian Nights", presented in the Russian language, with Arriga Moscow Art Orchestra and Peter Stogoff, starts Saturday at 8-8:30 p.m. over WBNX as an addition to the station's foreign schedule.

Lowell Thomas Airs Prince

Lowell Thomas had a distinguished guest of honor on his NBC-Blue broadcast yesterday evening in the person of Prince Fumitake Konoye, son of Japan's Prime Minister. Prince Konoye is a student at Princeton and adept at golf. He talked informally with Commentator Thomas for several minutes.

Graves Taylor a Daddy

Cleveland—Graves Taylor, press director of WGAR, on Monday became the father of a boy weighing nearly eight pounds. Newcomer has been tagged William Graves Taylor. Papa Taylor's printed announcement of the event put the recipients in stitches.

WIRE Market Reports

Indianapolis—WIRE will dedicate a forwarding booth at the Stock Yards on June 22 and will carry government reports and market news four times daily. News will be sent all over the yards by P. A. system.

NBC Hollywood Studios Having Ticket Headaches

West Coast Bureau, RADIO DAILY
Los Angeles—NBC is nursing one of Hollywood's worst headaches over the ticket situation. With at least three shows that every big shot and friend of a big shot wants to see, and with studios that seat only a few more than 200 guests, even the most diplomatic turndowns fail to soothe hurt feelings.

What makes it worse is the fact that CBS shows are aired in big theaters, with plenty of tickets.

Ticket allotment by NBC gives sponsors and agencies 70 per cent of the seats for each show. That leaves around 70 tickets, or 35 pairs, with which NBC has to take care of 300 newspaper, magazine, syndicate and special assignment writers, along with a huge vacation time crop of visiting firemen, friends and visiting newspaper men.

Chase & Sanborn, Sunday afternoon hour show, not rebroadcast for the Coast, is the worst. Next comes Jack Benny, with two shows, then the Kraft on Thursday nights, followed by Fibber McGee, Burns and Allen, Johnny Green, "Thrills" and the Gilmore Circus, with demand in that order. Benny requests on file ahead 'way into the fall.

2 New CBS Series

CBS yesterday set two new series to begin within a month. Margaret Daum, soprano, now appearing in the St. Louis Municipal Opera, will be heard every Tuesday at 4:30-5 p.m. beginning June 22. With the July 5 airing, the time will switch to 6-6:30 p.m. Ben Feld and a concert orchestra will also be heard on the show, originating from the KMOX studios.

Second series, "Bases of Piano Literature," begins July 10 and will be heard weekly at 7:30-8 p.m. Program will feature Jacques Jolas, well known piano instructor.

Walter P. Burns Moves

Walter P. Burns & Associates will move today from 724 Fifth Ave. to 7 West 44th St.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

COMING and GOING

T. L. EVANS, president of KCMO, Kansas City, will go to Washington following the NAB convention to appear before the FCC at the hearing of station's application for an increase in power.

MRS. MARTIN JOHNSON sails today aboard the Normandie en route to Africa to make a picture.

ETHEL EVERETT, radio actress, sails on the Ile de France Saturday for England and France and will remain there until August 4.

HUGO BULOVA, president of the Bulova Watch Co., with MRS. BULOVA, sails today aboard the Manhattan for Europe.

CHARLES B. GARY, vice-president of the Liggett & Myers Tobacco Co., is also listed among the Manhattan passengers.

PHIL RUBINOFF returned yesterday from Hollywood after a nine-week absence.

JEAN MASSON, director of the Radio Luxembourg Broadcasting Station, and MRS. MASSON sail today on the Normandie.

JULIUS SEEBACH, WOR program director, returns to his desk on Monday after a three-week vacation on his Georgia farm.

ARTHUR H. HAYES, eastern sales manager of Radio Sales Inc., left town for Chicago last night.

Goldman Concert Series Over NBC-Blue Network

Summer series of 16 band concerts directed by Dr. Edwin Franko Goldman will be aired over the NBC-Blue network starting Sunday. Programs will be heard Sundays, except July 4, at 8:30-9 p.m. and on Mondays at 8:30-9:30 p.m.

Paley Cancels Sailing

William S. Paley, CBS president, scheduled to sail on the Normandie today, cancelled his reservation at the last minute. European vacation has been postponed for about ten days. The NBC-CBS Shakespearian feud is believed to be the reason.

David Sarnoff, RCA president, also was scheduled to sail for Europe this month, but Frank Mullen's office yesterday advised that no sailing date had been set as yet.

"Headlines and Melodies"

A half-hour daily news program interspersed with appropriate sound effects and musical selection, all under the title of "Headlines and Melodies," has taken the air at WHBL, Sheboygan.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

ASCAP-AFM AFFILIATION IS SEEN AS LIKELIHOOD

(Continued from Page 1)
 amenable to such a move has already been indicated in course of an address by E. C. Mills, head of the Ascap administrative committee, who made allusion to an AFL affiliation at the recent annual Ascap meeting.

Specifically, Joseph N. Weber, president of the AFM, proposes in his "supplemented report" that:

3. "The officers of the Federation shall join efforts with any other group of men or association to bring about a better regulation of the use of records in favor of musicians, and if necessary on behalf of the Federation, enter into a contract with such organization for that purpose."

Recommendation that the delegates vote for an addition to the by-laws permitting the affiliation of organizations apart from instrumentalists, copyists or arrangers is also made, and provision for own autonomy so that the by-laws do not contradict those of the AFM. Support is promised to the affiliated organizations which Weber strongly advises that the AFM take them into the fold.

From this standpoint, it is believed not impossible that, if a tie-up should be made between AFM and Ascap, the latter as a "union" could not be construed as subject to anti-trust or restraint of trade prosecution. Toward this end Ascap could then refuse to license a station not hiring union help and AFM would refuse to play at stations, etc., where non-Ascap music is played or where not Ascap-licensed. Together the indiscriminate use of recordings could then be controlled to great extent.

However, after going thoroughly into the disk angle, Weber explains that the AFM will not be served by an absolute ban on disks, since recordings could still be imported from England, etc.

More Disk Suggestions

Weber further made "suggestions regarding records in one of five proposals. (No. 3 mentioned above).

"1. The question of confining the making of recordings to three each in three-hour sessions shall be taken up with the recording companies and pressed for adjustment.

"2. The question of confining the records made by our members to home or non-profit use, and that each record must contain a statement to this effect shall be taken up with the recording companies for the purpose of pressing for an agreement with them covering the matter.

"4. Take up the question with manufacturers of electrical transcriptions and press for an understanding that members can only make such transcriptions on condition that same be

NEW PROGRAMS—IDEAS

WLTH Answers Questions

Problems of the heart, cooking queries, technical questions, or what have you, are being answered by WLTH in a new program titled "Information, Please," originated and being scripted by Stanley Field, program director. Listeners with questions to ask are told to call Orchard 4-1203 and ask for Doris Webb, who answers: "This Is Information." Field is the expert on serious affairs of the heart, while Arnold King, engineer, helps answer technical queries. When "stickers" are encountered, the whole office force, even execs, put their noodles together.

