



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 99

NEW YORK, N. Y., TUESDAY, JUNE 29, 1937

FIVE CENTS

## 25% of Time to Education

### LOCAL PRESSURE STOPS SHIFT OF FRISCO SHOWS

San Francisco — Pressure on the part of city officials, civic organizations and individuals has resulted in Don Lee-Mutual abandoning plans to move two big KFRC variety shows, "Morning Merrymakers" and "Feminine Fancies," to Los Angeles. Program will continue to originate here.

Resentment against the shifting of production activities from here to L.A. has been increasing since Lew Weiss, head of Don Lee network, announced the plans recently.

### CBS and BBC to Make Short Wave Experiments

Series of important international broadcasts as short-wave tests will be inaugurated in July between CBS and the British Broadcasting Corp., and will continue for approximately six months, according to E. K. Cohan, CBS engineering director, who is back from Europe. The series was decided upon following the recent International Radio Ass'n convention in Bucharest, Rumania, and the re-

(Continued on Page 2)

### 23 New Stations Added By Kaltenmeyer Program

"Kaltenmeyer's Kindergarten," NBC-Red network program originating from Chicago and conducted by Bruce Kamman, has added 23 new stations, including seven on the Pacific Coast and in the Rocky Mountain territory. Other additions are in the south and the southwest. Harry Kogen's orchestra furnishes the music for the show, which is sponsored by Quaker Oats.

### Radio Alarm Works

First instance in which RCA's new automatic radio alarm served an American vessel in distress occurred Saturday when an emergency signal was received by the Ensley City from the Sandgate Castle's newly installed auto alarm. Charles J. Pannill, president of Radiomarine Corp., was informed the alarm had worked perfectly.

### What's Wrong

WBIL, new 5,000-watt association with WOV, will discuss "What's Wrong With Radio" in a series of 13 15-minute broadcasts presented on Tuesdays at 7:15 p.m. starting July 13. Authorities in the radio field, critics and representatives of the listening public will be included among the speakers.

### 40-HR. WEEK, PAY RISE FOR WCAU ANNOUNCERS

Philadelphia—A 40-hour, five-day week for WCAU will go in effect Sept. 1, and in addition there will be automatic salary increases every six months, it is announced by Dr. Leon Levy, president of the station.

In spite of reports published elsewhere, Dr. Levy told RADIO DAILY that the new schedule did not involve the alleged labor difficulties.

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### CBS Selects "Hamlet" As Shakespeare Starter

CBS has chosen "Hamlet" for its initial Shakespeare drama, being presented July 12, with Burgess Meredith in the title role. Same play was used by NBC for its Shakespeare lead-off last week. Additional actors signed for the series by CBS are Lionel Barrymore, Helen Menken and Frank Morgan. Barrymore will

(Continued on Page 8)

## CBS Gets Broadcasting Rights On All N. Y. State Horse Races

### Union Fails to Block Philly Wired Service

Philadelphia—In spite of objections raised by the musicians' union, Local 77, the Muse-Art Corp. was granted permission by City Council to disseminate music, news and entertainment to hotels, night clubs, halls, etc., through conduits under public highways. The new wired service gets under way immediately.

## NBC Further Emphasizes Cultural Programs in Signing Dr. Angell of Yale as Counsellor

### RADBILL OIL CAMPAIGN STARTING NEXT MONTH

Radbill Oil Co., makers of Pen-Rad oil, will sponsor a radio campaign in the New England States and the Ohio Valley beginning July. Campaign will feature a series of spot announcements over a period of 10 weeks. Stations set to date for the series include WSAR, WMBC, WCOB, WLWZ and WMBX. Either WSPR or WCSH will be selected within the next few days.

Negotiations are also under way to set a series of 2 spots per day for 10 weeks over WLW, but contract has not yet been signed. Account is being handled by the Jay Lewis Associates, with Jay Lewis in charge.

### Sears-Roebuck Expands Foreign Language Series

Philadelphia — Sears, Roebuck & Co., after a test series of Jewish news programs over WDAS, plans to become a consistent user of foreign language shows. Through the Lavenson Bureau, the current series, with Nathan Fleisher, former editor of the Jewish World, as news commentator, is renewed on a long-term contract. Plans call for news

(Continued on Page 2)

National Broadcasting Co., which in the current season has been devoting more than 25 per cent of its broadcasting time to educational programs, puts further emphasis on the cultural note by signing Dr. James Rowland Angell, retiring president of Yale University, for the post of educational counselor of NBC.

Dr. Angell will devote his full time to the new post, occupying one of the executive offices at NBC, at a salary of \$25,000 a year, the same as he received at Yale.

Negotiations to bring Dr. Angell into the NBC fold were started last year by Lennox R. Lohr, NBC president. Among those who urged the Yale head to undertake the work were Newton D. Baker, Owen D.

(Continued on Page 8)

## ZENITH FALL PROGRAM OVER 74 NBC STATIONS

Chicago—Zenith Radio Corp. has reserved a half-hour on Sunday nights at 10 o'clock EDST over the NBC-Blue network, starting Sept. 5, for a show originating here and go-

(Continued on Page 2)

## Nat'l Operator Survey Is Completed by WTMJ

Milwaukee—A survey of hours, wages and union status of the operating departments of the country's independent radio stations has been

(Continued on Page 3)

### 7 Resorts on KFEL

Denver—Seven Colorado mountain resorts are currently resorting to KFEL to advertise their vacation inducements. They include: Old Plantation Cafe, Estes Park; Scotty's Lodge, Deckers; Crystal Springs Lodge, Allen's Park; Brook Forest Lodge, Brook Forest; Riverside Resort, Lyons; Radium Hot Springs Hotel and Conroy's Hotel and Cafe, Idaho Springs.

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**FINANCIAL**  
(Monday, June 28)

**NEW YORK STOCK EXCHANGE**

|                 | High    | Low     | Close   | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 161 1/2 | 159 7/8 | 159 7/8 | - 1 5/8  |
| Crosley Radio   | 20 1/4  | 19 3/4  | 19 3/4  | - 3/4    |
| Gen. Electric   | 52 1/8  | 50 7/8  | 51 1/8  | + 7/8    |
| North American  | 23 3/8  | 22 3/8  | 22 3/8  | - 1 1/8  |
| RCA Common      | 8 1/8   | 7 7/8   | 7 7/8   | - 1/4    |
| RCA First Pfd.  | 64 1/4  | 63 7/8  | 63 7/8  | - 1/8    |
| RCA \$5 Pfd. B  | 17 3/8  | 17      | 17 1/8  | + 1/4    |
| Stewart Warner  | 17 3/8  | 17      | 17 1/8  | + 1/4    |
| Zenith Radio    | 32 3/4  | 32      | 32      | - 1      |

**NEW YORK CURB EXCHANGE**

|                  |       |       |       |       |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 1 5/8 | 1 1/2 | 1 1/2 | - 1/8 |
|------------------|-------|-------|-------|-------|

**OVER THE COUNTER**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 27 1/2 | 29     |
| CBS B             | 27     | 28 1/2 |
| Stromberg Carlson | 13     | 15     |

**Sam Brown in 2 WMCA Stints**  
Sam Brown is now the announcer on "Thrilling Detective Dramas" three times a week, as well as on "Five Star Final," news dramatizations on Mondays, over WMCA and associated stations of the Inter-City Broadcasting stations. Brown was formerly a member of the staff of KYW, Philadelphia, being there a year before his affiliation with WMCA. Prior to his Philadelphia connection, Brown was a member of the NBC announcing staff in Washington.

**Frank Lewis Joins WOR**  
Frank Lewis, formerly with United Artists exploitation department, has joined the WOR Artists Bureau as publicity representative working under G. W. (Johnny) Johnstone, WOR public relations counsel. Post is a temporary assignment.

