



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1. NO. 98

NEW YORK, N. Y., MONDAY, JUNE 28, 1937

FIVE CENTS

Classical Music Up 100%

NEW PHILCO CBS SERIES INCLUDES REPEAT AIRING

An innovation of Philco's new radio schedule for Boake Carter, who will change July 5 to three times weekly, Monday-Wednesday-Friday, but over a coast-to-coast CBS network of 59 stations at 7:45-8 p.m., will be a repeat broadcast at 11:15-11:30 p.m.

Carter now is heard five times weekly, and the change will mark the first time since 1930 that he will be on a coast-to-coast hookup.

Philco dealers requested the show, the sponsor stated in formally announcing the change.

Victor Bay Will Direct Music for Shakespeare

Victor Bay, young staff conductor of the Columbia Broadcasting System, will direct the symphony orchestra which will provide music for the cycle of Shakespeare dramas to be given over the CBS network

(Continued on Page 3)

Fred Allen May Head New Fall Linit Show

Linit is reported slated to the airwaves in the fall. Fred Allen is mentioned as likely to be starred in the program.

CIO Starts Organizing Music Warehouse Boys

The music business probably will be confronted with a CIO problem shortly via the entry of this group into the publishers' warehouses, where the boys are being organized.

Has 12 Arrangers

Mark Warnow, CBS musical director, has augmented his musical staff by the addition of five arrangers. This gives Warnow a total staff of 12 arrangers—said to be the largest lineup of arrangers maintained by any one orchestra leader in the radio field. It'll be a good songwriter who knows his numbers when played by Warnow now.

More Network War

NBC and CBS, already engaged in a Shakespeare War, are now skirmishing over Amelia Earhart. NBC recently announced contracts with the flier for a 60-day period following her 'round-the-world flight. Now comes CBS with word that Miss Earhart will give "the first comprehensive radio account of her trip on her return to this country" over CBS on the Lux Theater hour, July 5.

SCHAEFFER PEN COMPANY PLANNING FALL CAMPAIGN

W. A. Schaeffer Pen Co. has announced plans for a series of broadcasts to begin late in the fall. Advertising copy will be directed at the students returning to schools. Network and show have not yet been decided upon.

Schaeffer Pen recently headed a special one-week observance of Pen Week in which spot radio was the featured medium. McJunkin Advertising Co., Chicago, has the account.

Barry Wood to Make 52 Disks for Drene

Barry Wood has been signed for 52 transcriptions for Drene, Procter & Gamble product. It is said to be the first time a sponsored has signed a longer than 13-week contract of this kind.

Good Music on NBC Commercial Programs Shows Sharp Gain--New Record in International Broadcasts

MERLE S. JONES GETS RADIO SALES CHI POST

Chicago—Merle S. Jones, assistant to James D. Shouse, manager of KMOX, St. Louis, has been named western manager of Radio Sales Inc., CBS subsidiary representing network owned and operated stations in the spot field. Jones will move here immediately.

Robert Hanvey, formerly of Colgate-Palmolive-Peet, has joined Radio Sales as director of sales promotion and research. Sales managers of the eight western owned and operated stations held all day conference here at conclusion of NAB meet. Radio Sales is headed by J. Kelly Smith.

Will Use KFWB Theater For "Show Boat" Airing

West Coast Bureau, RADIO DAILY

Los Angeles—Sponsor's desire for audiences resulted in arrangements last week whereby NBC will use the Warner Bros. KFWB studio theater for presentation of the "Show Boat" programs when it starts airing from here July 8. Show will be rebroadcast, using the Red net, 5-6 p.m. PST

(Continued on Page 3)

Semi-classical music on NBC commercial programs, which averaged 7.97 per cent of the network music used a year ago, this year jumped more than 100 per cent to 16.09 per cent of the total. Gain on sustaining programs has been equally pronounced.

International broadcasts over the NBC networks for the month of May reached a new high, aided of course by the Coronation programs. Number of programs picked up was 107, which compares to a previous high of 98 during December last, at the time of the abdication.

Time occupied by these foreign broadcasts totaled 39 hours and six minutes. Other principal origination points such as New York, Chicago

(Continued on Page 8)

RADIO IN EDUCATION DUE TO HIT NEW HIGH

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Further developments in the use of radio for educational purposes were revealed Saturday when Dr. John W. Studebaker, U. S.

(Continued on Page 8)

Groesbeck is Elected V.P. of Ruthrauff-Ryan

Kenneth Groesbeck, an executive with Ruthrauff & Ryan, Inc., has been elected a vice-president of that agency. He formerly headed his own agency.

★ THE WEEK IN RADIO ★

... No NAB Fireworks

By M. H. SHAPIRO

THE 15th annual convention of the NAB in Chicago was not productive of untoward events for the simple reason that no issue was pending that was brand new, nor did any member develop anything beyond an expected independent ticket for chief office holders... registration was somewhat below that of last year and would probably have been even less if it hadn't been for the boxing match on Tuesday night... But this is no reflection on the organization or its management... huge attendance merely

means more than one person from a member station is on hand... The 100-watters got a man in as president and he is acceptable to the majority of the larger outlets also... chief problems confronting the NAB are gradually being ironed out and eventually they will be...

Transradio Press Service announced a sizeable expansion plan, likewise John Blair & Co., and Petry organization... WABC engineers voted to affiliate with a CIO unit... resolutions affecting radio at the AFM

(Continued on Page 2)

Surveyed to Death

Plethora of radio surveys is having its effect on the individuals at the other end of the questionnaires. Of these contacted in a recent phone check by a leading research organization, 11 per cent refused to answer on the grounds that they had been asked the same dope several times already.

Many of the surveys are by phone in the same "key" areas.



Vol. 1, No. 98 Mon., June 28, 1937 Price 5 Cents

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL (Saturday, June 26)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked. Lists various stocks like Am. Tel. & Tel., Gen. Electric, RCA Common, etc.

Witherspoon Leaving KFJZ Ft. Worth—Herbert Witherspoon, general manager of KFJZ for the past year, leaves to become sales promotion manager for Universal Mills here when Ralph Bishop gives up control of the station upon transfer to Mrs. Elliott Roosevelt. Harry Hutchinson will succeed Witherspoon, as general manager of KFJZ. Universal Mills sponsors "Adolph and his Boys" in daily remote broadcasts from Schulenberg, Tex., over WBAP and TQN.

Serial Bought for Australia "The Adventures of Ace Williams," radio adventure program produced by the W. E. Long Co. of Chicago, under the supervision of Dan Ryan, radio director, was purchased for use in Australia by Michelson and Sternberg, Inc. of New York. The program, when it is inaugurated, will be added to 2KY, Sydney.

KMMJ Clay Center, Neb. The favorite family station

THE WEEK IN RADIO ... No NAB Fireworks (Continued from Page 1)

Convention in Louisville have been referred to the executive board and this is considerable of a relief considering what might have happened on the transcription or phonograph record situation....AFA also had their convention at the Pennsylvania Hotel in New York, but nothing startling developed... When mail room strike hit Pennsylvania newspapers, dailies long cold to radio hastily turned to broadcasting to offset the effects of the strike....Stanford Zucker of Cleveland was made general manager of Consolidated Radio Artists, Inc.... A radio artists guild was formed by film players on the Coast...The attorneys in Washington and those who appear for stations before the FCC, particularly two of them accused of unethical practices, filed pleas with the FCC asking that charges against them be dismissed

... WRTD, new local outlet in Richmond, Va., took to the ether.... Jimmy Petrillo, in Chicago, urged nation-wide restrictions on ET and other recorded music.... The Philco Radio Company of Philly announced a 50 per cent increase in its advertising budget... Drama was being taken seriously by the networks...the NBC Shakespeare series will be followed by a string of Eugene O'Neill plays... Canada broadcasters are to have an extension of their hours on the air, the increase being from six to a possible 16 hours all told...Weed & Co. signed four additional Dominion transmitters...Mutual officially let on it will continue to expand the network and enlarge its program service...In Kansas City, one ad agency lined up 50 local ice dealers for a co-op radio campaign...WCFL, Chicago, had a little shakeup, something that was expected....