Musical Novelties

Talent from among the oldtime musicians of the vicinity takes part in "Call of the Black Hills," new program over KOBH, Rapid City, S. D. Regular oldtime barn dance combination is used, with Archie Hall and Frank Crilly as vocalists.

"Bill Welch at the Organ," daily, sustaining on KOBH, is another unique program, making unusual combinations available for local interest. Oddities include blending of transcriptions and organ and the simultaneous performance of Staff Pianist Sindelar and Bill Welch at the organ of the Elks Theater a block away. All numbers are request.

"Studio Revue," the show put on Sunday afternoons by the station's staff, also has gone over well.

"All-Sports Forum" Clicks

Franklin "Whitey" Lewis, WGAR (Cleveland) sports editor, has created an innovation in sportscasts. He

Socony Baseball on WCAX

Socony - Vacuum Oil Co. began yesterday over WCAX a series of play-by-play descriptions of all home games of the Burlington, Vt., baseball team. Holland (Dutch) Smith and Lawrence (Whitey) Killick will do the announcing. J. Stirling Getchell Inc. placed the account, to run until the end of the season.

Dental Hygiene

KFOR, Lincoln, is airing a program all summer which will feature local dentists talking about care of the teeth. Jack Hanssen, special eventer for the station, sold the idea to the Dental Convention, experiencing no trouble in hurdling the "ethical" argument. It's a once-weekly feature.

used for a certain period only, and for no other purpose than that for which they were originally made, and that after the expiration of that period, they must be turned over to the Federation to be destroyed."

Reference to sound track on film and the situation with Muzak (wired radio) is also mentioned by Weber for convention consideration. Photographing of dance bands and music on films and played in dance halls is touched upon.

is staging what is called the "All-Sports Forum."

Each Wednesday evening, Lewis gathers sports figures, questioners and others for a thirty-minute discussion of activities in the sport current at the moment. Joe McCarthy, Lou Gehrig, Steve O'Neil, Billy Sullivan, tennis champs, golf professionals, swimmers and others have been his guests during the past weeks.

Following a 10-minute interview with the sport celebrities at hand, Lewis gives persons in the audience chances to either speak for two minutes on some pertinent sports subject or to ask either him or the guest to answer their question. Time allowed for questions or talks is 20 minutes.

In three weeks of such forums, a total of 750 persons have come to WGAR's Hotel Statler studios to participate.

Little Known Local Facts

"Did You Know?" is the title of one of the newest commercial shows at WWJ, Detroit. On this program, E. A. McFaul, a member of the University of Detroit's speech department, relates unusual and little known facts about the city of Detroit. McFaul delves into the inner workings of the great city's industry, government, and business to discover the surprising actualities that are never apparent to the average citizen.

In addition to spending many hours in gathering material through research and interview, McFaul writes the show, and, also, puts it on the air five days a week under the sponsorship of the Industrial Morris Plan Bank.

Teller County Telling World

Teller County, Colorado, which embraces some of the most beautiful scenery in the rampart range of the Rocky Mountains, as well as such historical towns as Cripple Creek, Victor, Goldfield, Florissant, Divide and Woodland Park, is "telling the world" by radio about its points of interest this summer.

Each Thursday night, following Major Bowes' Amateur Hour, the Teller County Program takes the air over KVOR, Colorado Springs. R. G. Van Horn, prominent Teller citizen, does informal announcing assisted by a regular staff announcer, and a 10-piece orchestra, directed by Tom Teller, does some neat swinging-out. John Bissell, formerly with Emerson Gill, is featured soloist, and a guest star is presented each week.

C. P. MacGREGOR
 Hollywood

AT the CONVENTION
 Room 423
 Sherman Hotel

MORE DELEGATES SET FOR NAB CONVENTION

Roster of delegates to the NAB convention continued to grow yesterday, with more than a score of new names added.

Among latest to report convention intentions were Harold E. Fellows, WEEL, Boston; John A. Holman, WBZ-WBZA, Boston; Sid Q. Noel, president First National Television and KXBY, and Hal Makelim, manager of KXBY, Kansas City, Leslie Joy, manager of KYW, Philadelphia.

Managers of all CBS owned and leased stations and members of the staff of Radio Sales Inc. along with Edwin S. Reynolds, sales promotion head, will hold a sales meeting in Chicago next week coincident with the NAB convention.

Those who will attend are John McCormick, WKRC; Bill Schudt, WBT; Harold Fellows, WEEI; Harry Witt, KNX; James D. Shouse, KMOX; Earl Gammons, WCCO; A. D. Willard, WJSV and Arthur Hayes, J. Kelly Smith, J. K. Craig, George Moscovitz, Arthur Kemp and Paul Wilson from Radio Sales.

Other CBS officials who plan to attend the convention are Donald Thornburgh, vice-president in charge of west coast activities; Mefford R. Runyon, vice-president; Hugh K. Boice, vice-president in charge of sales, may attend; Jack Dolph, west coast sales head.

Arthur Hayes left town last night for Chicago to visit WBBM before the convention gets under way. After the conclave he will entrain for Minneapolis to visit WCCO, then on to KMOX, St. Louis, and Detroit. Trip is a part of a western trek Hayes makes annually.

Mutual's Press Breakfast

Mutual Broadcasting System has sent out daily invitations to the working press to attend a "Crack O'Dawn Breakfast" at 8:30-10 a.m. on the opening day of the NAB convention in the Hotel Sherman, Chicago. The thoughtful idea is to fortify the reporters for the grind that is ahead of them.

KGVO Enlarging Studios

Missoula, Mont.—KGVO studios will be enlarged to accommodate growing activities, according to Manager Art Mosby. Second floor of the newly purchased brick building will be remodeled.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

CLAUDE SWEETEN

PHILCO GIVING CARTER COAST-TO-COAST AIRING

(Continued from Page 1)

tions scattered throughout the east and as far west as Dallas. New setup will give Carter his first national network in the Philco series. H. V. Kaltenborn substitutes for Carter while he is on vacation the week prior to starting his new series.

WIND Gets Exclusive On U. of Chi. Football

(Continued from Page 1)

Chicago, also the first exclusive football contract in the Big Ten. Other stations have sold to one station or sponsor, but have left openings for sustaining broadcasts. WIND deal assures airing of such important games locally as those with Princeton, Ohio State and Wisconsin.

WIND is seeking a commercial sponsor but is not near signature yet. Deal was made by President Ralph Atlass of WIND. Russ Hodges, now doing WIND baseball, will handle the games.