**The Script Library**  
A DIVISION OF RADIO EVENTS, INC.  
535 Fifth Avenue,  
New York, N. Y.  
A Radio Script for Every  
Sustaining and Commercial Need

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending June 26, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

| Selection  | Publisher | Times Played |
|--|-----------|--------------|
| The You and Me That Used To Be (Irving Berlin Inc.)  |           | 32           |
| It Looks Like Rain (Joe Morris Music Co.)            |           | 28           |
| Sweet Leilani (Select Music Co.)                     |           | 27           |
| Merry Go Round Broke Down (Harms Inc.)               |           | 23           |
| Sailboat in the Moonlight (Crawford Music Corp.)     |           | 22           |
| They All Laughed (Chappell and Co.)                  |           | 22           |
| September in the Rain (Remick Music Corp.)           |           | 21           |
| Where or When (Chappell and Co.)                     |           | 21           |
| Carelessly (Irving Berlin Inc.)                      |           | 20           |
| Never in a Million Years (Robbins Music Corp.)       |           | 20           |
| There's a Lull in My Life (Robbins Music Corp.)      |           | 20           |
| They Can't Take That Away from Me (Chappell and Co.) |           | 20           |
| Was It Rain (Santley Bros-Joy)                       |           | 19           |
| When Two Love Each Other (Joe Davis Inc.)            |           | 19           |
| Toodle-oo (Shapiro Bernstein Inc.)                   |           | 18           |
| Stranger in the Dark (Crawford Music Corp.)          |           | 17           |
| Gone With the Wind (Irving Berlin Inc.)              |           | 16           |
| You're My Desire (Mills Music Inc.)                  |           | 16           |
| All God's Chillun Got Rhythm (Robbins Music Corp.)   |           | 15           |
| Blue Hawaii (Famous Music Corp.)                     |           | 15           |
| Tomorrow Is Another Day (Robbins Music Corp.)        |           | 15           |
| Turn Off the Moon (Popular Melodies)                 |           | 15           |
| Where Are You (Leo Feist Inc.)                       |           | 15           |

**Zenith Fall Program Over 74 NBC Stations**

(Continued from Page 1)  
ing over 74 stations. Program will feature an idea with studio audience participation, but will not be a community sing. Details are being withheld for the present.

Show is being handled through E. H. Brown Advertising Agency here, with Irving Allen in charge of the account.

**Shakespeare Buildup**

West Coast Bureau, RADIO DAILY  
Los Angeles — Huge movie prop bust of William Shakespeare adorns the CBS Publicity department, and all over the Hollywood studios Shakespeare conferences are daily and sometimes more than daily events, and reams of copy are grinding out as CBS swings into its mammoth publicity drive on behalf of the long dead Bard of Avon, whose plays, starting next Monday, will be weekly features on both NBC and CBS national nets. CBS has added Hal Rourke, former Metro and Daily News writer, to its staff to "do" nothing but Shakespeare. Men have been put on the road, contacting newspapers, clubs and educational groups. Recordings are being planned for museum archives and perhaps for school use. NBC, with its campaign launched two weeks ago, is still flashing special bulletins, hosting college prexies, Shakespeare authorities and students at the Barrymore performances.

A distinguished company of educators—the entire summer dramatic faculty of the U. of S. C.—witnessed the Shakespearian debut of Elaine Barrymore opposite John Barrymore in "Richard III" at the NBC studios last night.

**CBS and BBC to Make Short Wave Experiments**

(Continued from Page 1)  
sult of collaboration between CBS and BBC will form the basis of recommendation to be made at the radio conference in Cairo, Egypt, next year, when television and communication treaties will be ironed out.

Cohan stated that it was desirable to learn to what extent, if any, directional antennas on the same frequencies could be used in different countries without interference. Observations of the broadcasts will also be made in Buenos Aires. Cohan attended the International meet in Rumania while on his annual inspection of tele and broadcasting developments abroad. He visited radio centers in Vienna, Budapest and Belgium, as well as London. In Bucharest, he was official representative of CBS. James C. McNary represented the NAB.

**KFI-KECA Staff Shifts**

West Coast Bureau, RADIO DAILY  
Los Angeles—Jose Rodriguez, long-time news editor and publicity director for the Earl C. Anthony stations, moves to the program department of KFI and KECA, and will arrange and announce the "Classic Hour." Hal Boc, NBC publicity director for Southern California, takes over the KFI-KECA publicity in addition to his regular NBC tasks, with Virginia West staying on at the station offices, under Bock's direction. Rodriguez will continue on as editor of the two stations' news broadcasts. will participate.

**King Lear Leaves WMCA**

King Lear has left the WMCA announcing staff. He was one of the commentators in the daily "Band Stand and Grand Stand" program.

**COMING and GOING**

MAX GRAF of Titan Products on the west coast is in town at the Astor.  
DONALD THORNBURGH, CBS vice-president on the coast, is in town.  
GEORGE MOSKOWICZ of Radio Sales on the Pacific Coast is in town.  
HARRY WITT, sales manager of KNX, Los Angeles, is in town.  
FRANK BISHOP of KFEL, Denver, is another New York visitor.  
VIVIAN BULMER and ELLA MAY JOHNSON, WDGY, St. Paul, Minn., sales executives, have returned from a two-week vacation to the northern part of Minnesota.  
MAURICE C. COLEMAN of WATL, Atlanta, is in New York for a few days.  
ARTHUR J. MOSBY of KGVO, Missoula, Mont., is another New York visitor.  
ARTHUR SIMON, advertising manager of RADIO DAILY, returned from Chicago yesterday.  
JAMES McELLIOT of CBS press department arrived on the Coast yesterday to handle photographic publicity on the forthcoming CBS Shakespeare series. Remain there about two weeks.  
ROSALINE GREENE flies to Wilmington, Del., tomorrow for Mrs. Roosevelt's broadcast.  
FATHER J. A. WAGNER, manager of WHBY-WTAQ, Green Bay, Wis., is visiting in New York.

**Sears-Roebuck Expands Foreign Language Series**

(Continued from Page 1)  
shots to reach the Polish, German and Italian foreign language listeners, similar series to be started over WDAS.

**New Goldman Series**

Dr. Edwin Franko Goldman will direct his group of musicians in a new Saturday series of broadcasts of the Daniel Guggenheim Memorial Concerts, in addition to his current Monday evening NBC programs, beginning July 3 at 8:30-9 p.m., over the NBC-Blue network.  
The new series will be broadcast from Prospect Park, Brooklyn, where the concerts are held alternately with the Mall in Central Park.

**Adrial Fried Joins KYOS**

Merced, Cal.—Adrial Fried, recently with Bob Young's advertising agency in San Francisco, has joined KYOS here as commercial representative. He replaces Wayne Woolbridge, who went to Los Angeles.

**WLTH Program Testimonial**

WLTH will add 15 minutes to its "Great Jews in American History" tomorrow night at 10:15, when special ceremonies will be aired as a testimonial to the program and the WPA radio group. Prominent speakers

**On A Little Ship Sailing The Sea**  
An Ocean Romance in 3/4 time.  
**ROY MUSIC CO.**  
1619 BROADWAY, NEW YORK, N. Y.

# NAT'L OPERATOR SURVEY IS COMPLETED BY WTMJ

(Continued from Page 1)

completed by WTMJ. The survey is based upon 223 returns to a questionnaire sent to all stations, but does not include NBC and CBS or non-commercial stations.

The compiled results, just released by W. J. Damm, manager of WTMJ, have been divided into two classes, one with the stations divided into clear, regional and local channels, and the other dividing them according to population of communities over 250,000, 50,000-250,000 and under 50,000.

Regarding the union status, the clear channel stations reported 36.66 per cent of their operators belong to a union; regional channel, 20.41 per cent; local channel, 6.32 per cent. Most of the union men belong to IBEW, which has 54.55 per cent among clear channel stations; 55 per cent among regional, and 50 per cent among local channel, compared with ARTA's 18.18 per cent for clear, 30 per cent for regional and 33.34 per cent for local, and company unions' 27.27 per cent for clear, 15 per cent for regional and 16.68 for local channels.