Install Special Studio At Fort Worth Fiesta

Ft. Worth—A broadcasting studio, to be operated on an impartial basis by all stations and networks, has been installed on the grounds of the Fort Worth Frontier Fiesta by Gulf Oil Corp. Merle Tucker, radio director of the Fiesta, which got under way Saturday, will have charge of the studio. Art Harvey has supervised installation of equipment. Studio has capacity for 250 spectators, and it is possible the twice weekly NBC broadcasts by Paul Whiteman, starting Wednesday, will come from there.

Talks on "Youth and Crime"

The first in a series of talks on "Youth and Crime" will be given over Station WMCA on Thursday by Henry W. Nichols, general counsel of National Surety Corp. Mr. Nichols will speak in the interests of the Metropolitan Federation of Daily Vacation Bible Schools. His address will be heard at 9-9:15 p.m.

Doherty and Sheridan on WWJ

Detroit—Jack Doherty and Earl Sheridan, veteran get-'em-up-in-the-morning boys, now are furnishing early hour entertainment over WWJ, the Detroit News station. Jack and Earl come to WWJ from Buffalo, where they have been appearing for the last two years and more.

"Your Invention" at New Time

"Your Invention", conducted by Sam Hammer on WMCA, has been switched from Mondays to Fridays at 8:30-9 p.m.

Pickford-Rogers Wed

West Coast Bureau, RADIO DAILY Los Angeles—Mary Pickford and Buddy Rogers were married Saturday.

Station and Sponsor Send Stylist Abroad

Columbus—Betty Hartley, who handles fashion talks and interviews sponsored by Dunn-Taft Co. over WBNS, sails Wednesday for Paris on the Normandie. During her two-month stay in Paris, she will send two detailed letters a week to the station for broadcast on her program, which will be taken over by Anne Croft Turner. The trip to Paris is being backed jointly by WBNS and Dunn-Taft.

"Voice of Wisconsin"

"The Voice of Wisconsin," transcription show produced on the Campus of the University of Wisconsin, is being presented weekly on WHBL, Sheboygan, Wis. The dramatizations tell the stories of Wisconsin events, famed alumni, and state industries.

"Death Valley" for Australia

Pacific Coast Borax Co. has sold a number of old "Death Valley" scripts to the Australian Broadcasting Co., with McCann-Erickson and Johnny Cornwall sharing in the receipts. Republic Pictures are dickering for several "Death Valley" scripts to be used in motion pictures.

Chick Webb's Audition

Chick Webb has cancelled a series of Western dates to play on the "Good Times Society" program over WJZ at 8 tonight, the reason being NBC have a prospective sponsor and the program will be in the nature of an audition.

Pilot Award to Spitalny

Pilot Radio's latest award of merit for the week has been given to Phil Spitalny, whose 32-piece girl orchestra presents the "Hour of Charm" program on NBC.

COMING and GOING

LESTER E. COX, prexy of WTMV, East St. Louis, Ill., with MRS. COX and his son, BUD, are in Washington spending a week after attending the NAB convention in Chicago. WILLIAM H. WEST, WTMV vice-president, and MRS. WEST are relaxing in Chicago. AMOS 'N' ANDY, following their Chicago sojourn, are in New York to air this week from Radio City. BENJAMIN LEVY, head of Coty Perfumes, and MRS. LEVY arrive today aboard the Normandie. SAMUEL BAYUK, president of the Bayuk Tobacco Co., is another Normandie arrival. WESLEY WALLACE, staff announcer at WPTF, Raleigh, N. C., and HAZEL NICHOLSON have been in New York vacationing. CHARLES LA FRENIERE of Roy Music Co. returned to New York on Friday from a week's trip to Virginia. TOM FIZDALE of Chicago is on an eastern trip. JANE FROMAN and DON ROSS returned to New York the other day from Chicago, where they fulfilled a vaudeville engagement. R. P. MYERS, NBC copyright attorney, returns today from a two-week vacation. EVELYN CASTEL of NBC is boating to New Orleans, where she remains until July 6. SCOTTY BOLTON of NBC sails on the California for Scotland the latter part of July. BENNY GOODMAN and his band arrive in Hollywood today and will broadcast their first Camel Swing School that same night over CBS.

Launching N. C. Ad Drive

Charlotte—On Friday night, Gov. Clyde R. Hoey will formally launch the new North Carolina State advertising program. Speaking to the entire citizenry of the state through a specially formed state-wide radio network, the governor will explain the purpose of the advertising program in a half hour broadcast starting at 9:30 p.m. EST. Stations participating in the state-wide network will include WWNC, Asheville; WDNC, Durham; WSJS, Winston-Salem; WSOC, Charlotte; WFTC, in Kinston; WPFT, Raleigh, and WBIG, Greensboro. The governor will speak from the studios of WSOC.

New Commercial for Fishell

A new series of 15-minute early evening sports reviews will be inaugurated today over WMCA under sponsorship of Sobol Bros. Service Stations. It will be heard seven days a week, at 6:30 p.m. on week days and 7:15 p.m. Sundays. Commentator will be Dick Fishell. J. Stirling Getchell Inc. is the agency.

RAY MIDDLETON Now Appearing NEW CHASE AND SANBORN SERIES UNDER CONTRACT TO PARAMOUNT PICTURES Management COLUMBIA CONCERTS CORP. OF COLUMBIA BROADCASTING SYSTEM

VICTOR BAY WILL DIRECT MUSIC FOR SHAKESPEARE

(Continued from Page 1)

weekly beginning July 12 at 9-10 p.m.

Bay and his orchestra will be presented to Columbia listeners on the eve of the director's departure for Hollywood to assume his post in the series. This introduction will be made on July 1 at 8-8:30 p.m., when Bay directs on CBS a program of music mostly of Elizabethan times, composed especially for Shakespeare plays. This broadcast also will feature Hollace Shaw.

"Devotions" Back on WWJ

Detroit—The "Morning Devotions" of WWJ, which, until a few months ago, had been a regular feature of this station for more than five years, is back on the air once more at 7:15 every morning except Sunday. This, one of Detroit's most popular radio programs, is produced Monday through Thursday, under the direction of the Detroit Council of Churches. The Council appoints to each church within its territory the days which it shall have on the air, whereupon the churches arrange their own programs. On Saturdays and on every other Friday the Lutheran churches of Detroit take over the program, while on the remaining Fridays this time is filled by the Jewish churches. The programs consist of talks by the various ministers, with religious music by the church organists and choirs. The background of this series provides for its well-defined religious nature, and the ever changing personnel makes for sustained interest.

Czech Celebration on WJAY

Cleveland — Arrangements were completed late last week by WJAY for a one-hour broadcast July 3 at 6 p.m. EST of the joint celebration of the United Czechoslovak Legions of America in honor of two great Czechoslovak victories. Stanley Altschuler, foreign program director of WHK-WJAY, says talent will include Krivan Slovak Sokol Singing Society of 75 voices, the Vojan Bohemian Mixed Chorus of 150 voices and the Sokol band. Doctor Yaroslav Gradavsky, Czechoslovak consul, heads a list of prominent speakers. This is one of the largest foreign productions ever planned in this section of the country. Czechoslovaks in Cleveland and surrounding cities and states are greatly interested in the broadcast and a delegation from various cities throughout the country will be in Cleveland the day the broadcast.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

"Visitor's Question Box"

Recently inaugurated programs at KOBH, Rapid City, S. D., include a daily "Visitor's Question Box", with an actual depository in the lobby of the Alex Johnson Hotel, where the station has its studios. Questions are answered over the air at 8:15 daily to provide tourist visitors with a "where to go" service.