Amer. Home Products Renews 2 CBS Shows

American Home Products Co. has signed 13-week renewals for two CBS programs, "Romance of Helen Trent" (Edna Wallace Hopper cosmetics) and "Our Gal Sunday" (Anacin, Fly-Ded), effective July 28. Former show is heard Mondays through Fridays, 12:30-12:45 p.m.; latter program, Mondays, Wednesdays, Fridays, 12:45-1 p.m. Blackett-Sample-Hummert Inc. is the agency.

CBS Sets Record Web For Shakespeare Cycle

The largest group of stations ever to carry a series of sustaining features on the CBS network has been set for the web's cycle of Shakespeare dramas. As previously announced, the series starts Monday, July 12, from 9-10 p.m. To date CBS has lined up 93 outlets with the prospect of more coming in. Until now the largest sustainer network carried the New York Philharmonic Symphony Orchestra program.

GUEST-ING

FRANK FAY, on Jack Oakie program, June 26 (CBS, 9:30 p.m.). Deal set by Rockwell-O'Keefe Inc.

CHARLES WINNINGER, on Jack Benny program, June 20 (NBC-Red, 7 p.m.).

PIETRO DI DONATO, author, interviewed by Leah Plotkin, on WPA's "Exploring the Seven Arts," tonight (WQXR, 9:45 p.m.).

DICK POWELL, HUGH HERBERT, LEE DIXON, DORIS WESTON and ANN JENKINS on Hollywood Hotel, June 25 (CBS, 9 p.m.).



● ● ● Billy Rose's refusal to release Everett Marshall from the Fort Worth Centennial on Sundays, is the reason the baritone will be off the Rubinoff-Chevrolet show. Idea was for Marshall to fly in for the program and then back to Texas... Walter Cassel is arranging a release from Warner Bros. to continue in this spot... Meredith Willson, NBC's west coast musical director, is Al Goodman's successor on Show Boat starting July 8... Leonard Stokes of the Town Hall Quartet will be the emcee of tomorrow's Maxwell House airing... Morton Downey is fully recovered from his flu siege in London and will return shortly... Horace Heidt heads a one-hour Variety Show coming from the Biltmore as a Saturday night (8-9 p.m.) sustaining on Mutual network... George Fischer's "Hollywood Whispers" will have the entire MBS net when it adds four more stations this week. Program is sold for the fall... "Rhythm By Ravell" is the title of the series of Vitaphone shorts Carl began yesterday.

● ● ● Buzz Hoover, KFRA, Greeley, Col., radio auctioneer, on Saturday will stage his third annual picnic tour for the kiddies who have appeared on his regular morning show... Colorado's police patrol will escort 150 kids to Denver, visiting the Denver Post plant and other points of interest... Charlotte's WSOC staged another novelty broadcast when WAAK, the station's mobile unit transmitter was set up at a local swimming pool... The engineers rigged up a diving helmet with a mike and earphones for a two-way conversation between the diver and the man above water... Paul Morris, WSOC's program head, and Dewey Drum, announcer, were the chatterers, with Paul bravely diving as Dewey remained above to tell Morris what he thought of the program chief. Also, the other day, Paul went with a mike into the local Post Office and interviewed Uncle Sam's help so as to inform the tax-payers and stamp-purchasers exactly what happens when we entrust private letters in their hands.

● ● ● Though the contract hasn't been signed yet, Benay Venuta will succeed Shirley Ross on the Ken Murray show... Judy Starr has handed in her "notice" to Rudy Vallee and will leave the crooner upon completion of the Astor engagement. She'll either go to the coast and pictures or team up with her SISTER, Patricia Norman, and do a "sister act" for MCA... Mitzi Green and Wynn Murray of "Babes In Arms" audition for a fall show—just as soon as their colds are cured... Johnny Green will present four new songs on his Tuesday Packard airing written by movie stars and their identity will be withheld until the broadcast... With everyone rushing to the country to get away from the city's sweltering heat, Zeke Manners, the hillbilly, has moved into a city apartment, where he says he'll wear shoes and have a "house-cooling" shindig shortly... Abe Lyman is very sick and confined to his room.

● ● ● WMFJ, Daytona Beach, Florida is very civic-minded as you may judge from the following... The station has abandoned the idea of sticking mikes into various towns to boost outside communities... Instead, while plugging the State as a whole, they found that if they concentrated on the features of Daytona they would be serving the local fans, business firms, and various organizations... The station will not attempt to sell radio advertising to clients with the view of attracting Daytonians to other towns and enticing local trade to neighboring towns... KGVO's "It's Barn Dance Tonight" is being considered by two advertisers as an excellent buy for a test program... If show sells, will then be put on four stations... The WINS baseball team will inaugurate its night baseball season tomorrow nite in a game with the Springfield Club of Long Island City.

STATE OF PENNSYLVANIA PREPARING CBS SERIES

(Continued from Page 1)

delphia. It is understood \$15,000 weekly will be spent for talent. Barnes & Aarons, Philadelphia, is the agency.

Jeanette MacDonald Set For Vick's New Series

(Continued from Page 1)

ditional talent have not as yet been signed, but the show will originate from the CBS studios in Hollywood.

Miss MacDonald is the third big-name artist to be signed for the program by J. L. Rawlinson, radio director of Morse International, agency handling the program. Previously Grace Moore and Nelson Eddy were starred.

Renewing Al Pearce

Ford Motor Co. on July 6 will renew the Al Pearce and his Gang program, "Watch the Fun Go By," on 70 CBS stations, Tuesdays, 9-9:30 p.m. Renewal will run for 13 weeks and was placed by N. W. Ayer & Son, Ford's advertising agents.

Fels-Naptha Shifts Time

Fels-Naptha shifts its present CBS program to Mondays, Wednesdays and Fridays, 1-1:15 p.m., starting July 19. Effective with the shift, WJAS, Pittsburgh, will be added to the network. Program features Jack Berch and Mark Warnow's orchestra. Young & Rubicam Inc. has the account.

ST. LOUIS

Kathryn Turney Garten, prominent literary commentator and book reviewer hereabouts, broadcast the Municipal Opera's preview of "Great Waltz" on Sunday over KSD as the first of a summer series. Response to her commentating was excellent.

Roy Stockton, who has been on the road with the Cardinals, is back at KSD with his Today's Sports program.

KWK is piping rural talent direct from the little Missouri hamlet of Festus for its Saturday Night Barn Dance program. Charlie Stookey and his Early Birds head the talent.