Average working hours are 44.17 weekly for clear, 44.95 for regional and 46.78 for local channel, with average pay per hour running 88.66 cents, 61.66 cents and 48.55 cents, respectively. Overtime is paid by 40 per cent of clear channel, 36 per cent of regional and 23.16 per cent of local channel stations, the majority allowing time and a half for overtime.

Chief engineers are employed by 82.86 per cent of clear channel stations, 45 per cent of regional and 14.74 per cent of local. Maintenance and other men who devote full time to non-operating duties are employed by 31.43 per cent of clear stations, 16 per cent of regional and 1.05 per cent of local. Operators who also announce, such as early in the morning or late at night, total 8.57 per cent on clear channel stations, 36 per cent on regional and 47.37 per cent on local.

The differences among stations in cities of large population as compared with those of smaller size correspond somewhat with the clear channel stations as compared with regional and local.

|     |     |     |     |
|-----|-----|-----|-----|
| 1   | 9   | 3   | 7   |
| SUN | MON | TUE | WED |
| 4   | 5   | 6   | 7   |
| 10  | 11  | 12  | 13  |
| 16  | 17  | 18  | 19  |
| 20  | 21  | 22  | 23  |
| 24  | 25  | 26  | 27  |
| 28  | 29  | 30  |     |

June 29

Greetings from Radio Daily to

Nelson Eddy Muriel Wilson  
William Werges  
Kenneth "Cub" Guinnip

# NEW PROGRAMS—IDEAS

## "Salutes" Create Good-Will

A series of good-will "Salute" programs honoring various communities in the Appalachian Area, by the H. P. King Co. department store in Bristol have done more toward really creating good-will than anything so far attempted, officials of the sponsor informed W. A. Wilson, vice-president and general manager of WOPI. Wilson schedules the various communities, which in turn supply talent for the programs. No commercial is used in the announcements, copy being entirely along the lines of the sponsor's interest in the community being honored. Contracted originally for a 13 week period, the sponsor recently renewed on an indefinite basis, giving WOPI carte blanche to continue booking the weekly programs as long as suitable communities to be honored remained.

## "Success Stories"

A new series of programs will be inaugurated over Station WMCA, today when Frankie Basch, Roving Reporter, interviews Julia Coburn, former fashion editor of the Ladies' Home Journal. The new program is entitled "Success Stories," dealing with outstanding women in the country today, and Miss Coburn is the first guest on the series. Tobe, internationally famous style creator will also appear on this initial broadcast, heard at 8:15-8:30 p.m. After the first program, however, the series will be broadcast Wednesdays at 8:45 p.m., in the spot vacated by the WMCA feature, "Vanishing New Yorkers."

This is a presentation of the Special Events Department under the direction of Richard E. Fishell.

## Special State Service

WDGY has opened what they term a "State Special Service Department" under the direction of Gene James. The purpose of this department will be to conduct and organize special programs throughout the state of

## Radio Party in Havana

The Eighth Annual International Radio Club Party will be held in Havana, Cuba, Dec. 8-12, according to Jack Rice, president of the Club. Party this year will be limited to 100 radio, advertising agency, artists and important executives. They will be guests of the City of Havana and Cuban government, and prior to that will be entertained in Miami and Miami Beach. Parties have been an annual event since 1930.

Officials and directors of the organization are executives of radio stations throughout the country.

## NBC Expedition Broadcasts

Boston—Six or seven radio contacts will be made by NBC with the MacMillan Expedition now en route to the Arctic, according to NBC officials here.

Minnesota. The first in the series of half-hour programs went on the air over WDGY last week. Written by Edward P. Shurick, assistant general manager, the show is known as the "Going Forward with Minnesota program." Program was dedicated to Brainerd, Minn. Second show, scheduled for airing the first week of July is a salute to St. Cloud, Minn. The programs feature the Hollywood American Legion Band, and special announcers point out the advantages of Minnesota as a vacation center.

## Unique Brewery Program

The Radio Department of the Steele Advertising Agency, Inc., Houston, Tex., has just released a new and unique radio program for brewers and distributors. It is called "Beer-Oddities," and is the work of Clarence W. Payne, an executive of the agency. The first unit of 13 scripts presents the subject of beer in an entirely different listener appeal, bringing out the many virtues of beer as a temperance beverage.

## Accident Warnings

"Human Distortions" is title of new safety program that WLBC, Muncie, Ind., has inaugurated. Program has unique listener angle in gruesome message given by character known as death. Causes of accidents are dramatized on program.

## Surprise Package

A new program on CKX, Brandon, Canada is entitled "Surprise Package." Intended as a surprise, program items are not disclosed until the feature is on the air. "Surprise Package" runs on week-days, except Saturdays 6:30-6:45 p.m.

## Romance of Local Business

"Romance of Fort Wayne Business," over WGL, devoting each program to history of a different local concern, is gaining wide attention. Harold Cothrell and Clair Weidnaar collaborate in producing the show.

## Gen'l Mills Drops A.M. Spot

Beginning July 19 the CBS General Mills program will drop the morning spot and air the show across the country at 1-2 p.m. On the same date the CBS Continental Baking Co. will take over part of this morning time with "Pretty Kitty Kelly," 10-10:15 a.m., with the repeat for mid-west and coast listeners at 4:15-4:30 p.m., as at present. Both shows are broadcast Mondays through Fridays. Blackett-Sample-Hummert Inc., Chicago, has the General Mills account. Benton & Bowles Inc. is the Continental agency.

## Ted Malone Back July 5

Ted Malone resumes his broadcasts on July 5 at 11:45-12 noon, Mondays through Fridays. Program will feature poetry readings as in the past.

# 40-HR. WEEK, PAY RISE FOR WCAU ANNOUNCERS

(Continued from Page 1)

but that the measure was voluntary in view of similar provisions already made for the engineering and technical staff.

## Two Join Freund Agency

Mildred Wright, formerly of J. Sterling Getchell, Inc., and Fred Shacter, formerly associated with Lord & Thomas, have joined the Morton Freund Advertising Agency. Miss Wright will be in charge of all women's accounts and Shacter has been named production manager of the agency. Both appointments are effective immediately.

## Swing Show Changing Time

"Saturday Night Swing Show," CBS sustaining feature, will switch time July 3 to 8-8:30 p.m., replacing the Professor Quiz show which goes to the 9-9:30 p.m. spot. Duke Ellington, Billy Halliday and Paul Sfarrett will appear on the Swing Show on July 3.

## WMBH Sportcast Gets Sponsor

Joplin, Mo.—WMBH has sold sponsorship of its daily sportcast to Thomas Fruit Co., a 10-minute period six times weekly for six months. The sportcast is handled by Bruce Quisenberry of the station staff and includes a roundup of the day's events in all fields of sports.



leads in PROGRAM PLANNING



ANICE IVES

Every woman's Hour



11:15 - 11:45 AM

## GUEST-ING

FRED McMURRAY and FRANCES FARMER, in scenes from "Exclusive," on Hollywood Hotel, July 23 (CBS, 9 p.m.).

JAN PEERCE, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.).

IRENE DUNNE and RANDOLPH SCOTT, in scenes from "High, Wide and Handsome," on Hollywood Hotel, July 30 (CBS, 9 p.m.).

## WDGY Appointments

Minneapolis—Bill Sampson, well-known St. Paul business man, has been named St. Paul sales manager for WDG. Dr. George Young, general manager has imported a new highly trained sales staff for both Minneapolis and St. Paul. Experienced radio account executives from the East and West have been engaged. Among these will be found Jim Thomas, Ed Tanner, Jim Reynolds, Fred McGhee and Jay Bender. This step is in line with the expansion of WDG for 1937 and 1938.

Doris Ann McFarran, for two years identified with WTCN here, has been named assistant to Edward P. Shurick, assistant general manager of WDG. Miss McFarran will have supervision over programs, continuity and production.

## KANSAS CITY

W. H. Webb, vice-president of J. O. Young Advertising Agency, leaves today for Chicago, where he will spend the week on business.