The program is sustaining and is offered to further the enjoyment of visitors to the Black Hills.

Air and Water Temperatures

Air and water temperatures are being broadcast daily from the various Milwaukee County bathing beaches at 12:15 p.m. over WISN, Milwaukee. The program, sponsored by the Milwaukee Western Fuel Co., is regarded as a real service by Milwaukeeans, enabling them to judge where the greatest comfort for their particular needs is to be found during the warm weather.

"Man in the Lobby"

Decked out in typical western chaps and sombrero, Dale L. Groom is conducting a new series of interviews titled "Man in the Lobby" over KOBH, Rapid City, S. D. He picks at random tourists in the lobby of the Alex Johnson Hotel, which always has interesting personages from many parts of the country.

Incidentally, KOBH new RCA transmitter has proved tops in frequency response and signal strength.

Council Chamber Sessions

Capitalizing on the tremendous interest in city affairs which has followed the recent election, as mayor, of 32-year-old C. Rudolph Berghult, KDAL, Duluth, is now broadcasting sessions of the Duluth city council direct from council chambers in the city hall. Meetings of the council are aired twice weekly by KDAL as a sustaining feature. An anticipated difficulty—that of having one of the two announcers handling the remote make explanations of council business referred to by title only—failed to develop as the mayor and city commissioners obligingly take it upon themselves to make full explanations of proceedings as they are carried out.

The initial airing, June 23, was a short session, and the mayor and commissioners lingered after official adjournment to review in detail several of the actions taken. Comment about town following the first broadcast indicates that townspeople heartily appreciate the opportunity KDAL gives them to get "on the inside" of their city government.

Series on Speech

"Speak Out," a three-a-week series conducted by Norman Saxe, authority on speech control, gets under way today over WINS and the New York State Broadcasting System.

While directed primarily at those suffering from speech impediments

—of whom, Saxe claims, there are over three millions in the United States—it is designed to include all "who seek clarity of expression."

According to Saxe, who learned to aid others by first curing himself, speech defects such as stammering and stuttering are the result of fear, frustration and other personality faults which interfere with peace of mind and freedom of expression.

The program will be conducted in the form of a speech clinic, devoted each Monday to mothers and children, Wednesday to adolescents and Friday to adults. Five persons out of each group will be selected by Saxe for individual free instruction on the air, and it is his belief that at the end of a set period all will have been partially, if not wholly cured of speech defects.

Civic Speakers

Each Tuesday and Thursday at 8 p.m. KFOX of Long Beach, Cal., presents "San Pedro on Parade," civic program sponsored by San Pedro's leading citizens. Among the speakers who have broadcast in the past are A. Cavelli, secretary-manager of the Chamber of Commerce; Fred W. Smith, president of the Chamber; Major A. Lawrence, of the 63rd Coast Artillery, Fort McArthur; Ernest B. Erke, recreation department; John W. Cole, realty board, and Charles Chandler Jr. of the Bank of America.

Solly Cohen in Witmark Post

Solly Cohen has assumed active duties as professional manager of M. Witmark & Sons. Among the songs with which he is working are "My Little Buckaroo," from a Warner film; "My Love Is In Kalua, Little Heaven of the Seven Seas"; "O! Man Moon," from a Hal Roach-M-G-M film, and an unusual importation entitled "Vieni Vieni," which has been introduced in America by Rudy Vallee.

Vivien Rue in WMBH Post

Joplin, Mo.—Mrs. Vivien Rue is the new assistant manager at WMBH. Mrs. Stella Lukens is program director.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tic Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

WILL USE KFVB THEATER FOR "SHOW BOAT" AIRING

(Continued from Page 1)

and again for the Coast at 7:15 to 8:15 PST.

Meredith Willson and his orchestra have been signed by General Foods for the new "Show Boat" series. Rest of the talent includes Charles Winninger, Jack Haley, Virginia Verrill, Nadine Conner and Thomas L. Thomas. Benton & Bowles handles the account.

Two New WINS Programs

Two new weekly features were launched yesterday over WINS.

"Northland Lumberjacks," a saga of life among the "loggers" is the work of Salone Ellis, who grew up in the North Country and who has written many novels about the loves and struggles of the hardy race of men who daily battle the elemental forces of nature. The program will be heard over WINS and the New York Broadcasting System every Sunday at 4:45-5 p.m.

"The Progress of Education", which William Wachs originated, concerns education as it relates to people who are not directly connected with the school systems. The program will bring news of general interest in the educational world, and will feature prominent speakers. It will be heard every Sunday at 2:15 p.m.

Borah Cancels Labor Talk

Explaining that he was too busy, Senator Borah on Friday cancelled his radio talk on the labor situation scheduled for Saturday night from Washington over NBC. He said expected to make the talk sometime this week.

Veloz & Yolanda for Radio

Chicago — Veloz and Yolanda, dancers, have informed friends here they plan to go on the air with dancing lessons, and plan to retire from the ballroom dancing business.

There is no Substitute for Coverage

W S Y R

The Voice of Central New York

SYRACUSE, NEW YORK

GUEST-ING

BIDE DUDLEY, on Colonel Jack Major's program, July 5 (CBS, 3 p.m.).

ELEANOR POWELL, JUDY GARLAND, SOPHIE TUCKER and ROBERT TAYLOR, in M-G-M's "Melody", on Hollywood Hotel program, July 16 (CBS, 9 p.m.).

ZASU PITTS, on Chase & Sanborn show, July 4 (NBC-Red, 8 p.m.).

EDMUND LOWE, on Sealtest Party, July 4 (NBC-Red, 10 p.m.).

JACK OSTERMAN and MARION MARTIN, on Jack Eigen's Broadway Newsreel, tomorrow (WHN, 9 p.m.).

IRENE BORDONI, on "For Men Only", tonight (WHN, 8:30 p.m.).

BOBBY BREEN, on Elza Schallert program, July 2 (NBC-Blue, 10:45 p.m.).

Cooking School Draws Big

The SRO sign hung out for each of the three sessions of WOPI's annual Radio Cooking School. Henrietta Dull, Atlanta, was director of the school, and the Radiatorium was filled with women of Bristol and the Appalachian Area at each of the three sessions. The final session, at which time two grand prizes were given for best recipes, was so well attended part of the overflow crowd had to be content with seats in the reception lobby. Fourteen firms in Bristol and east Tennessee sponsored the WOPI Radio Cooking School.

Child Camp Program on WOR

Dr. Shirley Wynne and Emery Deutsch will be heard over WOR tomorrow at 1 p.m. on a program to further the drive of the "Send a Child to Camp" Committee. This organization will have a series of broadcasts on all the networks over a period of ten weeks. Dr. Wynne will explain the purpose of this campaign and Emery Deutsch will handle the musical end of the show.

Morris Representing Louis

William Morris Agency, by arrangement with Mike Jacobs, will handle the radio, film and personal appearances of Joe Louis, new world's heavyweight champ.