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June 16
Greetings from Radio Daily

to
Tom Howard Grace Albert
Stuart Allen Al Llewelyn

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

BOB HOPE'S new "Honeychile" (of the air) is Claire Hazel, columnist from South Ca'olina, who replaces Margaret Johnstone. . . . Marge is back on the ether, having named the new scion Richard Jean, just like his pappy. . . . Kathryn Cravens to TWA to the Hollywoods, to broadcast from there, interviewing West Coast celebs for the airwaves. . . . June Aulick, CBS press dept. lassie, accompanies her for vacation reasons, their date of departure being July 2. . . . Deanna Durbin, the little girl with the big voice, leaves the Eddie Cantor show June 20. . . . The Dionne damsels have penned their first fan letter, by proxy. . . . Dr. Dafoe wrote it, and it was addressed to Hazel Glenn of nursery rhyme fame, who's heard on the Dafoe program. . . . Ray Block's newly signed "Singing 14" includes 6 gals: Frances Adair, Genevieve Rowe, Marian McManus and the "Blue Flames", a femme trio. . . . Isabel Manning Hewson, who'll hold forth on the news behind the headlines on a soon-to-be "Heinz Magazine of the Air" broadcast, rates armfuls of posies for the statement, "Just because you're a woman you don't need to gush on the radio" Them's our sentiments. . . .

▼ ▼
Ed East & Madame planning a Gallic interlude. . . . They'll sail the end of the month for Paris to spend the summer there. . . . Ralph Dumke, the other half of the combination, and wife, will rusticate at Truesdale Lake during the hot spell. . . . Mercedes McCambridge, NBC thespian, added a B.A. to her name June 7. . . . She was graduated from Mundelein College, Chi., on that date. . . . Ruth Cross, the gardening gal, will discuss flower festivals on her June 19 broadcast, then rush back to Winsted, Conn., home territory, to help crown the queen of the laurel festival. . . .

▼ ▼
Helen Radis of WSOC, Charlotte, celebrated a birthday last week. . . . Allan Prescott of "Wifesaver" fame is busy telling people how resourceful the American hausfrau is these days. . . . Claims that of 50,000 household hints received by him, since the program's inception, less than 5 per cent were duplicates. . . . Jean Dickenson, the songbird whose childhood was spent on the wing, says in India camphor is used as seasoning. . . . Margaret LeWerth, whose sustaining program celebrates its 75th broadcast, spent last week-end not listening to the radio, somewhere in the wilds. . . .



"GOLDEN MELODIES"

Sustaining
NBC-Red Network (originating at KOA, Denver), Saturdays, 2:30-3 p. EST.

VARIED MUSICAL PROGRAM OF GOOD VOCAL AND INSTRUMENTAL QUALITY.

This program, not released over originating station because of time conflicts, is taken by most of the Red network stations of NBC. The orchestra, top musicians of Denver, produce a varied program of music of various nationalities with an ease that stamps the result A-No. 1. Their best on the program caught was "In a Chinese Tearoom," but was the best only by a small margin. Mimo Bonaldi, station artist, uses his wide-range baritone voice to good advantage. He has plenty of power behind it, and was best in "The Rogue Song." He finished with a composition in his native tongue, Italian. It was on this program that Jean Dickenson, now starring on Bayer Aspirin hour, got her start, and localities expect Bonaldi to be grabbed for some of the big commercials soon. The orchestra is efficiently directed by

Henry Trustman Ginsberg. Clarence Moore does the announcing job in ace manner.

"CAPTAIN TIM'S SPY STORIES"

Sustaining
WINS-N. Y. Broadcasting System, Tuesdays, 3:30-4 p.m.

SUSPENSEFUL DRAMATIZED INCIDENTS OF ESPIONAGE IN WARTIME.

Spy episodes from the World War form the basis for this new series under the auspices of the WPA, and judging from the first installment they ought to click well with listeners who go for suspenseful thrills and action.

After the introduction of Captain Tim Healy, who paid tribute to the anonymous and usually unrewarded heroes of the war—the spies—a dramatized episode of espionage activities in France was presented. Written and staged with fairly good skill, the skit held interest very nicely.

Vernon Radcliffe, radio production manager of the WPA in New York, is credited with the scripting.

Radio to Finance Plays

Financing of stage plays by radio interests as a means of developing material the same as some movie companies have done, is seen as a coming practice by broadcasting people. Among dramas expected to reach Broadway this fall with the aid of radio coin is one by John Fleming, whose radio serials are handled by the Script Library and are now playing over a number of stations.

Dr. Hutchins on NBC

Robert Maynard Hutchins, president of University of Chicago and noted educator, will deliver the third national commencement address over the NBC-Blue network Friday at 8:15 p.m. Subject is "A Philosophy of Life".

WFIL Mail Jumps

Philadelphia—Mail received at WFIL in May set a new record for one month in the station's history, totaling 31,627. Of this total, 61 per cent represented solicited or contest communications. Of the remainder 41.4 were letters of praise and 16.1 gave criticism.

Bide Dudley Back

Bide Dudley, back from a visit to Hollywood, resumes his "Theater Club of the Air" over WOR tomorrow at 1:15-1:30 p.m. Beth Chandler, singer, will be his first guest, with Ann Pennington following on Saturday.

Petrillo Esquired

Jimmy Petrillo, head of the Chicago AFM local, gets a sendoff in the July issue of Esquire in an article by Milton Mayer, entitled "The Mussolini of Music." Article doesn't mince words in presenting a complete picture of the fighting Chicago music laborite and his conquest of controversies with radio and other music users.

Slovan Music Group on WLTH

Slovenian Singing Society (Slovan) will broadcast a special choral program of folk music tonight over WLTH. Slovan is under the direction of Ignatz Hude and is affiliated with the Folk Festival Council, organized for public interpretation of folk music.

Inventors on WSGN

An "Inventor's Forum — Hobby Lobby—Or What Have You?" is being inaugurated by WSGN, Birmingham. Will air the ideas of local inventors.

Boston Radio Trade Show

Boston—Annual Radio Trade Show, sponsored by Radio Wholesalers Club, Inc., will be held June 22-23 at Hotel Statler. Tom Burke of J. H. Burke Co. is president, with George Cohen of New England Radio Co. as chairman of the show.

Candid Camera Club

A Candid Camera Club of the Air is being launched by WELI, New Haven, for the benefit of candid camera fans. Arthur Crater will give pointers.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS RECEIVED

WINS, New York. CP to install new transmitter, increase power to 5 KW., change hours of operation to unlimited and move transmitter site to Kearny, N. J.
Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

APPLICATIONS RETURNED

WOL, Washington. CP to erect antenna and move transmitter.
Debs Memorial Radio Fund, Inc., Brooklyn. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.
Statistical Research Laboratories, Inc., Cleveland. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.
J. Grant Iverson, Salt Lake City. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited.
C. W. Moses, R. W. Workman & J. Allan Moses, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, unlimited.
EXAMINER'S RECOMMENDATION
Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited, be denied.

Television Forum

Philadelphia—Farnsworth Television Laboratories of this city and San Francisco, in cooperation with WHAT, will present a weekly forum series on television under the direction of Seymour Turner, v.p. Idea is to acquaint the public with television development.