KXBY is running 23 Ford Motor 100-word used car disks, the business handled through McCann-Erickson.

KCKN has sold Kansas City, Kas., Chevrolet dealers approximately six hours of time for the broadcasting of the annual KCK Soap Box Derby and the parade and jubilee set for next week. Actual running of the derby, expected to take four hours Thursday afternoon will be covered by Evan Fry at the starting line and Ralph V. Nelson, KCKN special events man, at the finish line.

## ONE MINUTE INTERVIEW

### BENNY FIELDS

"Television, once it is perfected, will be a means of speeding up the commercial program. Sales spiels will be, either in part or full, replaced by visual means of salesmanship. The radio program will have many times its present appeal through display ads instead of wearisome oral harangues. The listener will be approached more through the eye than the ear, and his enjoyment will be enhanced because this new sort of commercial plug will not interrupt the continuity."



● ● ● Barry McKinley or Larry Taylor will vocalize on "Your Hit Parade" Wednesday nite, with Stuart Allen returning to this spot after his throat-condition clears... Phillip Lord's pencil-pusher, Dorothy E. Levy, has promised herself to J. Albert Lahnstein, a liquor importer... Gus Arnheim is set for a commercial starting in Sept. This besides the transcription deal to be signed in the next few days... Del Casino's contract on the Woodbury show is a two-appearance deal—with options... Saratoga's "Piping Rock" is bidding for Ted Lewis or Vincent Lopez... Connie Boswell is set for three shots on the Ken Murray show... Ralph Wonders set the Sheila Barrett commercial for Gruen... Paul Conlon, Ed Wynn scripter, is signed by 20th Century-Fox... Ernest Cutting, NBC's new talent scout, is making it a practice to dial small stations for unheralded material... Lester Lee bestowed a great honor upon us. He named his pig "Scoops Daly."

● ● ● After losing five announcers to KMOX in two years, Woody Klose, WTMV program director is now tearing his hair over the loss of Warren Champlin, whose cartoonist-uncle has gotten him a place as a reporter on a N. Y. sheet... "Attention, all would-be announcers," says Klose now, "I'll train you for any other station in the country—or even for newspapers—and pay you while you learn!... But some day I'll figure out a contract"... Frank Clarke of WWRL is back from the hospital and at his desk... Bing Crosby and a host of screen stars will help NBC Turf Expert Clem McCarthy bring the nation a colorful description of the Million-Dollar Del Mar Race Track near San Diego this Saturday... Crosby and other flicker stars own the track... Constance Bennett, Spencer Tracy, Joe E. Brown, and some flicker execs will be heard on this show.

● ● ● Alan Dinehart, picture star, and known to the industry as the director and producer of the old "Eveready Hour" is being offered to sponsors in a new show called "Mr. and Mrs. Hollywood" with his wife and baby participating in the show... Real success story: Nyra Nash was just a singer around town with a couple of bands. She decided that she'd like to do a single and got a job at the Great Lakes Exposition... She arrived there Thursday and was to open Friday nite. Rufus Le Maire, Universal exec, was in town looking for a particular type of singer. Some one recommended Nyra and they went looking for her. She auditioned early that morning—and arrived in Hollywood last nite with a fat contract... Louis Arnold has been hired to assist Joe Bolton on sports at WHN... Richard Brooks goes commercial for an oil burner co. July 5... Lucille Johnson is out of the Paradise due to illness and will be replaced by Jerry Krueger... Mickey Alpert's Riviera orchestra is the new treat for dancing feet via MBS... Mrs. S. E. Ackerman, who coined "Time Marches On," has decided, after six years in radio, that "Time Smirches On."

● ● ● WHBF of Rock Island and Moline, Ill., again demonstrated its value in emergency service when it aired an appeal for Dr. H. P. Miller, local medico, when one of the doc's patients in a local hospital had taken a sudden turn for the worse and death was imminent. After two announcements over the station, the doctor was located and a life was saved... Another instance of the station's superior coverage was displayed after the International Harvester Farmall Works picnic for its 4,500 employees was called off the last minute. The outlet made the announcement to the effect early that morning and many saved the trip to a vacant lot... Ed Prentiss of "Today's Children" via Chi's NBC outlet bet on Braddock and was forced to roll a peanut with a toothpick across Michigan Ave. from NBS studios to the CBS studios!

## PROMOTION

Production Manager Graham Poyner of WPTF, Raleigh, N. C., started something when he instigated a vacation "Pun Contest" among WPTF staff members. Each vacationist has to mail a card back home, with at least one pun during his period of rest, and next Fall when playtime ends, the winner is to be selected. The staff is already complaining against having to compete with J. B. Clark's professional gags.

### Talks to Retailers

In a series of eight discussions, published in "The Grocer's Spotlight," H. S. Christian, manager of the merchandising department of King-Trendle Broadcasting Corp., gives a lot of good observations on store management, mirroring many retailers' iniquities and oversights. As the observations, impressions and deductions of a radio man who is a merchandiser and sales expert, the talks are of a very helpful, straight-from-the-shoulder nature. They give the stores much sound advice on how to better please their customers. And, of course, it builds good-will for the radio network.

### Personal Contact Tours

Public relations director of CKY, Winnipeg, and its associated station, CKX, Brandon, has made it part of his duty this summer to go on speaking tours through the station's territory, taking a projector showing views of CKY's new studios and equipment, popular artists, announcers, etc. Test questions have been prepared to test public reactions to various programs. A fan publication, "Manitoba Calling," also has been started as a monthly issue containing news and pictures about station, artists and staff.

### WTMV's Series of Mailings

A promotion campaign that is attracting much favorable comment has been launched by WTMV, East St. Louis, Ill., through the medium of a series of mailings. The literature consists of nine individual pieces of various sizes and design. Some are colored folders, others are mimeographed letters, and scattered in between are postcard size cartoons telling "WTMV Success Stories" in a brief but effective manner.

These nine pieces of mail are being sent out separately at the rate of one every ten days, addressed to prospective advertisers and agencies. Response to the initial circulars has been good.

### Counter Display Cards

Counter display cards, carrying imprint of Len Riley's picture, and copy plugging sportscaster's air appearances of WFBM, Indianapolis, are being distributed by Pioneer Advertising Co., hired by station. Five hundred cards will be placed in as many grocery and drug stores, with verbal explanation to merchant. Riley is sponsored six nights weekly by Brown & Williamson for Raleigh and Avalon cigarettes.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**H**OLLACE SHAW tonight becomes first permanent vocalist on the Mark Warnow "Blue Velvet" program, aired Tuesdays at 10:30 over CBS... Frankie Basch pauses in her "Roving Reporting" to celebrate a wedding anniversary today... Newly arrived from Hollywood and guest shots on the Lux Theater program, Al Jolson show, and the Winchell offering, with a series of recordings with Claude Rains to her credit, is Jean Colbert of drama and ether fame... The Colbert lass adds a Mrs. to her name next week, the honor going to an A.P. scribe... Ben Bernie's household augmented by one butler, whom Bernie refers to as "Mr. Connelly"... Maxon's Buda Baker is back from her business trip out of town... Little Judy Garland celebrated a 14th birthday June 20 with five six-months-old cakes as decoration... Reason being an erroneous announcement that her natal day was Jan. 10... Virginia Verrill convalescing from minor injuries caused by a wrestler catapulting into her lap at the recent Hollywood fights...

Gertrude Lewis, *Twin Cities'* only femme news commentator, aired over WDGY, chosen to interview wives of golf celebrities attending the St. Paul Open Golf Tournament at St. Paul, July 29-Aug. 1... The program will be dubbed "Golf Wife"... Gertrude will interview such luminaries as Courtland Rush, Bill Barrett, Johnny Revolta, Frank Walsh, Bill Kaiser, et al... A lass monikered Miss Mack, head of Kansas City's "Young's Style Center", is New York-bound as result of a request from local society girl that she procure the bud's trousseau... The incident will be dramatized via KCKN, on the Young program, complete with all details, including telegrams between Miss Mack and the socialite... Maestro Jack Renard's little gal, Winifred, graduated from Hollywood High last week...