Alan Roberts at New Time

Alan Roberts, WMCA tenor, will be heard at a new time starting, Wednesday. Accompanied by Carl Fenton and his orchestra, Roberts will broadcast at 7:30-7:45 p.m.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

June 28

Greetings from Radio Daily

to

Ann Leaf Charles B. Trumont
Kelvin Keech Ruth Russel



● ● ● Bob Goldstein's and Abe Lyman's westward cruise was called off Saturday because the latter had a relapse 24 hours before sailing.... Frank Trumbauer left Paul Whiteman again.... Walter Walters, ventriloquist with a male and female "mouthpiece," is being offered to the Vallee hour... Unless his negotiations with the Theater Guild work out (for a dramatic show) Jack Pearl will be presented by George White on Broadway next Fall... Irving Brecker will bow out of the Gillette show in August to vacation, write the "Follies" and go to Mervyn Le Roy... Eugene Conrad will go west for William Morris... Tommy Dorsey must be on the coast today if his plan to vacation there five days before opening here went through... A farmer brought Zeke Manners a pig and a hen for his birthday last week, so Lester Lee took them up to Conn. via Grand Central. Mrs. Lee remarked that the snooty neighbors might resent another "ham" in the vicinity, but reconsidered, figuring what difference is another "snout" among the snooties!

● ● ● Saturday, Clair Shadwell of WBT, Charlotte, N. C., ushered Grace Miller and Harold Gilliland, both of Hickory, to the altar to the strains of "I Love You Truly"... Shad played this unusual role on his "Musical Clock" show. The show was piped into the home of the bride during the ceremony and the story of the romance from its beginning to its end in marriage was related.... Ann Leaf, CBStar, received a similar request from a girl in Maine, who had set her wedding date the same as Miss Miller's... The two requests are the first to make their appearance on WBT... When asked why she wanted this unique method, the former Miss Miller said she wanted good music and this was the only way she knew of getting it.

● ● ● Herman Timberg auditioned at NBC the other day... Good suggestion for Walter O'Keefe is to have Sid Marion as a stooge... Songplugger Charlie Ross, with Famous, and Peggy Burke, the model, announced their intentions over the week-end... Arnold Johnson and band are booked into Loew's State... The reason for Bert Lahr's absence from "Merry-Go-Round" last week (and no announcement made of his departure) is that the agency thought he'd be on the coast then... Show will remain musical sans comic during the summer with Lahr returning in the fall... Johnny Hauser has been given three more MBS spots from Grossingers... Pat O'Shea leaves Mickey Alpert next week... Enric Madriguera follows Shep Fields into the Surfside July 9, with Shep going to Boston... Bee Walker doubles between piano-pounding for Harms and ditto for Bert Frohman at the resort... Jack (Local 802) Rosenberg lunching with Larry (CGS) Lowman... Movie musicians gave Rubinoff a medal in appreciation "for your fine leadership"... Dave Franklin admits digging up Liszt every now and then for a few bars. Says he's tired of Gershwin, Berlin, etc.!

● ● ● Anyone with an ambition to be a radio writer, who would like to be discouraged early, should give some attention to these figures released by Wally Mosier, scripter of "Maurine of Merritt-Crest" five-a-week serial aired via KFRU, Columbia, Mo.... Since last September, when the show took the air for its debut, Mosier has written 2260 pages of script, about 765,000 words, which settles down to 3,825,000 separate strokes on his typewriter... All this, in addition to the 7,000 sheets of paper, 2,000 sheets of carbon and the ruined 27 typewriter ribbons—all for 52 hours on the air... Wally, we hope, in his calculation hasn't figured the "I's", "A's", etc. Because if he has, it would amount to 4,987,654 words. 9,876,543 strokes, 72,000 sheets of paper!... At least, that's the way we add it all up!

NEW BUSINESS
Signed by Stations

WTMV, East St. Louis

James H. Forbes Tea & Coffee Co. (Martha Washington coffee and tea), four 15-minute shows daily, using this station exclusively in this area, deal set direct by salesman Harry Bibb; Electric Lamp & Supply Co. (RCA distributor).

WOPI, Bristol

Coca-Cola Co., "Singin' Sam"; Montgomery-Ward, "Neighbor Jim"; Seiberling Tire Co., disks; Peaseley-Gaubert Paint Co., Louisville, disks; Atlantic Ice & Coal Co., Atlanta, ale and beer spots; Hotel Stevens, Chicago, disks.

WBT, Charlotte

Webster Eisenlohr Inc. (Cinco cigars), through N. W. Ayer & Sons, N. Y.; Circle Bar F. Ranch Rodeo, Hickory, N. C.; Mayview Manor, Blowing Rock, N. C.; Coker Air Conditioning Co., Hartsville, S. C.

WDNC, Durham, N. C.

Dr. Pepper Bottling Co.; Ne-Hi Bottling Co., "A Night at Jack Dempsey's"; Durham Coca-Cola Bottling Co., "Refreshment Time With Singing Sam".

Burnett on Fraternity Board

Chicago—Hal Burnett, director of publicity at WBBM, has been elected a director of the Chicago alumni chapter of Sigma Delta Chi, national professional journalistic fraternity. New president is George Simons, General Electric X-Ray Corp. Julian Bentley, WLS news commentator, is a new associate member of the Northwestern University undergraduate chapter.

F.T.C. CASES

Under a stipulation signed with the Federal Trade Commission, Bristol-Myers Co., New York, will cease representing that its preparation, Sal Hepatica, is used in cases of constipation to prevent more serious physical conditions or trouble, and that it is a competent treatment for headaches, indigestion, and certain other ailments, unless this claim is limited to such conditions when due to hyperacidity or constipation.

Gag Famine

Among the many radio comedians who gagged about the Braddock-Louis fight after last Tuesday were Henny Youngman, on Kate Smith's "Bandwagon," and George Beatty, guesting on Lanny Ross' "Show Boat," the programs following each other on Thursday night but over different networks. Youngman dusted off the one about being in a fight and not falling down until he was hit. About a half hour later, Beatty told the same chestnut, almost word for word.

At this moment, it is reported that no less than six air comics are working on gags dealing with why the Fourth of July comes on July 5 this year.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

ADORNING the Washington radio scene is Ann Gillis, in charge of special events and publicity for CBS.... also general political assistant to Harry C. Butcher, CBS V. P. in Washington.... Came to Columbia in 1930 via newspaper work and a political job with the Democratic Nat'l Committee.... Combines a flair for effective speech with an inclination to be silent.... The Gillis lass leavens her versatile brand of efficiency with a dash of diplomacy, in its subtler phases, and a decorative facial pattern.... Mary O'Kelley, former WPTF program director, now resigned from a similar position at WHK, Cleveland, is back visiting her cronies at WPTF, on account of she's planning to be married in Raleigh July 2.... Best wishes, Mary.... Joan Blaine went statistical with a joint celebration of her 8th anniversary on the air and her 2,000 broadcast on Sunday. Started in Boston back in '29.... Missouri's only "Musical Clock" gal, Margret King, has been getting Missourians up every a.m. for the better part of a year.... Also appears in name part of KFRU's five a week script show, "Maurine of Merritt-Crest," in which she's heard at 1:30 every afternoon.

▼ ▼
Pontiac's "flying commentator," Kathryn Cravens, should change the adjective to orchidaceous. When she and June Aulick reach the Los Angeles airport they'll be met by the L. A. branch of the Florists Telegraph Delivery Ass'n with a lush armful of the high-hat posies.... CBS' Paul Glynn had himself and members of the Press Dept. a shindig to celebrate his natal day last Friday.... Kendall Davis, ACBT prexy, has joined the parent ranks as pappy of a seven-pound lass.

▼ ▼
Angelo Mangieri, 14-year-old blind winner of last May's Nat'l Spelling Bee, and the only child so handicapped to win an event of this kind, to guest on Dr. Harry Hagen's Spelling Bee, July 11.... Nancy Kelly, sub-deb ingenue, appears at rehearsals in riding breeches on account of she goes riding every p.m.... Freddie Gibson startled the natives by appearing on the beach a la Gibson girl t'other day, complete with "gay nineties" bathing costume.... then she zipped a hidden zipper, and presto.... stood revealed in the modern streamlined lastex version.