WBIG Aiding In Art Center

Greensboro, N. C.—WBIG is cooperating with the leading citizens here in the establishment of a permanent Art Center. The Richardsons, of Vick Vaporub fame, have just contributed to Greensboro a half-million dollar building to exhibit the displays.

BOSTON

Uncle Elmer and his Song Circle, heard Sundays over WHDH, sail today on the Yarmouth boat for Nova Scotia for five personal appearances in the Maritime Provinces.

Several local radio and ad execs have been named to the faculty of the new College of Journalism at Suffolk University. They include Ralph LeRoy Harlow, Howell Cullinan, George C. Wiswell, Charles H. Bradley Jr. and Arthur B. Getchell. Bill Cunningham was appointed a guest lecturer.

Lieut.-Gov. Francis E. Kelley of Mass. has started a Thursday evening series of talks over WAAB, discussing state administration problems.

L. H. McCracken, program producer and merchandising man, has joined Kasper-Gordon.

CLYDE BARRIE
CBS
Thursday 6:15 P.M.



JOHNS SWALLOW, NBC's Hollywood studio manager, will be program director on the John Barrymore Shakespeare series starting June 21. Marvin Young will be production manager with Forrest Barnes writing the script. Will Prior has been signed to do the music.

RCA is showing its newest models in a preview display second floor assembly hall of Calwell Restaurant, 2200 West 7th Street.

Donald Jones, president of General Broadcasting System, Cleveland disk firm, is here organizing the firm's new Hollywood division located in the Associated Cinema Studio building.

2GB, Australia, has taken the 24 program series, "Five Minutes in a Lifetime" designed for optometry sponsorship, transcribed by Radio-aids Inc.

Frederick Stark starting this week on a series of 16 concert tunes for Standard Library, recording at RCA.

Sales promotion department for CBS just issued a new folder to plug Columbia Pacific network, called "Dialers, Dealers and Dollars."

Harry A. Earnshaw, creator of "Chandu" and other radio shows, is building a boathouse next to his year 'round home at Balboa Beach, readying to join the ranks of radio celebs who skipper yachts. His will be a sailing craft.

Irving Fogel, former production manager at Associated Cinema, has opened temporary offices at the Cross Roads of the World, taken in William James, former KHJ sales department, and is preparing to go in for radio productions.

Gene Austin, singer on the Penner show, has signed with Maurice Conn to make six pictures as the singing cowboy. The singer will write his own songs.

Standard Radio is supplementing its regular library service with a new series of all pop tunes, to be offered regular subscribers, but sold otherwise in regions where regulars do not wish them. The new series will be released in mid July, start recording early in July at RCA.

Al Jolson will be supported by a cast of prominent actors when he does "The Dreamer," a new play by Ray Buffum, as part of his June 22 "Cafe Trocadero" program over CBS network. As usual, the comedy of Parkyakarkus, singing by Martha Raye, and music by Victor Young also will be heard.

Chevrolet Recess

Chevrolet series with Rubinoff and His Violin fades from the CBS network after the broadcast of July 11. Series will be resumed in the fall it is expected.

★ Coast-to-Coast ★

F. W. ROTH, program director of WMC, Memphis, will be missing from his post these next two weeks. He's taking the wife and three boys for a vacation motor trip to Waukesha and Milwaukee.

Art Gilmore, formerly of KOL, Seattle, has joined KNX, Los Angeles, as singer and announcer.

WISN (Milwaukee) vacationers this week include Margaret Reilly, Mary Ann LeMay and Ruth Mathews. Manager G. W. Grignon plans an ocean trip. Woods Dreyfus will again visit Ky.

Annual Black Hills Roundup at Belle Fourche, S. D., July 3-4, will be aired by KOBH, Rapid City, S. E., with Archie Hall and Frank Crilly at the mikes and Chief Engineer E. H. Carter handling technical facilities.

Harvard-Yale baseball game June 23 will be aired over WELI, New Haven, which will feed it to other stations. Phil Buxbaum at the mike.

Ray Gerosa, tenor, is back at WELI with a new series of semi-classical selections on Fridays at 7:30 p.m.

The Fireside Four have been added to the WICC schedule on Mondays from the New Haven studios.

Metropolitan Players, directed by Phil Cahill, formerly of WDRC, return to the air via WATR, Waterbury, and WNBC, New Britain, on Fridays. Charles Haaser returns as narrator.

Gil Hodges, formerly sports announcer and news editor for KVOB, Denver, is now on a news job for KVOR, Colorado Springs.

The Bughouse Rhythm Ensemble, which purveys modern music with classic sauce, will celebrate its first anniversary of NBC network broadcasting in a gala concert featuring guest stars and the first performance of an original concerto for pianoforte and orchestra today at 10-10:30 p.m. over the NBC-Blue Network. Guest stars who have consented to share the half hour of madness with the Ensemble will include Adrian Rollini and his Chamber Music Ensemble; "Mr. Teddy," guitar virtuoso; Frank Victor and Haig Stevens, master instrumentalists. The original concerto by Dr. John Brunner Meakin, Bughouse maestro, is written in bounce tempo and is entitled "Rubber Heels."

Tempo King, swing songster, billed as the "Crown Prince of Rhythm," will be heard in a program of rhythm songs over WMCA every Wednesday, 9:30-9:45 p.m. He will be accompanied by Carl Fenton and his Orchestra.

Jimmy Rayle, who has been working at WBIG, in Greensboro, in connection with the Vocational Training Department of the Greensboro High School, on his graduation was given a permanent position on the staff.

Lila Eccles Brimhall and Lucille Scowcroft of the dramatic staff at KSL, Salt Lake City, leaves June 30 for Europe to travel and study. Tommy Axelsen, continuity, and William Post, announcer, have been in San Francisco, while Glenn Shaw, announcer, is back from New York. And Monte Wilson, transmission engineer, has wed Caroline Woodmansee.

Margaret Reilly, continuity department writer of WISN, Milwaukee, has left for a vacation in Iowa.

Frank Werth, assistant musical director of WTMJ, Milwaukee, collects violins as a hobby, his collection including about 50 instruments.

Four Lakes Broadcasting Co., Madison, Wis., has filed articles of incorporation with S. J. Crowley, Mabel Poggemiller, Thomas J. Farley and R. J. Sutherland as incorporators.

Summers T. (Cy) Carter, engineer at WSOC, Charlotte, has taken one week of his vacation, and will take the second half later.

WBAP, Forth Worth, is making use of plenty of talent from the Fort Worth Frontier Fiesta for its programs these days. Among other airings, Merle Tucker, radio director for the Fiesta, writes the scripts for twice weekly shows in which Fiesta personalities are interviewed.