Lillian Kaye, WBRY's vocalizing lass, now has a regular spot on WINS Pat Barnes' Opera House, with Lou Katzman's musical fare as background, time being Fridays at 11 a.m... Joe Penner's tribute to the air-cast was a party, thrown June 27, when the show faded... Ruth Cross, horticultural authority, calls her July 3 program Independence Garden... She'll concentrate on a plant called the "floral skunk", a self-fumigating blossoming number whose odor destroys insects...

★ ★ Los Angeles ★ ★

**H**OWARD C. BROWN, American representative of Station 3XY, Melbourne, Australia, who signed contracts with Pacific Coast Borax Co. for certain radio rights to "Death Valley Days," says this is the first of a number of important series that will be introduced into Australia in the near future. Live casts will be used for the "Death Valley" broadcasts.

Mark Kelly, former Hearst sports writer and broadcaster of many big Western sports events has been signed on to do the Friday night Legion fights over KFWB, with 20 Grand Cigarettes sponsoring the weekly program. Fights have been airing over KMTR.

Raymond R. Morgan returned from a three-week Eastern trip which included side trips to the fight and the convention.

Fortunio Bona-Nova, Spanish baritone who played in the East in "Dis-honored Lady" and whose voice is winning him a quick American following, will start a big time series of guest engagements, with his first set for Bing Crosby's Kraft show of July 15.

Jack Votion, NBC Artist Bureau, and Francis Scully, NBC publicity, have started their vacations.

Donald W. Dole, Minneapolis radio executive, visiting radio people here. Melbourne's 2Db continuity chief, G. W. Palmer, spending a few weeks in Hollywood.

Ken Carpenter, Buddy Twiss, Joe Parker, Norman Field, John Mather, Bill Thompson and Pat Marsh heading for Walter Wanger's to do a trailer picture for "Vogues of 1938."

Michigan Trust Company of Grand Rapids has bought 52 weeks of the Sunday Players.

J. Walter Thompson Agency tossing a swanky reception and press conference for Robert Armbruster, who takes over the Werner Janssen spot on the Chase and Sanborn hour when Janssen goes to Fleischman's program to do an all music program which will feature the Janssen arrangements, some of his own piano work and guest singers when they fit in with the program, which will be the case on the July 4 opening program on which Loretta Lee will sing.

Lux will finish its season and knock off for the summer with Robert Montgomery doing the lead in "Beau Brummel" on July 5.

Bing Crosby's last appearance before his summer vacation will include scenes from "Double or Nothing." Bing's due back Aug. 28.

Harry Elliot, San Francisco publicity chief for CBS, spending a few days in Hollywood.

Jack Benny and Mary Livingstone are figuring on getting as far away from a microphone as it's possible to do for their vacation this year. Talking about Europe.

ORCHESTRAS - MUSIC

**D**ICK REINHART and his new dance band aired over KYA and the Orange Network Sunday night, from Sweet's ballroom in Oakland.

The Sunday evening "swing session" with Boe Norris and ork is one of WSOC's bright spots. Nell Norris, soprano and wife of director Norris, is featured soloist on special presentations. Moe Coe, saxophonist with the ork, is also a rhythm songster and handles all vocal novelties. Billie Anne Neumann, juvenile singer, is a guest performer on the series.

Japan will join with the U. S. in a trans-Pacific radio exchange in celebration July 4. Broadcast will be heard in this country at 11:30-12 midnight over the NBC-Blue network. During the first half of the program, selections played in Tokyo by the Japan Symphony Orchestra will be heard. In the concluding half of the broadcast, an orchestra directed by Ernest Gill will be heard from San Francisco.

Wingy Mannone will swing the trumpet to the vocalizing of Lee Sims and Ilomay Bailey when they appear as guest stars with Jay C. Flip-

pen on the "Broadway Melody" program over WHN June 30 from 8-8:30 p.m.

Hilda Emery Davis, wife of Maestro Meyer Davis, who will lead a 25-piece band at the Roosevelt-du Pont nuptials on Wednesday, has written a new ditty dedicated to the newly-weds titled "You Are the Reason for My Love Song." Wm. Horne, Curtis Institute tenor heard on CBS, will introduce the song at the wedding reception.

Maestro Frank Novak and ork open at the Warwick Hotel, N. Y., for CRA on June 24. Deal was set by Bill Burnham of the New York office.

The "Three Roberts Brothers" and the "Biltmore Boys," instrumentalists, will be cocktail unit attractions at the Bennett Hotel, Binghamton, N. Y., opening July 2, for the summer season. Both units signed CRA management contracts this week.

Les Brown and his Duke Blue Devils band, who scored a hit at Playland Casino, Rye, N. Y., earlier in the season have been set by CRA for a return engagement opening August 9.

★ F. C. C. ★  
ACTIVITIES

EXAMINER'S RECOMMENDATIONS  
KROY, Sacramento, Cal. Mod. of CP to 1340 kc., 250 watts, 1 Kw. LS., unlimited, be denied.

John D. Fields, Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited, be dismissed.

W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime, be granted.

William W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime, be denied.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime, be dismissed.

Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime, be granted.

Pottsville News and Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime, be denied.

WABY, Albany, N. Y. Mod. of CP. 1370 kc., 100 watts, 250 watts LS., unlimited, be granted.

Columbia Radio Co., Inc., Columbia, S. C. CP for new station. 1200 kc., 100 watts, unlimited, be denied.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited, be granted.

Amarillo Broadcasting Co., Amarillo, CP for new station. 1500 kc., 100 watts, unlimited, be dismissed.

WMCA Gets Credit

WMCA received some unexpected front-page publicity and credit in Sunday's New York Daily News in connection with the story about the apprehension of Robert Irwin. News of the murderer giving himself up was aired over WMCA at 11:30 Saturday night via Universal Service, a Daily Mirror franchise. The News, rather than credit an opposition, credited WMCA as the source of its story.

Voorhees, Thibault for DuPont

DuPont's "Cavalcade of America," which goes musical on July 7, will have Don Voorhees and Conrad Thibault as regular features of the broadcasts. The works of Irving Berlin will be heard on the July 7 broadcast, and the music of Richard Rodgers on the 14th. The program will return to dramatizations in the fall.

Amateurs Get Break

Gloria Rich, Major Bowes amateur graduate, has been signed by Republic Pictures and will appear in a feature role shortly. Doris Weston, also a Bowes alumnus and recently signed by Warners, will co-star with Dick Powell in a new pix now getting under way.

"Kitty Kelly" Time Change

"Pretty Kitty Kelly" changes its time from 1:15-1:30 to 10-10:15 a.m. Monday through Friday.

Kathryn Cravens Adds KOY

Kathryn Cravens has added KOY, Phoenix, to her CBS network.

Donald Peterson

PRODUCING  
THE ST. ANTHONY HOUR  
SUNDAY, 9:30 A.M.  
WHN, WIP, COLONIAL NETWORK

## NEW ORLEANS

There's no verification on it, but reports here are to the effect that the city's three most important stations may raise their rates shortly and it's almost as safe as playing a slot machine to guess that one of the three will actually go through with it. Rates are considered very low in comparison with other mediums.

Reported back from the NAB convention were James Uhalt of WDSU, Vince Callahan of WWL and Jimmie Willson, program director of WWL. Willson suggested to the meeting that there should be a program directors' division of the NAB and came back with the chairmanship. Harold Wheelahan, manager of WSMB, was said to have flown back here to look at his station's new tower which rises 390 feet high and is only 16 inches wide. After that he was reported flying back to Washington to try to persuade the FCC to give his station authority to construct another hundred watter.

The Louisiana Federation of Music Clubs is said to be after radio stations to devote time to Louisiana composers.

Broadcast of the Barney Ross-Jackie Bourke fight at Heinemann park here was the latest WWL special events broadcast, handled by Henry Dupre.