RADIO PERSONALITIES

No. 46 in the Series of Who's Who in the Industry

BURYL LOTTRIDGE, commercial manager of KOMA and assistant to manager Neal Barrett of that station, has had ten years of extensive and intensive experience in the radio field. From 1926 to 1928 he was announcer, artist, producer, etc., for "The Show Shop" in Chicago, over such stations as WLS, WLIE, WHO, WDAF, and others. In 1928-29 he was assistant manager of KCRC, Enid, Okla.; 1929-30, business manager of KFH, Wichita; 1932-33, with the Willott Co., Chicago and Kansas City; 1933-34, commercial manager of WMT, Waterloo, Ia.; 1934-37, general sales manager of KFAB, KOIL and KFOR, Omaha and Lincoln, and a month ago was appointed to his present post.



Has been around a bit in the radio field....

Lottridge originated and helped form the Sales Managers Division at the 1935 NAB convention and has since serviced as its chairman as well as being a member of the Commercial Section of the NAB.

As his record reveals, Lottridge is an unusually active youngster. And apparently likes to travel.

★ PROMOTION ★

Artists Bureau Sale Wrinkle

CBS has instituted a new wrinkle in promoting the sale of their artists. Assisting the Artist Bureau is attractive Gertrude Lanza. This young lady hails from Detroit where she served her apprenticeship in advertising.

Nowadays when a representative of the Columbia Artist Bureau calls upon a client, under his arm is a book of Gertrude Lanza's creation. One peep between the covers—and the client is sold.

It is Gertrude's job to meet the artist and talk with him. From his conversation and his press book she gathers the most important facts regarding the artist's career. Then with her art brush, assistant photographers, and her uncanny style of display, she conjures up a presentation book.

Her ideas are new and novel—a sample of her work convinced Columbia of her value. Upon arrival she was told to work on every Columbia artist. This she is doing with great success.

All the artists like her—the Artist Bureau has recognized her ability—and most of all, the books sell the product!

News About Books

As an addition to its public service, WHBL, Sheboygan, Wis., devotes a 15-minute period each week to book news from the city's public library. Alice Tylton of the library is the commentator.

Haling Doubling at WBAP

Ft. Worth—Elbert Haling has taken over the duties of publicity and continuity director of WBAP.

KFBI, Abilene, Kas.

Nu Lac Co., Hiawatha, Kas. (live-stock feed), thrice weekly program.

WBT on Phone Directories

Practice what you preach is an old axiom, and it takes many forms.

Last week, WBT, Charlotte, showed its wares from the front cover of telephone directories in Asheville, Charlotte, and Lincolnton, N. C. A two-by-four inch space in the lower right hand corner proclaimed "1080 on your radio dial will bring you the Columbia Network station WBT—the Carolinas' finest programs." Other information, printed in blue letters on a tannish-grey background, was station ownership and location, with the telephone number.

General Manager William A. Schudt, Jr., got the directory ad idea one night while sitting on the floor of his home waiting for a call to go through to a Chicago client. Now he has options on the most desirable space on the front covers of every important telephone directory in North and South Carolina, a direct invitation to telephone users to listen to Dixie's pioneer radio station.

WHAS Field Survey

A folder containing a field strength survey map prepared by Glenn D. Gillett, Washington, and a market analysis of the Louisville area, together with rate card, has been issued by WHAS.

DuPont Switch July 7

Switch of the DuPont dramatic series, "Cavalcade of America," to a musical presentation over 38 CBS stations will take place July 7. Show returns to present policy Sept. 29. Don Voorhees and his orchestra will do the playing.

Joins Ayer Toronto Office

Gordon Smith, formerly with the national resort and travel department of the New York American, has joined the Toronto office of N. W. Ayer and Son in an executive capacity.

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

June 28: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo. CP for change in frequency and power to 940 kc., 1 KW., 5 KW. LS., unlimited.

June 29: WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

June 30: Zenith Radio Corp., Chicago. CP for new special station. 42000, 56000, 60000, 86000 kc., 1000 watts, unlimited.

Dr. William States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

WBRC, Birmingham, Ala. CP for change in power to 1 KW., 5 KW. LS. 930 kc., unlimited.

Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited.

July 1: Fall River Herald News Publishing Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

KSFO, San Francisco. Vol. assignment of license to Columbia Broadcasting System of Cal., Inc. 560 kc., 1 KW., unlimited.

July 2: William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime.

Colonial Network, Inc., Providence, R. I. CP for new station. 720 kc., 1 KW., limited.

Geraldine Alberghane, Pawtucket. CP for new station. 720 kc., 1 KW., daytime.

WSMK, Dayton, O. CP for increase in power and change in hours of operation to 250 watts, 500 watts LS., unlimited. 1380 kc.

July 15: Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

July 27: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

APPLICATION RECEIVED
W. C. Irwin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION
Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime, be granted.

No? TUNE IN MONDAYS
3:00 - 3:30 E.D.S.T.
WABC
COLUMBIA NETWORK

San Francisco

Glenn Hurlburt, versatile blind musician, made his bow as musical director last week over the NBC-Red net. A former arranger for Tom Coakley and Charles Kaley, Hurlburt has been on the NBC staff as accordionist with Paul Martin's band.

Carlton Morse, who authors "One Man's Family", talking about the move of the serial to Hollywood on Aug. 8, says "What is contemplated is not a permanent change . . . but a change of scene . . . and we shall spend the vacation period there . . . I see no reason why we should not return in the autumn."

Hazel Warner, one of radio's old-timers, is doing a series of four Woman's Magazine of the Air programs over NBC's Red net.

Zella Layne, new NBC vocalist, debuted last week with Ray Harrington's ork via the Blue Net.

Ray Charles, eastern radio and vaudeville artist, is "Master of Festivities" on "Contrasts", the Mutual-Don Lee studio-audience show. Made his first Western appearance Saturday.

Herb Caen, radio editor S. F. Chronicle, back from vacation in Hollywood, where he buzzed with Jimmy Fidler, Jerry Cooper and Ronnie Ames.

Bob Murray Doing Song Stint

Bob Murray, who is heard several times weekly over WHN and formerly was vocalist with Paul Ash's band, was engaged last week by Warner Bros. to appear at big local store music departments and sing the numbers from Dick Powell's new picture, "The Singing Marine," which opens Wednesday at the New York Strand. Engagement runs until the opening of the picture.

Warnow Resumes Series

Mark Warnow will resume his CBS series of "Mark Warnow Presents" shows tomorrow 10:30-11 p.m. First guest to appear will be Hol-lace Shaw, soprano. Series features Warnow's Blue Velvet orchestra.

ONE MINUTE INTERVIEW

RALPH WONDERS

"During its brief existence, radio has done more for those with talent than any other form of show business. Previous to radio's exploitation of the artists, the film industry would concentrate for a number of years to build a star. Now they reach into the radio field and immediately have a box-office attraction. It is highly noticeable today that radio uses a great many of the picture stars and the picture industry uses a great many of the radio stars, and I am sure these two fields will always work hand in hand."



"Vallee Varieties"

Though not a professional artist in the entertaining line, Charlie the Radio City barber, who has scraped the chins of many notables, was the novelty treat of Rudy Vallee's show over NBC-Red last Thursday night. Dennis King and Jessie Royce Landis were all right in a dramatic skit.

Beatrice Howell, newcomer in the impersonating field, did her conceptions of Freddie Bartholomew, Edna May Oliver, Lionel Barrymore, Sylvia Sidney, Beatrice Lillie, Barbara Stanwyck, Luise Rainer and others. If meant to be different, she accomplished that objective, but, as far as being counterparts of the originals, most of her impersonations were a little too slight of texture and not sharply enough defined. For the Rainer bit, Miss Howell displayed some singing ability.

Joe Laurie Jr., it is regrettably reported, isn't living up to advance promises and indications as a whimsical comedian. His problem is—material. The best thing Laurie has done on the air was the little tale about the Bronx flies, a few weeks ago. So he tried a sequel in last week's broadcast, but it didn't quite measure up.