Erlu Neese, featured tenor over WBIG, Greensboro, N. C., is now doing four programs weekly; three for Duke Power Co., the Golden Quarter Hour, and sharing honors on Dan Cupid's Hour, featuring Don and Diana, a weekly program for the Huntley Stockton Hill Co., furniture dealers.

William Ross of radio stations KGW and KEX was emcee and principal speaker at the banquet given for Union Pacific Time Inspectors annual meeting in Portland, Ore.

Bill Craig, commercial manager of WLBC, Muncie, Ind., has been elected president of the Lions Club in that city. The Lions meetings are aired weekly over WLBC.

Lee Authier at the piano and Irma Serra, song stylist are making recordings for "Top of the Morning" at WSPR, Springfield, Mass.



A. J. KENDRICK, vice-pres. in charge of World Broadcasting System, has sent out invitations to NAB conventioners to visit the new \$200,000 WBS plant recently opened.

Peggy Wall, radio actress, and Dr. Richard Perritt, plan to be married in August.

Myrtle Stahl, assistant to Quin Ryan, WGN manager, vacationing via motor in New England.

Fibber McGee and Molly are due back from Hollywood after the July 5 broadcast.

Charles Sears, NBC tenor, bought a new car and is off for a motor vacation. Clark Dennis is taking over the Sears programs.

Ken Robinson, NBC central division continuity editor, took his 300 pounds to Radio City over the weekend.

Edward McHugh, the Gospel Singer, who moved here last week, has leased an estate in swank Indian Hill for the summer.

The Four Bachelors, a novelty vocal group formerly with George Olsen, have organized to do an act similar to the Yacht Club boys and are opening at the College Inn, July 1.

Casino Parisienne (local version of New York French Casino) closed suddenly over the weekend leaving Lou Breese's band on a limb.

Carl Hoff due here to play the Ford show from WBBM air theater.

WGN is presenting dramatizations of the Chicago Tribune Hero awards once a month on Saturday evenings. Each week the newspaper awards \$100 to policemen showing most heroism in the line of duty.

Dr. John W. Holland, pastor of WLS Little Brown Church of the Air, officiated yesterday at the wedding of Marjorie Gibson, Fanfare reporter, and John N. Thornburn, Chicago attorney.

Hugh Studebaker back from a fortnight of work in Hollywood with Fibber McGee and Molly. He's working on "Bachelor's Children" and the "Old Judge," among others.

Blair Walliser, WGN production chief, plans to go to Milwaukee Friday and skipper his new Yacht, the Revenge, on its last lap to Chicago.

Jack Denny, Benay Venuta and Radio Rogues open the Silver Forest room of the Drake hotel with a Mutual wire tomorrow.

Don Pedro using Lucio Garcia on his sponsored programs and with the Pedro band as vocal double. Pedro has laryngitis.

Avis Kent, the picture girl who does a lot of posing for commercial artists, singing with Jack Russell's band at Golfmore hotel, Grand Beach, Mich.

When Henry Busse returns to Chez Paree early in July, Helen Morgan and Lou Holtz will open with him.

Philadelphia

Ruth Webb, WIP songstress, gets a solo spot over the Intercity net, and now they have her tagged as the Intercity Webb.

Johnny Parsons, fresh from Haverford Prep, joins the announcing staff at WIBG as assistant to Paul Alger.

Harry B. Jordans, second half of the Stewart-Jordan ad agency, moving his domicile to the city outskirts at Green Hill Farms.

Opening of the summer season for the Philadelphia Orchestra at Robin Hood Dell on June 24 will have John Charles Thomas as premiere soloist. As in past seasons, WCAU will air the Saturday concerts, feeding the symphonies to CBS, with Norris West on the announcing and commentating end.

Art Jackson makes a temporary switch in aircasting time over WHAT, from Sunday night to Wednesdays.

WIP adds the Arcadia and Anchorage to its nightly dance remote parade of bands. Arcadia gives the music of Milton Kellern, while Johnny Graff rhythms emanate from the Anchorage.

When Ed Wallis, who conducts a radio gossip column over WIP, leaves tomorrow for Grand Island, Neb., to marry Gwen Ross, an imposing list of local celebs will substitute for him, including Alexander Kendrick, columnist for the Philadelphia Inquirer; Jack Lynch, nightclub impresario of the Adelpia Hotel and admen Sam Bushman and Milton Shapiro. Wallis, who is also WIP's production chief, returns July 1.

Helen Hanford, secretary to program director Harold Davis at WDAS, leaves her post this week.

Maurice Stad, heard with American Society of Ancient Instruments over NBC through KYW, was married to Mary Catherine Morris Havens last week.

Corlys La Mar is the new receptionist at WDAS.

Wayne Cody, WFIL's jovial "Jolly Man," has taken up handball to try to shake-off some weight.

WFIL engineers, Arnold Nygren, Ed Pamphilon and Huey Julestedt, make their annual trek back to nature this Saturday. Trio rented an ancient suburban manse in Cynwood, Pa., and a butler to go with it.

Summertime is feuding time for WFIL's general manager Donald Withycomb and sales manager Jack Stewart, taking it out on each other on the golf links.

Charlie "Stretch" Coleman, WFIL engineer, has been made chief of the volunteer fire department at Parksburg, Pa.

Sol Hass, WFIL office boy, is trying his hand at comedy scripts, already receiving favorable comment on his efforts from NBC.

ORCHESTRAS - MUSIC

BENNY MEROFF and ork open today at the Nautical Plaza, Revere, Mass., with a network wire. Deal was set by Rockwell-O'Keefe.

King Harvey, vocalist-guitarist featured with the Paul Pendarvis musical outfit, is leaving to join Herbie Kay's band.

Sammy Kaye's musical aggregation will offer swing rhythms once more from Jenkinson's Pavilion, Point Pleasant, N. J., June 25, to be aired over WOR and the Mutual Network.

Rudy Rio and the band provide reason for dancing at the reopening of the Girard Cafe, Philly.

Jack Armstrong succeeds Frank Warren as maestro at the Cocoonut Grove, Philadelphia niterie.

Johnny Farro's "Formal Night in Harlem," will be used as a title and featured in a movie short of that name.

Paul Specht deserts Benny the Bum's to inaugurate a reign of dance rhythms at the Ritz Gardens, Ritz-Carlton Hotel, Atlantic City, June 22.

Eddie De Luca bows out at Palumbo's Cabaret, Philly, June 27. Spot closes for the summer.

Pedro Via, formerly an NBC feature for six years, now batons the Spanish Orchestra on WBNX nightly except Sundays from 7-7:30 p.m.

Teddy Hill and the musical contingent he batons opened a six week engagement last Friday at the Cafe des Ambassadeurs in Paris.

Clyde McCoy, currently featured at the Peabody Hotel, Memphis, has added the Bennett Trio, San Antonio

girl vocalists, to the musical ensemble.