## OMAHA

Announcer John K. Chapel of WOW and Mrs. Chapel are planning to sail from New York in Aug. aboard the Bremen to visit Mrs. Chapel's parents in Ireland, to be presented to King Christian X of Denmark in Copenhagen, to visit Stockholm, Finland, Estonia, Poland and Germany.

Harold Morgan's band, featuring Songstress Georgia Lee, has gone into the recently-reopened Log Cabin, East Omaha night club.

Helen Gilmore, day hostess at WOW, will be married Aug. 8 to Fred Gilmore.

Violet Manning and Jean Dixon, with WOW the last eight months, have completed their contract and now are in Chicago arranging a sponsor for their script show, "Millie and Tillie."

## DENVER

The new studios of WFEL, located on the second floor of the Albany hotel, were occupied last week. KFEL has been located in the Albany for several years on the first floor.

In broadcasts, sponsored by Colorado State Employment Service over KFEL, station has hung up a record of placing one job seeker every minute of broadcasting time used.

John Lambie, Jr. and Dick Merrill, transatlantic flyers, were interviewed by Jack Fitzpatrick, KLZ newscaster, during their Denver stay.

## ★ Coast-to-Coast ★

**A** SPECIALLY made recording by the WHK-WJAY staff will be played over WPTF, Raleigh, on July 2 when Mary O'Kelley, former program director of the two stations, is married to Doctor Arthur B. Peacock. The record, made in Cleveland, is facetiously entitled "O'Kelley Marches On," and has "March of Time" stance burlesquing incidents in life of Miss O'Kelley leading up to nuptials. H. K. Carpenter, general manager of WHK-WJAY and executive vice-president of United Broadcasting Co., and Don Dewhirst, WKH-WJAY baritone, will attend. Carpenter was formerly manager of WPTF and Dewhirst will sing at the wedding. Greetings and best wishes from entire WHK-WJAY staff will be extended via the transcription.

*Dick Head, formerly of the announcing staff at KFBI, Abilene, Kas., is joining NBC in the fall.*

Grain reports are now being aired by KFBI, Abilene and Salina, Kas., three times a day, through arrangement with the Kansas City Board of Trade.

*The Wisconsin Home Hour, noon-time farm program on WHBL, Sheboygan, Wis., has adopted a guest-artist policy. So far, guests have included Thelma Gray-Dittrich, operatic soprano; the Aloahans, Hawaiian group; Eddie and Ray, duo from the station's Cripple Creek Serenaders, and Viola Bortz, "the Queen of Song."*

Walter Knippel, editor of the Sheboygan Amerika, presents a daily news summary in the German language on WHBL, Sheboygan, Wis.

*D. J. Poynor, manager of WMBH, Joplin, Mo., was recently called into Jefferson City by Governor Lloyd C. Stark, as a member of a conference of 28 men from over the state to form a policy for protecting the wild life of the state.*

WHO, Des Moines, is getting up an hour later during the summer, going on the air at 6 a.m. instead of 5:45.

*WTMV, East St. Louis: Al Rauer, salesman, back in the hospital for further work on three-year-old skull injury . . . Jim Hennessy added to announcing staff . . . Red Steele (Fred Hunter), children's thriller, makes a personal appearance tomorrow at sponsor's Spanky MacFarland club meeting . . . Hillbilly trio (Frank, Smoky and Curley), formerly of Uncle Jimmy's Texas Cowboys, set for commercial by Dickerson's store.*

Marty and Rogers, guitar and vocal team, are a new program on KFOX, Long Beach, Cal. Pyramid Boys, vocal and instrumental act, and "God's Half Hour," with Rev. John

Brown, also are new additions to the schedule.

*Operator Cliff Fraser of WICC, Bridgeport, is off on a vacation.*

Vic Hurley, former star athlete of the University of Washington, recently joined the continuity staff of KOMO-KJR, Seattle.

*The Barter Theater, summer colony of leading legit actors and actresses under the direction of Robert Porterfield, is presenting weekly 45 minute programs over WOPI, Bristol, Tenn., during the summer season.*

Robert Fidler, special features announcer at WHIO, Dayton, O., handled the model airplane contest aired by the station from Wright Field last week in cooperation with model airplane builders of Dayton and six other cities. Being a model airplane enthusiast himself, Fidler did a good job.

*KSL, Salt Lake City: Annabel Lee, traffic head, is vacationing in southern Utah. . . Tommy Axelsen, continuity writer, convalescing in a hospital after a minor operation. . . Carvel Craig ork has been extended for remainder of the season at Starlite Gardens of Hotel Utah. . . "The Night Boat" drops from KSL's log with the Kalawaii Beach Boys set for eastern engagements.*

WLBC, Muncie, claims first station in Indiana to get on the air with the Braddock-Louis fight. Started broadcasting via Transradio service half-hour before other stations, with Francis "Jake" Higgins, sports announcer, giving blow-by-blow picture, while Ottis Rousch, chief announcer, handled commentary.

*Don Burton and Bill Craig of WLBC, Muncie, "thumbed" their way back from the NAB convention in Chicago.*

KMO, Tacoma, has adopted the slogan of "The News Station," with the sole Puget Sound station maintaining its own staff of reporters and only news service covering the city during late afternoon and evening for broadcasting the same day.

*WCAE, Pittsburgh, had seven daily news programs during the two-day newspaper strike in that city last week. Norman Twigger had to do extra duty, while Jim Murray, former Hearst Globe Trotter, was pressed into service for other programs.*

Allen Walz, sports commentator of WQXR and Bill Treadwell, WOR program writer and syndicated columnist, broadcast the fight from Randall's Island on Saturday night over WQXR.

## SAN FRANCISCO

Though he's on vacation, Dwight Newton, KYA's "Uncle Harry," has to come back to the studio each Sunday to present his hour kiddie program. Doug Montell is handling his daily broadcasts.

KYA's Station Manager Bob Roberts is spending his vacation at his newly built cabin in Santa Cruz mountains.

Pupils of Scott (KROW) Weakley's Federal Radio Technique class have waxed a 30-minute script of American Detective Magazine. Though Weakley is prod. mgr. at station, manager doesn't like "blood and thunder" stuff, so disk will be spun on another station soon, probably KLS, Oakland.

Stressing the oddities of sports in a program called "Sportology," William Stremmel inaugurated a series of programs on KYA, Sunday.

H. O. Fiebig, KJBS-KQW exec, vacationing in Denver and mid-western points and inspecting radio layouts enroute.

"Tales of California," a series of NBC dramas written by Samuel B. Dickson, has won the Public Utilities Advertising Ass'n award for the best utility broadcast feature in the country. Pacific Gas & Electric Co. sponsors the show.

Karl Barron is the newest member of the Orange network, joining KYA announcing staff. Formerly of WIP, Phila., he was more recently with several central and southern California broadcasters.

J. Wellington Morse, production manager, KLS, Oakland, proud-fathering after the birth of a daughter, Patricia Louise. Station threw a shindig for him.

KLS's family serial, "The Family Next Door," has begun a 3-a-week airing. Show is scripted by Mrs. Boehm.

Maestro Josef Hornick is pinch-hitting with his baton on "Waltz Time" and other programs which Ernest Gill, NBC, usually conducts. Gill is fishing in the northwest on vacation.

Barbara Jo Allen, who came from Hollywood to appear in her old role in "One Man's Family," has rented an apartment here but will be in a quandry when she is written out of serial when cast moves south Aug. 8.

First broadcast from "Treasure Island," a man-made island in San Francisco bay which is to hold the 1939 exposition here, was made Sunday, with Cliff Engle, Archie Presby (NBC announcers) and Arthur Linkletter, radio director of the exposition, on hand.

Harry Elliot, CBS press chief here associated with KSFO, has left for L. A., where he'll work on publicity for the net's new Shakespearean series.