Barry Wood

In his last 15-minute live show via WJZ and a few of NBC's Blue outlets, on Thursdays, 7:45 p.m., Barry Wood, the sax-tooter who followed Jerry Cooper on the Procter & Gamble Drene Shampoo series, faded as a finished product for the airwaves. Nervous and tense with a desire to please, aware that his predecessor was a tough artist to follow, Wood made his debut as many other ambitious people do, singing and speaking without the necessary polish. However, judging from his eighth and final program, the crooner justified the sponsor's expectations.

His renditions of "Blue Hawaii", "Cause My Baby Says It's So", "You're Precious To Me" and the Bing Crosby favorite, "I'm Yours", were sung with an ease accomplished only by Crosby. Not to be overlooked is Wood's romantic speaking voice in introducing his songs. Drene made another discovery for the nets—and their product must have sold with the feminine buyers. Music, announced as "Barry Wood's", is really Johnny Augustine's combo.

"Show Boat"

This program on NBC-Red was almost all-musical in its enjoyments as far as the listener was concerned last Thursday night. With the exception of Lucy Monroe, guest prima-donna, Lanny Ross, Margaret McCrea and Thomas Thomas, the show was a weak, unspirited affair, with poor comedy and very windy commercials.

Miss Monroe proved that she is one of radio's best sopranos. She scored with "Romance" from "Desert Song." George Beatty, guest comedian, displayed good potentialities but was handicapped by material. He has an assured manner and a good voice. Lanny Ross, as usual, gave an excellent performance. That the rest of the program will not suffer by the approaching renovation can easily be seen. Sponsor should not attempt to cram so many commercial lines into the new show.

Gerald L. K. Smith

Not since Father Coughlin left the air has the ether carried such a forceful speaker on current problems as Gerald L. K. Smith, heard Fridays at 9-9:30 p.m. over WINS and the N. Y. State Broadcasting System. His attack Friday night on the CIO, John L. Lewis and the breakdown of law and order must have made plenty of listeners sit up and take notice. Smith, who somewhat parallels Coughlin in that he is an ordained minister, presented an array of data and newspaper records to discredit the CIO. He charged that the workers are being deluded and that seeds of communism are being planted in this country through the medium of some 600 organizations under various disguises.

The series of broadcasts are sponsored by the Committee of 1,000,000, an incorporated, educational institution formed to fight anti-American influences.

"Rhythm in Song"

Originating in Cincinnati and fed to the New York area via the WLW Line through WHN, this musical program returned to the air Friday night with an enjoyable batch of tuneful and well vocalized selections. Besides Mary Paxton, blues singer, who delivered "One Never Knows, Does One" in a nice rhythmic style, with the aid of an ensemble, there was an individualistic version of "Honeysuckle Rose" led by the Three Spades. The opening number on the program, "I Dream Too Much," in which the ensemble took part, was a lengthily but colorfully arranged edition of "I Dream Too Much." It was genteel and delectable all the way.

Arturo de Filippi

Concluding a 13-week series of 15-minute recitals on Fridays at 6:45 p.m. over WQXR, Arturo de Filippi presented a group of four numbers that gave him a chance to display his very pleasing tenor voice. He started with a Serenade by Leoncavallo, and followed with "Guns" by Jeffrey O'Hara, "Come to Me, My Darling" by Scotto, and a Neapolitan folk song. Signor de Filippi's tenor voice

Boston

John F. McNamara, WBZ program manager, who sailed recently for Europe, will be away till Aug. 1.

Richard Hammond is the latest recruit to the WBZ operating staff.

J. O. Felmy, veteran Westinghouse technician, is assisting Dwight A. Myer and the WBZ staff in rebuilding and modernizing the studio control room.

John A. Holman, WBZ-WBZA general manager, relaxed a little at golf while attending the NAB convention in Chi. last week.

Thomas Bean, control engineer, no longer with WBZ-WBZA.

Kay Kyser, now featured at the Ritz Carlton Roof was interviewed by Jay Wesley on the Boston Hour over WEEL.

WBZ-WBZA did two novel special event pickups Sunday morning. Known as "The Weatherman at Work", the program originated at two U. S. official weather bureaus, one at the top of Great Blue Hill in Milton, Mass., and the other at the Mt. Washington bureau atop of Mt. Washington, N. H. Charles Noble, WBZ mike-man, made the pickup.

may be described as in the nicely modulated class—that is, he sings with smooth restraint, instead of indulging in vocal calisthenics. Romantic and sentimental songs are especially up his alley. Irene Dalton did well as his accompanist at the piano.

"Barnacle Bill"

One of the brightest "start-the-day-smiling" programs is the "Barnacle Bill" quarter-hour presented by Roy Shelley on WMCA at 8 a.m. Shelley is a wizard of the ukelele, also something of a reader of poetry, and he combines cheery musical numbers with poetic sentiment and a sunny disposition. The program is directed chiefly at youngsters, who are invited to write in and join Bill's ship of happiness, but it is enjoyable stuff for the whole family. Salutes to listeners on birthdays and wedding anniversaries also is part of the program.

"Hollywood Hotel"

It was like old times, hearing Dick Powell on this CBS program again Friday night in the preview of his new Warner film "The Singing Marine." He sounded in fine form, and supporting him in the film skit were Hugh Herbert, Allen Jenkins, Doris Weston and Lee Dixon; so a good time was had. Of the "Hotel" regulars, Jerry Cooper, Frances Langford and Raymond Paige's orchestra did their usual swell duty.

"The Movie Pilot"

Frank Nugent, the New York Times movie critic, appearing as guest in this Hudson Day Line series over WEAH last Friday at 7:30 p.m., reveals ability as a commentator. He not only has interesting viewpoints, but a good mike style and voice.



NEW personality on WLS Home-makers hour is Jane Tucker, who presents human interest features and music styled for matinee listeners.

Wendell Hall's two sons, Wendell Jr. and Lowell, are isolated here with the chicken pox.

Morey Amsterdam, m.c. of NBC Night club broadcast, is back from New York where he supervised screen test for Adair Adams, Northwestern university coed, and several other local "finds."

Don Hancock, Wrigley "Poetic Melodies" announcer, to vacation in Yellowstone Park. . . Sunda Love has picked a summer theater colony in Maine.

George Harvey, Mutual salesman, finished first in the Chicago-Michigan city yacht races with his sloop Skoal, which he skippered himself.

Martha Raye who was doing radio shots here for \$35 less than 18 months ago, plays the Chicago Theater at \$5,000 a week on July 30. She has worked the same spot for \$200.

Wendell Phillips' orchestra playing at the Tiffany room of the newly opened Chicagoan hotel in the loop.

Henri Gendron's ork making music at the swank Villa Venice, garden cafe at Wheeling 30 miles northwest of Chicago.

Lee Sims and Ilomay Bailey and Joan Abbott opened over the weekend at the Coconut Grove with Mark Fisher's ork.

Louise Lott of WAAF staff to become a bride shortly. Bob Hawk of WAAF vacationing in New York.

Phyllis Norton, soprano, new soloist on WGN "Melodies from the Sky" show.

Nancy Hurdle has joined the cast of "Painted Dreams".

Coast guard started a search for Blair Walliser, WGN production director, and Don Pontius of Mutual staff other day when they were 20 hours overdue from Milwaukee in Walliser's racing sloop. They were becalmed off Kenosha in a fog but arrived in Belmont Harbor here before the rescue crew located them.

Pufflicist Tom Fizdale off on a fortnight's tour of the eastern cities this weekend.

Benay Venuta auditioned for Look magazine show at CBS, but no reports yet.