Clyde Lucas and the boys will play a week at the Metropolitan Theater, Boston, effective July 15. Arrangements were made by CRA.

Charles Dornberger has signed a management contract with Charles E. Green, CRA's prexy, in New York.

The Hudson De Lange ork, currently appearing at Playland Casino, Rye, N. Y., with an NBC wire, have had their contract renewed for 3 weeks, effective June 18.

"Sorryglad," the recent result of the combined musical efforts of Frank Capano and Ed Selecto, both of Philadelphia, is being plugged by network bands. Tin Pan Alley Music Co. are responsible for its publication.

Angy Gemelli, musician co-owner of New Orleans' Chez Patee, is expanding his night club interests and will operate Bradley's club at Henderson Point, Miss. Spot may take air over a Gulfport station.

Batonist Phil Levant and his NBC musical contingent were held over for a second week at Idora Park, near Youngstown.

Louis Prima, self-styled king of swing, is back in New Orleans for two weeks, boosting the business at the Penthouse, spot in which he has a financial interest.

"Dream Boat", the new WMCA rhythmic midnight broadcast of organ and soloists, heard on Sundays and Fridays, features Jack Ward, organist, with John Early and Frances Saunders as soloists on Sunday evenings, and Bob Parker and Rita Whiteman functioning in that capacity on Fridays.

KANSAS CITY

G. L. Taylor, president of Midland Television Inc., back from Chicago.

M. F. (Chick) Allison, KMBC publicity and promotion chief, has been appointed to the committee to handle a display of station promotion work at the NAB convention in Chi, and is assembling material.

Among the 30 entrants in the candid camera contest staged by WHB in connection with its recent birthday ball were Ellis Atteberry of KCKN, Herb Hollister of KCKN, and Truman Boys and J. C. Turney of K. C. Star, operators of WDAF.

Robert R. Gray, KCMO continuity editor, and his bride, the former Helen Clark, are back from their honeymoon.

Jerry Burns, new special events and news announcer at KXBY, is now airing daily race returns from all tracks for Tom Moore cigars.

KMBC will air the 11th anniversary of its "Classic Hour" today. It's a weekly quarter-hour of classic and semi-classic piano selections by Mrs. Aubray Waller Cook.

PITTSBURGH

Mr. and Mrs. Walt Frammer, the Hollywood Show Shopper and Cinema Lady, will leave for Hollywood on June 28.

Three stations here, WWSW, KQV and WJAS, carry recreations of the Pirates out-of-town games. And have they been trying to keep their broadcasts cheerful lately.

Val Garvin, young local orchestra leader, died of pneumonia last week. Band will continue under same name with new leader.

Mr. and Mrs. John Gihon (KDKA program manager) will visit Des Moines where their son will say hello to his great grand parents, then a cruise around Lake Michigan on a friend's private yacht.

Jack Hollister, KDKA sports commentator, will spend his vacation in Texas.

San Francisco

Kathryn Julye, first Pacific Coast harpist to perform with a dance orchestra, has joined the KYA musical organization.

KRE (Berkeley) dedicates its new transmitter tomorrow. General Manager Arthur Westlund heads for NAB meet afterward.

Norman Loebel, who has read H. C. Capwell's department store kiddie programs scripts over KROW since November, 1935, ("Johnny Jump-Up"), 15 min. daily has left Oakland for Hollywood where he'll do free lance acting for NBC. He's also worked here on KSFO, KRE, KLX and KGO.

Louis Landis, NBC feature writer, back on job after vacation. Anita Gilmore, press, now on her two week's vacation.

Helen Cleeb, NBC actress, doing part-time office work at Leon Livingston ad agency.

Zella Layne has been hired by NBC as pop vocalist and goes to work June 20.

Charles Gerrard, NBC actor, back from a weekend in Cinema City.

Walter Bevan, former NBC musical conductor, now leading a band in "Uncle Tom's Cabin," peninsula niterie, huddling with NBC program heads about a 15-minute comedy script which he's authored.

KQW's assistant manager, Gene Clark, has resigned to become publicity director for the San Jose Chamber of Commerce.

Glenn Hurlburt, blind musician, heads his own four-piece combo starting on KPO's Red net this week.

KGCC Notes: W. N. McGill, former station manager, resigned from staff. Also Luther Putnam, newscaster. News now being done by outlet's announcers, Gordon Willis and Harry Leroy. . . Lester Malloy, station publicity agent, filling in as part-time announcer. . . William C. Grove is new technician.

John Nesbitt's "Passing Parade" has been renewed for another year.

Max Peacock, once at KSFO, now working at KYA's Oakland studios as technician.

Bob Stanley, KYA producer, whose "John Martin, M.D." sustained on the station for months, leaves the outlet June 19. He sails for Honolulu to affiliate with KGMB.

Wes Gordon, Vallejo vocalist and emcee, has joined KYA staff, replacing Don Steele, tenor, who goes on KFRC artist staff.

Renews 7th Year

Coward Shoe Co. has renewed for another 39 weeks on WLTH, making its seventh year on the station, it is announced by Sam Gellard, manager. Recently, in response to an offer to send a booklet on "How to Live Happily", 1,078 replies were received from the first announcement.

RADIO IS SURVEY-DIZZY COAST ADMEN ARE TOLD

(Continued from Page 1)

convention. Anderson presented a paper prepared by E. P. H. James, the network's promotion head, New York.

It is probably true that more is known about radio advertising and the net audience obtained by radio advertisements than is the case with old-established mediums, but along with this greater knowledge comes greater confusion because of the many different sources of information and the many different methods of tabulating the facts, said the James paper. The terms "coverage" and "circulation" have been rather loosely used and mixed in with numerous other terms such as "listening areas", "listening habits", "potential audience", "audience preference", etc., James pointed out.

Stations have given extensive and comprehensive information about themselves, the situation now being much better than it was a few years ago, but there remains a complete lack of uniformity as to terminology and methods, said James. At present it is impossible to compare the coverage or circulation of any two stations not operated by the same management or associated with the same network because they differ in important details. The Joint Committee on Radio Research has done good work in coordinating, according to James.

Among milestones of progress in national research, James cited the following partial list:

1928—A Study of Radio Broadcasting, conducted by Daniel Starch, published by NBC, the granddaddy of all radio surveys, the first attempt at an evaluation of audience size, habits and general program preferences.

1929—The ANA's preliminary studies for the Cooperative Analysis of Broadcasting (Crossley).

1930—The first Price-Waterhouse Survey published by CBS, in which a nation wide competitive study of station preferences was published for the first time.

The launching of the CAB.

1931—The publication of the radio ownership data obtained in the United States Census of 1930.

1932—Does Radio Sell Goods?—a study of radio's selling effectiveness conducted by Professor Elder and published by CBS.