# ★ Program Reviews and Comments ★

## "MAC 'N' MOORE"

Eastern & Central N. E. Ice Companies  
WBZ-WBZA, Boston, Daily,  
8:15-8:30 a.m.

Dowd & Ostreicher Advertising Inc.  
**INFORMALITY AND SPONTANEITY MAKE THIS ONE OF BEST AIRINGS ON NEW ENGLAND AIRWAVES.**

Probably the best aid a man ever had for shaving is the brand of "mike" merriment offered by "Mac 'n' Moore." The informality and spontaneity of this bright early morning spot has made it one of the best airings on New England airwaves. It's top-notch before breakfast fun and a whole lot better than some of the stuff offered in the evening network hours. Rumors persist that "Mac 'n' Moore" are headed for a network spot in the Fall. Principals of the program are Malcolm McCormack and Carl Moore. Carl is the best comedian of New England radio and his song and patter has been heard over the Boston stations for many years. McCormack is a regular WBZ staff announcer and is a perfect "stooge" for Moore's comedy. He also has a pleasant baritone voice.

"Mac 'n' Moore" is planned and presented by Dowd & Ostreicher Advertising of Boston, who started such acts as Colonel Stoopnagle & Budd and the Tastyest Jesters on their roads to fame. Looks like they've picked another winner.

## "WHITHER MUSIC"

Sustaining  
NBC-WJZ, 6:35-7 p.m.

**OUTLINE OF EVOLUTION OF MUSIC, ILLUSTRATED BY CHARACTERISTIC SELECTIONS.**

John Tasker Howard gave a lucid analysis of causes motivating musical trends, together with some prognostication concerning the march of music in the future, in the initial stanza of this new series. The NBC Concert Orchestra, with Josef Honti at the helm, lent able support, with selections embodying the trends under discussion. The Sinfonia from Orfeo, by Monteverdi, the 1st movement of the Mozart Quartet in C. Major, the Beethoven Symphony No. 1, the Debussy Quartet in G Minor and the Arnold Schonberg Quintet for Wind Instruments, were all heard, with appropriate comment by Howard.

As the first in a new musical series calculated to combine a certain amount of judicious instruction with the presentation of the music itself, this program was effective in its freedom from condescension and simplicity of approach. Should reach both the esoteric crowd and the people who listen because they like music.

## "SHAKESPEARE A LA CARTE"

Sustaining  
WNEW, Saturday, 8-8:30 p.m.

**SHAKESPEARE READINGS WITH AMATEUR PARTICIPATION MAKES INTERESTING PROGRAM.**

A new angle was introduced to the Shakespeare war now being waged by networks when Richard Brooks started the first of a series of Shakespeare programs designed for the layman. Program has unlimited possibilities, but does need polishing up. Idea of show is to allow listeners to read their favorite passages of Shakespeare over the air, a prize being offered to the reader who receives the greatest listening audience reaction via postcards or letters. Brooks, a commentator of considerable note and talent, does an excellent job of making the amateurs feel right at home, but he should be allowed a full hour for the presentation. Those who appeared on the show last Saturday included a doctor, teacher, secretary, students, and the president of the Shakespeare Fellowship, Frank Lea Short. All in all, the program proved to be excellent entertainment, and should get better as it goes along.

## NORMAN CLOUTIER

Sustaining  
WJZ-NBC-Blue Network, Sundays, 8:30-9 p.m.

**TOPNOTCH MUSICAL PROGRAM APTLY COMBINING SYMPHONIC AND SWING.**

Perhaps one of the best musical programs on the air is this presentation featuring the music of Norman Cloutier's orchestra and vocalists. Equally as effective with swing or concert music, show is a musical montage of favorites of yesterday and today expertly arranged and executed by the orchestra. John Herick and Charlotte Lansing provided the vocal background on a few numbers, and did it well, but vocalists were not essential.

Although Cloutier offers the same type of show which made Mark Warnow famous, his orchestra performs in an entirely different manner. Throughout the all-too-short half-hour, one gets the impression that a symphony orchestra is performing, even when the lighter music is played.

## "Hi, There, Audience!"

There is no doubt that the new Ray Perkins variety show over WOR-Mutual on Sundays, 9-10 p.m., has the makings of a good air show. The sour notices received after the debut last week was taken rather seriously by the cast. In fact, RADIO DAILY'S comments were used as a basis for comedy relief, but as R. D. doesn't attempt to write comedy material, the show didn't lift itself up sufficiently on its second broadcast, though the results were somewhat

better than the first week.

The songs of Sid Gary, Willard Amison and Key Men and Nat Brusiloff's ork were enjoyable. Helene Daniels, who was absent from the initial program, was the high-spot Sunday with all her numbers. Again Gary insisted on talking—and again he muffed his lines.

Last week's production number, "September in the Rain," was well received, thus causing "It's A Small Hotel" to be rendered in a similar pattern. This wasn't quite as effective as the first attempt, nor was it rendered as well.

## "Babouk"

This radio playlet dramatized by Lester Fuller from Guy Endor's novel of the same name, and presented Sunday night over CBS by the Columbia Workshop piloted by Irving Reis, marked another step forward in the Workshop's progress as a result of its experimentations. Dialogue, music and sound effects were effectively blended to produce a drama somewhat off the beaten path.

It is a story of the slave trade and the sugar industry in the West Indies, back in 1790, and how one Babouk finally led a revolt of his cruelly treated black brothers, at about the same time as France was engaged in its revolution to attain freedom and equality.

Skillful technique was employed in the presentation, and the use of a Negro chorus headed by Clyde Barrie was very helpful in creating background and mood.

## "Northland Lumberjacks"

As the title indicates, this new WPA presentation, which made its debut Sunday at 4:15-4:30 p.m. over WINS, is laid in the lumber camps of the north country. First installment revealed a well written and well acted skit, introducing a quartet of characters including a young and hot-headed logger, who feels abused and overworked by the camp boss; his pal, a more easygoing lad; the boss of "bull," a tough lumberman, and a young girl, who becomes the bone of contention between the young logger and the "bull." If the initial chapter is a fair sample, the serial promises plenty of interesting action. Salone Ellis is the author.

## "Progress of Education"

A helpful service program has been instituted by WINS at 2:15 p.m. on Sundays under the title of "Progress of Education." It tells both youngsters and adults how they can improve their fund of knowledge, or make up for any backwardness in their school or college studies, by taking advantage of free classes conducted by the WPA and other educational mediums. News of current activities in the world of education also is given.

## Briefly

"Buffalo Variety Show," fed to CBS on Saturday afternoons at 1:30 o'clock, and "Music From Buffalo," which the NBC-Red network carries at 2 p.m. the same days, are first-rate programs.

Jimmy Shields, tenor, caught last Saturday at 1:15 p.m. on WABC-CBS, was mighty pleasing to the ear.

Julie Shields, the Southern-accent stooze with Bide Dudley on WOR, is a source of much amusement and a great help to Dudley's program.

"Western Melodies," piped east over the NBC-Red network from KOA, Denver, Saturday afternoon, is a very enjoyable musical program in the slightly upper brackets.

On his last Saturday question bee over WJZ-NBC Blue, Uncle Jim McWilliams had a dumb woman from Brooklyn who sounded awfully much like a stooze. If she wasn't, as is probably the case, she at least gave an idea.

Kay and Buddy Arnold are a bright spot with their vocalizing and strumming of pop tunes on WMCA's daily "Grand Stand and Band Stand."

"Manhattan Merry-Go-Round" on the NBC-Red, Sundays at 9 p.m., is its sparkling old self again since it returned to straight musical with Rachel Carlay and Pierre LeKreum as vocalists.

## Stars from Pan-American Casino

More guest stars from the Pan American Casino in Dallas will fill the spotlight at the Pepper Upper broadcast Sunday afternoon at 4:30 CST. Muzzy Marselino, featured singer in Ted Fio Rito's orchestra, will take guitar in hand for some fancy serenading, and the Three Debutantes, vocalists with the same orchestra, plan to add the fans of the Dr. Pepper Dixie Network to their following.