Harriet Brewer, Gold Medal Hymns of All Churches contralto, signed to appear with Chicago Grand Opera in the fall. John Neher, basso of same group also to do some opera singing.

Kaltenmeyer's Kindergarten doubled size of network Saturday and is now heard on coast-to-coast basis.

Arch (Scotty) Scott, NBC production man, called to St. Louis because of serious illness of father.

Norman Ross to describe Arlington Park races for NBC starting today.

Loana MacKenzie, sister of Healani MacKenzie who broadcasts Healani of the South Seas over NBC, is here

ORCHESTRAS - MUSIC

MAESTRO DUKE ELLINGTON and ork closed their Cotton Club engagement to embark on a limited theater and dance tour. They'll appear at Loew's State Theater, N. Y., the week of July 1; at Pittsburgh's Stanley Theater, starting July 9, and at Philly's Earl Theater beginning July 16. Upon their return to N. Y. in August they'll start work on a motion picture and a musical comedy.

Clyde Lucas and ork, now at N. Y.'s Paramount Theater, play the Boston Metropolitan the week of July 16. Bookings were made by Mills Artists.

Ina Ray Hutton, self-styled "blonde bombshell", and her Melodears will make music at Atlantic City's Steel Pier for the week starting July 2.

Arrangements have been completed by Jimmy Campbell, British music nabob, and Jack Mills of Mills Music to have all production music from England, including songs from British Gaumont Pictures, concentrated in one American publishing house. Campbell represented Cinephonic Music Publishing Co. of Great Britain.

Batoneer Cab Calloway and his hi-de-ho-ing musical aggregation will return to New York in August, after Cab gets back from his Canadian vacation, to begin rehearsals for the

from Honolulu visiting her brother. She is a dramatic teacher.

Budd Hulick of Stoopnagle and Budd visiting friends here.

Virginia Payne (Ma Perkins) to Indianapolis to address national Convention of Omega Upsilon (dramatic sorority) in national convention on "Behind the Scenes of Radio." Also scheduled for appearance on WIRE.

Al Short, musical director of NBC Minstrel show, to give his daughter Elinor in marriage shortly to Vincent F. Seng, Wilmette.

Lulu Belle and Scotty Wiseman return to WLS National Barn Dance on July 10 after a two month vacation in the North Carolina mountain country.

Joe Kelly, m.c. of National Barn Dance, is touring New York for a couple of weeks.

New faces: Jay Sims, new announcer at WBEM, coming from Honolulu by way of KFWB, Hollywood; Durward Kirby of WLW, new announcer at NBC; Andrew Schomaker of Automatic Electric Co.; Hugh T. White of Butow Electric Co. and Arthur Hockin, formerly with Affiliated Broadcasting System, join NBC engineering crew; Henry Stanley, formerly with McIntosh Transcriptions, and Harry Gale are new on sales force at WJJD.

Fey Rogers Joining WOPI

Bristol, Tenn.—Fey Rogers, formerly of WSWA, Harrisonburg, Va., joins WOPI here July 1 as chief announcer.

new Cotton Club Show, scheduled to open early in September.

Jack Winston, San Francisco bandman, replaces Bob Young at Frisco's Bal Tabarin on July 16 for an indefinite engagement. Dorothy Allen will be featured vocalist.

Paul Pendarvis wound up a series of one-niters he's been playing through the state of California by playing the Coconut Grove, Santa Cruz, on Saturday.

Will Hudson and the Hudson-De Lange outfit, currently playing for the dance-minded crowd at Rye's Playland Casino, are featuring two song candidates for hit-dom on their bi-weekly broadcasts over WEAF and the NBC-Red network, Tuesdays and Saturdays. The ditties in question are "Pop Corn Man" and "You're My Desire".

Russ Lyon and his boys, broadcasting from Cincinnati, will be aired via WHN Saturday nights from 10-10:30 p.m.

Anson Weeks and ork inaugurated a series of broadcasts over the WOR-Mutual coast-to-coast network from the Trianon Ballroom in Chi on Sunday, 1:15-1:30 a.m. with the introduction, "Ladies and Gentlemen, may we invite you to join us in 'dancin' with Anson'".

ST. LOUIS

Announcer Johnny Nebblett, who has handled KWK's daily series of apartment house interviews since it started two months ago, is departing to handle sports at WBNS, Columbus, O. Tom Daily succeeds him here.

"Velvet Varieties", new KMOX variety show, starts tomorrow as a weekly feature. Emceed by Judd Norman, program features Ben Feld's orchestra, Maria Lane, chatterer; Dick Ellis, baritone; Irene Stone, blues singer, and Christine Randall, negro torch singer. Sponsor is Champagne Velvet beer.

Bob Sampson, formerly with KSD, has joined KMOX sales staff.

Abe Hendry, who directed publicity for WIL, has a roving assignment in his new post with the St. Louis Globe-Democrat.

Don Ownbey, KMOX news editor, vacationing in the Ozarks. Arthur Casey of the production staff, with Mrs. Casey, visiting New England.

Harry W. Flannery, crusading KMOX news commentator, crusaded against proposed local gas and cigarette taxes, and the proposals now have been dropped.

Two Join WCOL Staff

Columbus—David Penn, formerly with WHIO, Dayton, has joined WCOL here in the capacity of news commentator.

Another WHIO man, Don Smith, has also joined the staff of WCOL as announcer.



RADIO MERCHANDISING ASS'N (R.M.A.) is moving from its present quarters in Cross Roads of the World to larger space in the Otto K. Olson building, Vine and Selma early next month, at which time John Smock will bow out to engage in other activities. RMA has taken over sale of Ralph Roger's book, "Do's and Don'ts of Radio".

Jimmy Newell, Don Lee singer, and featured member of the "Presenting David Broekman" program, has been signed for picture work by Grand National. First work will be in Jimmy Cagney's "Something to Sing About", to be followed with lead role in "Renfrew of the Mounted" shorts.

Junior Chamber's hour and a half program, with remotes from airplane factory, underground workings of the aqueduct and other spots, originally scheduled for Monday, was ready to go on Mutual coast-to-coast Saturday, time not set.

C. P. MacGregor Co. is cutting a series of 26 one-minute transcriptions for Bullock's Department store, for use on nine local stations. Dana Jones is agency.

Miniature Magazine, on KMTR, using guest stars, with Ruth Aston, writer.

Larry Kent signed to follow Sterling Young's ork at Wilshire Bowl, starting June 27.

A major studio is dickering with James Melton for an assignment to follow his Cleveland Great Lakes Exposition engagement. Melton is currently appearing on the "Sunday Night Party" program over NBC Red network, the show switching to Cleveland on July 13.

Standard Federal Savings and Loan Association will use a 15-minute live talent program "A Musical Pilgrimage" on KECA, Sundays, R. W. Keen is emceeing the show.

When Robert Armbruster replaces Werner Janssen on the Chase and Sanborn hour, and Janssen heads his own half hour program for Fleischman's Yeast, he will use occasional pop tunes, to more standard and symphonic type numbers. His show will be all music, with an occasional singing guest star.

"BARON MUNCHAUSEN"

JACK PEARL

Dir.: A & S. LYONS, Inc.

RADIO IN EDUCATION DUE TO HIT NEW HIGH

(Continued from Page 1)

Commissioner of Education, in an exclusive interview with RADIO DAILY declared that school use of radio next fall will reach an all-time high in the annals of American education. The Commissioner's statement followed closely upon the heels of a recent exclusive RADIO DAILY report that a nation-wide movement is now under way attempting to force NBC, CBS and Mutual to give currently sponsored time to organizations for the purpose of presenting unbiased and unsolicited programs of educational value to the average American radio owner.

Commissioner Studebaker was recently appointed by the FCC to make a survey of the radio-education situation together with a group of experts.