1933—The CBS Vertical Study of Radio

☆ PROMOTION ☆

KANS Puts Over Drive

Manager Herb Hollister of KANS, Wichita, recently persuaded Henry's Clothiers to let his station put over their annual "Knot-Hole Gang" membership drive, which has always before been handled through the papers. It was a tough assignment, because the only immediate reward to the kids for registering at the store was a cap and a badge. Next Fall, the "Knot-Hole Gang" will be admitted free to the National Semi-Pro baseball tournament, but "next fall" doesn't mean much to a kid, and Hollister thought he'd have plenty of trouble getting 1500 members with announcements only. Station ran the spots three days, and by the end of the week Henry's were out of caps and badges. An additional supply is on the way in, and it looks like a cinch to go over the 2000 mark.

NBC Sales Disk

NBC will employ a form of its own entertainment plus some continuity to aid the increase of summertime sales, the whole program being recorded and the disks being sent to business and advertising ex-

Packard After New Talent

Packard is looking for new talent for the fall series which apparently confirms the reports that Fred Astaire will not be heard on the radio this fall. Sponsor intends to retain the Tuesday, 9:30-10:30 p.m., on the NBC-Red network and will have to garner new talent.

Agency, Young & Rubicam, has already put out feelers. Lawrence Tibbett is one of the top talent which the agency has tried to sign up. Sponsor has used Tibbett for a couple of radio series in the past.

"Musical Answer Man"

Offering prizes to listeners who can stump Bob Heiss with a question that he can't answer with a musical number, "The Musical Answer Man" is proving a popular feature over WTMJ, Milwaukee, on Fridays. Heiss has his Rhythm Revue orchestra on the program.

ownership, giving breakdowns by income classes.

1934—The Psychological Corporation's analysis of dealer opinions of the relative effectiveness of radio and other advertising mediums—published by NBC.

1935—Sales Begin When Programs Begin—the first complete analysis of family occupations from breakfast time to bedtime—showing availability to radio listening. A study made by the Market Research Corporation for the NBC.

Mr. Holcomb Thinks It Through—an exhaustive study of radio's effect on department store merchandising—published by NBC.

1936—Straight Across the Board—a study of radio's selling effectiveness for various types and classes of goods and services, for large and small advertisers, based on the actual use of radio by national advertisers over a five-year period; made by Tradeways for NBC.

Children and Radio Programs made by Dr. Eisenberg, with the support of CBS,

executives. George Gershwin's "Summer Time" from "Porgy and Bess," is on one side of the disk and a transcribed sales message in the form of a humorous sketch is on the other side. Ernest Truex, comedian, and a male chorus also featured.

Each disk has a personal touch including, "... A Personal Message for Mr. ..." as part of the script.

WTNJ Kids' Contest Draws

Fischer Baker's Children's Opportunity Contest conducted over WTNJ, Trenton, N. J., resulted in sales of 8,119 pieces of merchandise in 13 weeks, the station reports. Each wrapper was good for 10 votes, and cash prizes totalling \$260 were distributed among 44 winners. Fischer Baking now sponsors Trans-Radio News over the Trenton station. Neff-Rogow Inc. is the agency.

"They Testify"

A two-color attractive four-page folder, titled "They Testify," is being readied as the first of KGVO's promotional pieces in a monthly continuous systematic exploitation plan.

Philco Dealer Meetings

A series of 17 one-day Philco dealer meetings for the introduction of the new 1938 Philco radio line will be held next week. One meet takes place Sunday in Boston, followed on successive days by meetings in Philadelphia, Cincinnati, Baltimore, Detroit and Chicago.

Joe Bolton for Films

Joe Bolton, sponsored by Wheaties, and now broadcasting over WHN, has been screen tested, and will go to the coast at the conclusion of the baseball campaign. Bolton is at present the sports announcer for Paramount newsreels.

Daily Airplane Arrival

WBIG, Greensboro, N. C., is broadcasting the arrival of the Eastern Airline's plane at 10:25 each evening, at the Greensboro-High Point airport.

This half-million dollar airport has just been completed, and is now one of the busiest in the South.

NBC and WOR, published by Columbia University.

The Good New Summertime—a presentation of a comparative summer and winter listenings study, made by Anderson Nichols for NBC.

Radio in 1936—a book summarizing and cohering broadcasting statistics to give a comprehensive picture of the medium, published by CBS.

"Radio Listening in Automobiles" and "Radio Takes to the Road," studies of automobile radio ownership and listening issued by CBS and NBC simultaneously.

The Very Rich—CBS's analysis of listening in the homes of the wealthy.

1937—Money at the Crossroads—an observational study of radio on the farm, made by Charles Morrow Wilson for NBC. (Incidentally, this provided valuable preliminary information used in planning the joint NBC-CBS nationwide farm study which is scheduled for the fall.)

VAN CRONKHITE ADDS 5 MEMBERS TO STAFF

(Continued from Page 1)

to do a baseball feature which will be syndicated for both radio and newspapers.

Donald McGibeny, NBC commentator, will compile and edit a weekly news commentary to be syndicated under the title of "The News Reel."

Dr. R. M. Freeman, now compiling and editing NBC's weekly "Science in the News," will supervise a weekly science feature which VanCronkhite will syndicate. Dr. Freeman is now in New York preparatory to a three-month foreign tour.

Truman Bradley has been signed to do the "News of the Week," 15-minute weekly newscast.

Jack McGuire, formerly with the AP bureau in Chicago, has been added to the Chicago editorial staff.

John VanCronkhite, president, is now in New York from his Chicago headquarters on business in connection with the organization's eastern offices.

VanCronkhite this week started release of its weekly 15-minute script, "Heroes of the Week." Other features now being released include "It's a Fact," five-minute, five-a-week news oddities; "Your Baseball Review," five-minute, five-a-week; "Twenty Years Ago," five-minute, five-a-week; "The Foreign News Review," 15-minute, once weekly, and "Baffling Crimes of the Week," 15-minute, once weekly.

Still at Odds on ET

Group of music publishers who met yesterday at Ascap offices came to no agreement as to procedure regarding the demands of the Song Writers Protective Ass'n wherein the members seek control of ET licensing and at least 50 per cent of the proceeds.

Independent music publishers with no film affiliations declare it is a problem solely their own, since it really does not seriously affect the movie music men. Toward this end additional publishers were added to the committee in Jack Mills and Ralph Peer. Another meeting is scheduled for next Tuesday.

ONE MINUTE INTERVIEW

B. A. ROLFE

"Housewives are probably the most appreciative group of listeners we radio entertainers have—with the possible exception of children. Our 'Magazine of the Air' series, which is broadcast at 11 o'clock in the morning, naturally is most available to women in the home. Fan response shows that they not only listen attentively—but also intelligently—and that their taste in general is excellent."



There is no domestic manufacture of radio receiving sets in the Irish Free State, where some 105,000 sets are now in use.