## San Antonio Notes

KABC, San Antonio: H. L. Taylor, head man, back from Chicago.... Judith Allen of "Happiness Hour" vacationing in Dallas and Fort Worth.... Walton Blanton now doing daily man-on-the-street.... Tee Casper of comm'l dep't has gone to KAND, Corsicana.... Steve Wilhelm was given a birthday party last week.

## Robert L. Burch at KEEN

Seattle—Robert L. Burch, formerly of Portland, is the new production manager at KEEN here. He plans entire program reorganization in the near future.

## NEW YORK STATE RACES ARE SIGNED UP BY CBS

(Continued from Page 1)

the MBS web, will be allowed to carry the broadcasts, but cannot pipe them to another station.

In the event CBS sells the races to a sponsor, WOR will not carry the programs. Under the terms of the agreement, WOR cannot sell the races.

During the season CBS will air at least 25 of the leading events including the Belmont Stakes, Jockey Club Gold Cup, Metropolitan Handicap, Futurity, Wood Memorial and Saratoga Handicap.

## CBS Selects "Hamlet" As Shakespeare Starter

(Continued from Page 1)

appear in "King Lear" to be heard on July 26.

Miss Menken will join the cast headed by Sir Cedric Hardwicke in "Twelfth Night." This play and "As You Like It" are not set for dates. Definitely scheduled, however, are "Much Ado About Nothing," July 19, and "Taming of the Shrew," Aug. 2.

## SPRINGFIELD, MASS.

E. J. Samuels, commercial manager of WMAS, is vacationing in Akron.

Arthur Bergstrom, junior announcer, WSPR, is now handling all broadcasts by the Hampden County Improvement League, which include 4-H Club programs and the Farm and Garden programs.

Ethel Hennin, head of the continuity department of WMAS, is making motor tours of New England, while on vacation.

Thomas B. Doyle, assistant engineer, WMAS, is enjoying a vacation at Nova Scotia. James Spates, chief engineer, will seek the same spot for vacation in July.

## Another Feud in Radio

Colonel Jack Major, "The Colonel from Kentucky," who hails from feuding country, is up to his ears again in another feud. It all happened in Bronxville, N. Y., at the American Legion's "Night of Sport." Colonel Major regaled the audience with a few of his "whoppers." Afterward a gentleman by name of Bide Dudley introduced himself and told the Colonel he reminded him of Bob Burns. That was like waving a flag in a bull's face! (Colonel Major, being a newcomer to New York, did not know the drama critic). Bide Dudley proceeded to tell Colonel Major one of his pet whoppers. The Colonel didn't even smile, but in turn told Bide Dudley one. Bide didn't smile. That kept on until the wee small hours of the night. It all ended by Bide Dudley inviting Colonel Major as a guest on his WOR-Mutual 2:45 p.m. program on July 3. Colonel Major retaliated by inviting Dudley on his WABC-Columbia program 3-3:30 p.m. on July 5. The feud is expected to last until one of them makes the other laugh.

## See America Quiz

An idea to sell America to the Americans turned out to be a popular feature in the form of "Answer Me This," heard over WOWO, Fort Wayne, Ind., every Tuesday at 8:30 p.m. CDST. Jimmy Jackson and Stanley Needham, the young men who conduct the program, choose a point of interest in the U. S., then questions are asked and answered regarding the chosen place. The program is well timed because it fits in with the vacation season. The questions and answers heard on the program are sent to listeners upon request.

"Les Femmes Premieres," heard over WGL, associate station of WOWO, serves the women of the radio audience by giving them a womans' idea of the News, fashion chatter, and interesting bits about women in the News.

## Authors-Poets Hour

Poets, novelists and short story writers of Kansas City, Kansas have their inning on the air each Sunday evening at 8:15 when KCKN presents "Judge" C. Clyde Myers, local attorney and successful writer. Myers gives interesting information about these local writers and reads bits of both published and unpublished works.

Each local writer receives a personal letter from KCKN in advance of the program on which he is mentioned. A clipping of the Radio Column story mentioning his name is mailed to him following the broadcast.

## Willys-Overland Fading

Willys-Overland Motor Co., sponsors of the "Surprise Party" heard over WOR and Mutual every Sunday, will fade from the air July 25. Reason given is that the company has a strike in its plant and can not fill orders. The show will continue under the direction of Fred Uttal for the rest of the series, and features Kay Kyser and his orchestra.

## 2 New WLBC Shows

Muncie, Ind.—"Tea Time Tunes," light popular and waltz program, and "When Day Is Done," semi-classical musical program, are two new air features on WLBC for afternoon listeners. Otis Roush producing both shows.

## WDGY Farm Hour Expanded

Minneapolis—Coincident with the McCord Agency's 26-week renewal of the Farm Hour on WDGy, twin city station, the program has been expanded from 15 minutes to a half hour, daily. Contract for five minutes daily at 7:25-7:30 a.m. also has been renewed for a like period. WDGy Farm Hour has the endorsement and support of over 125,000 Minnesota and northwest farmers, members of the Central Cooperative Ass'n of South St. Paul.

## King's Jesters Re-Signed

The King's Jesters orchestra has been signed for an additional six months starting Sept. 1 by the La Salle Hotel, Chicago. Outfit has an NBC wire and will remain at the hostelry until Aug. 1, resuming one month later. Band booked by CRA.

## KIDO in New Studio

Boise—KIDO moved into its new studio on the mezzanine floor of Hotel Boise recently. C. G. Phillips, manager, says the new location affords better facilities for future operations, particularly when KIDO's affiliation with the NBC becomes complete.

## Fifth Year on KSL

Salt Lake City—American Fur Co. has signed for its fifth year on KSL. Byron Ray produces the show.

## KSL Adds News Period

Salt Lake City—Addition of another news period gives KSL six news-casts daily, totaling one and a half hours devoted to news each day.

## LUCILLE & LANNY

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WJZ-NBC-Blue Network

Personal Representative

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Artists Syndicate of America  
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## 25% OF NBC AIR TIME GIVEN TO EDUCATION

(Continued from Page 1)

Young, General James G. Harbord and David Sarnoff.

In making the announcement yesterday of Dr. Angell's acceptance, Lohr said in part:

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions.

"Appreciating the importance of education on the air to the nation and to the National Broadcasting Co., our executives have deliberated for a long time the selection of a properly qualified leader in education for the work we have in mind. After consideration of several possibilities, our choice fell upon Dr. Angell, to whom an invitation to join the NBC was extended last winter. Dr. Angell considered our invitation with characteristic thoughtfulness, and as a result, reached the decision he publicly announced yesterday. Dr. Angell recognized, as we on the radio firm line believe, that this vast medium for the dissemination of education and culture could be used to greater effectiveness. He has consented to step from the academic world which he has graced for so many years into another world, but one which presents inspiring possibilities for human betterment and great public service.

## COLUMBUS

George Zimmerman, WHKC singer, has been signed by two sponsors for programs featuring his hymns and "Songs of Yesteryear." Firms are Sisson Formula Co. and Rieble Appliance Shop.

Bill McKinnon, Dispatch sports editor, is again doing his "Sports Review" four times weekly over WBNS for Avalon and Raleigh smokes.

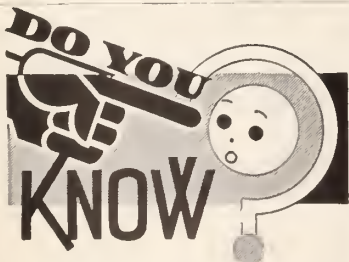
"Heart of Julia Blake," WBS disk series, has been placed on WHKC.

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America's Leading Radio  
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BAND OF THE WEEK  
CHARLIE BARNET  
and his Orchestra  
HICKORY LODGE  
Larchmont, N. Y.  
NBC Network



Al Pearce claims to be the first (or one of the first) to conduct a musical broadcast over the air. He did it in 1914 from the E. A. Portal station on the roof of the Garden City Bank, San Jose, Cal.