That action will no doubt be taken in the very near future concerning the radio-education program was indicated last week when FCC Chairman Anning S. Prall told RADIO DAILY that the Commission was "all ready to go," but was awaiting the final report of Commissioner Studebaker and his Committee.

New Prof. Quiz Time

Professor Quiz, sponsored by Nash-Kelvinator, changes time July 3. A first show, aired over 50 CBS stations, will be heard at 9-9:30 p.m. On the same date a repeat broadcast to the west coast will be inaugurated over nine stations at 12-12:30 a.m. EDST. The program retains Arthur Godfrey as collaborator to the Professor.

WOWO-WGL Staff Additions

Fort Wayne—John De Young, newcomer to radio, has been made a junior announcer at WOWO-WGL.

Glenn Thayer, formerly chief operator with Northern Broadcasting of Laconia, N. H., and with Capitol City Broadcasting, Lansing, is a new addition to the engineering staff.

Mutual Boy Scout Coverage

Mutual, too, will set up a studio tent in Washington for the airing of the Boy Scout Jamboree, June 30-July 8.

★ Coast-to-Coast ★

GENERAL production plans of CBS for its forthcoming cycle of eight Shakespearian plays, starting July 12, and the actors who will appear in them, will be discussed tonight over CBS at 7:15 o'clock by Burns Mantle, dramatic editor of the New York Daily News and compiler of the yearly "Best Plays and Year Book of the Drama in America".

Carl Carmer, who writes and recounts "Your Neck of the Woods", and Bernard Herrmann, musical director, will tell about Minnesota in their broadcast tonight over the CBS network.

Bill Benning, WTMJ (Milwaukee) musical director, is vacationing in the north woods.

In a state-wide South Dakota hook-up, WNAX of Yankton, KSOO of Sioux Falls, KGFX of Pierre and KWTN of Watertown will carry the Black Hills Roundup which KOBH of Rapid City will originate July 3-5 from Belle Fouche. Archie Hall and Frank Crilly will handle the mikes, while E. H. Carter, KOBH chief engineer, is to be in charge of technical facilities.

WICC, Bridgeport: Jimmie Cavallo, who has been on leave, returns to sing on Thursday at 2:15 with Don Raphael as accompanist. . . . Bigelow Twins, Mel and Jim, transfer to WICC from WELI on Tuesday. . . . Malcolm Parker will appear in "June Moon" offered by the summer theater group at the Chapel Playhouse in Guilford this week.

"Rhythm in Song", originating in Cincinnati, returns to the air via the WLW Line, including WHN in New York, at 7:15-7:30 p.m. on Fridays. Program features Mary Paxton, Four Modernaires, Three Spades, a girl sextet and a boy octet.

Poosh-em-up-Tony Cabooch, WHO's master dialectician, is confined to his bed with a gun wound in his leg. Special wires have been installed in Tony's home in Des Moines and his regular Tuesday, Thursday, Saturday broadcasts at 5:30 p.m. will go on without interruption. Tony was shot in the leg last Tuesday night, when a .38 calibre revolver he was cleaning was accidentally discharged. Tony in private life is Chester J. Gruber.

A. C. Goodnow, Westinghouse field engineer, recently transferred from Fort Wayne, where he was engaged in building equipment at the new WOWO and WGL studios, to Broadcasting Headquarters at Chicopee Falls, Mass., will have his home and family in Springfield during his stay at Chicopee Falls. He is working on new studio equipment for KYW, Philadelphia.

KDKA, Pittsburgh: Betty Easley, assistant to Asst. Program Manager Dare Fleck, and Phillip Howell are honeymooning. . . . Relda Garrett and Marcella Campbell also are saying "I do". . . . C. F. Greif, member of Westinghouse's Broadcasting Division field group, is busy on new equipment here.

WKRC, Cincinnati: *Tad Legere, contralto, and Ruth Lyons and Gladys Lee, pianists, are appearing in "Rythm Miniatures" on Saturdays. . . . Dick Ruppert of the traffic department married Doris McCormack on Saturday. . . . Howard Hayes, formerly of WBNS, Columbus, has joined the engineering staff. . . . Joe Dunlevy (Smilin' Dan) is back on the air under Bell & Crown Furniture Co. sponsorship, with Gladys Lee as accompanist.*

KYW, Philadelphia: Todd Sloane, control room supervisor, returns this week from a West Indies cruise. . . . Abe Cohen went north, while Bill Elsworth and Bryan Cole headed west. . . . Leslie Joy, station manager, will head for New England in July. . . . James V. Thunnell is a recent addition to the engineering staff.

Bob White, studio manager and director of dramatics at WBZA, Springfield, has discontinued his Friday night classes in radio drama for the summer.

Earl Wood, operator at the transmitter of WBZA, East Springfield, Mass., goes on vacation late next month.

Charles Crutchfield, program director at WBT, Charlotte, and Mrs. Crutchfield, with their two children, returned recently from a vacation spent on Long Island. While in New York, Crutchfield was entertained by Professor Quiz and Eleanor Larsen, agency representative for Kelvinator.

The Irvington Light Opera Company of Irvington, a suburb of Indianapolis, was heard on the air over WFBM for the first time Sunday. Group consists of mixed vocalists who live in community. During the winter season they present a series of light operas. Although in operation for several years, this is first bid for ether fame.

WPTF, NBC outlet in Raleigh, employed its facilities Sunday to broadcast from its studios "The Institute of Human Relations", heard on NBC-Blue network at 9:30-10 a.m. under the auspices of the National Conference of Jews and Christians, in session on the campus of Duke University. George Denny, NBC's director of the popular "Town Hall" broadcasts in New York City, was in charge of Sunday's program.

CLASSICAL MUSIC GAINS 100 PER CENT IN YEAR

(Continued from Page 1)

and Hollywood showed gains over May, 1936, while San Francisco showed a decrease.

Number of programs originating from various points in May this year as compared with 1936 and with April of this year follows:

Origin	May 1937	May 1936	April 1937
New York	627	618	640
Chicago	417	380	379
San Francisco	315	341	337
Hollywood	112	76	108

NBC's Eastern Division, as a whole, showed a marked increase as a source of network programs, however. The relative standing of the three divisions in the percentage of program hours produced was:

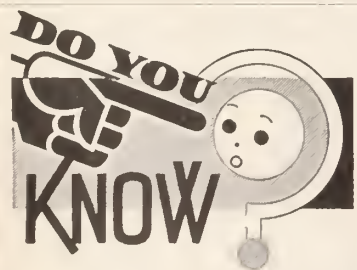
Origin	May 1937	May 1936	April 1937
Eastern	49.0	48.7	45.4
Western	27.7	26.0	28.6
Central	27.4	35.3	26.0

During the past three weeks the Vass Family have been making a trial engagement on the Ben Bernie program. Now their satisfied sponsor has decided to make sure of them. A thirteen week engagement on the Bernie Show has resulted.

Through its daily United Press news service, WPTF in Raleigh now includes on its schedule each morning the program "To the Ladies", with selected news items relative to fashions, famous women and Hollywood. Raymond Cosby and Clay Daniel act as commentators. At present, the three features included daily are "Women in the News", "Hollywood Gossip" and "Fashion Chatter", heard Monday through Friday at 11:00 a.m.

"Carolina Kate", yodeler and ballad singer, is the latest addition to the "Rural Ramblers", KFRU, Columbia, Mo.'s, hillbilly outfit. Although she's been on KFRU but two weeks, she's already developed a following.

Patricia Ryan, lovely contralto, who has been heard over NBC three times weekly as the female rascal in the Rhythm Rascals has been given her own spot on the air. She will be heard every Sunday at 11 a.m. over WJZ and the Blue network.



Christian Science Church Services have been aired over WMCA each Sunday for more than 14 years. Programs have been continuous except for one period of 12 months.

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